



VIET NAM NATIONAL AUTHORITY OF TOURISM  
INSTITUTE FOR TOURISM DEVELOPMENT RESEARCH



# EFFECTIVE PROMOTION AND CONSERVATION OF CULTURAL HERITAGES FOR SUSTAINABLE TOURISM DEVELOPMENT IN VIET NAM

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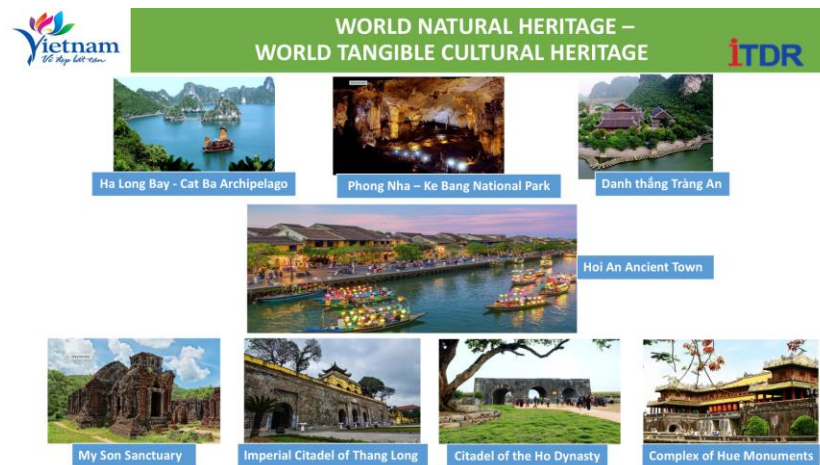
# Content

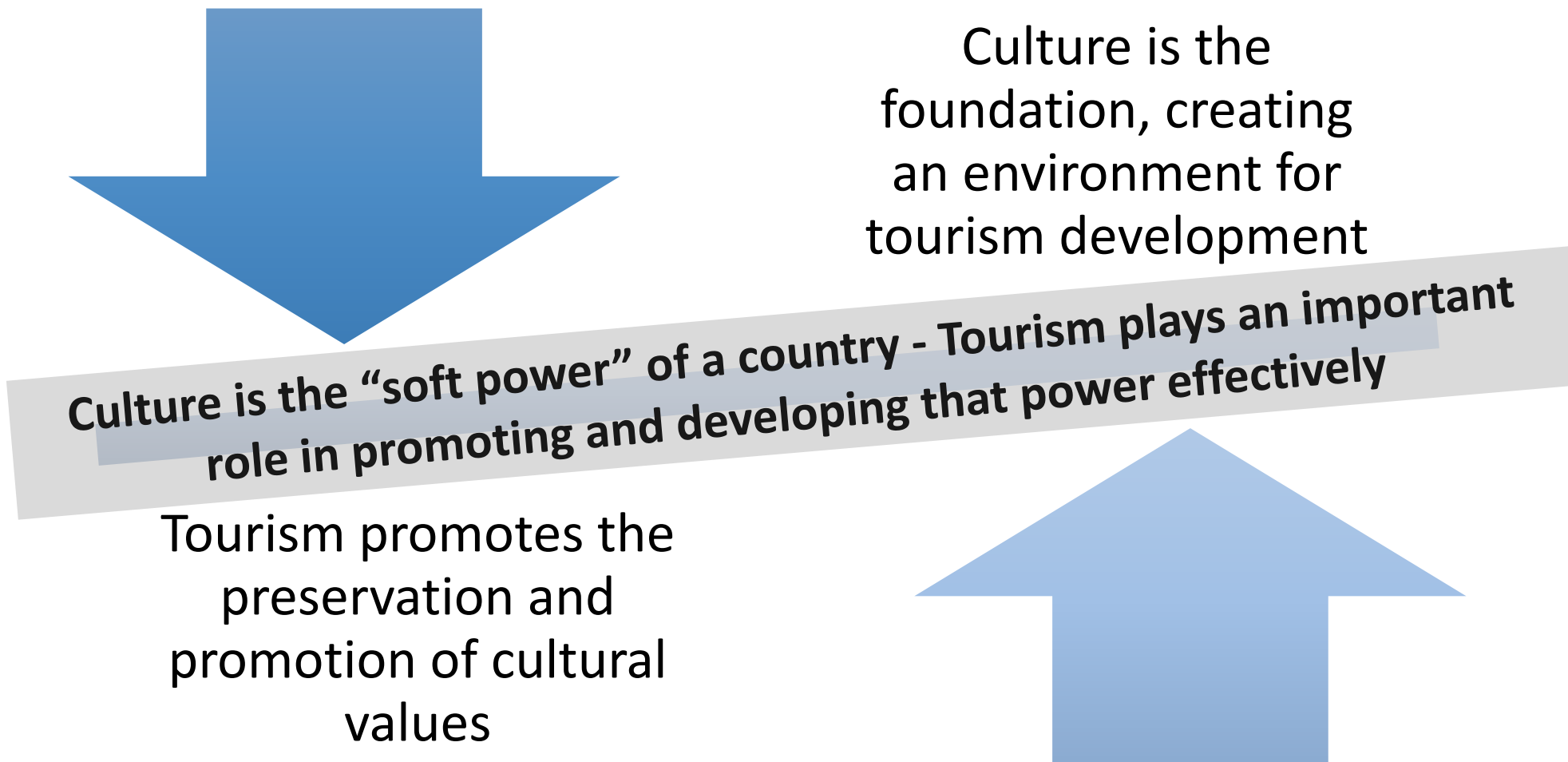
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1. Cultural heritages and tourism development
  2. Vietnam's cultural heritages: potential and current status of using for tourism development
  3. Recommendations on policies to effectively conserve and promote cultural heritages towards sustainable tourism development in Vietnam



# RELATIONSHIP BETWEEN CULTURAL HERITAGE – TOURISM DEVELOPMENT IN VIET NAM

- Tourism is considered the most effective approach to promote cultural values, a bridge between nations and cultures in the world.
- Tourism is an industry developed on the basis of exploiting tourism resource values. Cultural values are considered a form of tourism resources to build and create attractive, different and competitive tourism products.
- Tourism contributes to protecting and promoting cultural values.
- Preserving and promoting cultural values creates a foundation for promoting tourism development (cultural tourism).
- The success in growth and development of the tourism industry has a great contribution from cultural tourism products.





## A collage of images representing Vietnam, including terraced rice fields, a pagoda by a lake, Ha Long Bay, a night market, a city at sunset, a stone bridge, a water festival, a street scene, and a coastal town. The collage is divided by a diagonal blue line. The top left shows terraced rice fields. The top center shows a pagoda by a lake. The top right shows Ha Long Bay. The middle left shows a night market. The middle right shows a city at sunset. The bottom left shows a stone bridge. The bottom center shows a water festival. The bottom right shows a street scene and a coastal town. The text 'VIET NAM' is visible in the middle left section. The logo 'iTDR' is in the top right corner.

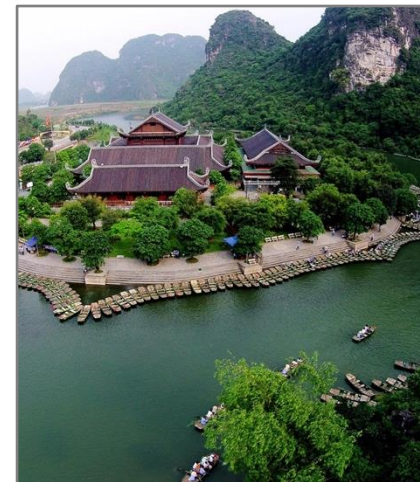


# Cultural Heritages in Vietnam

- UNESCO World heritages: 5 tangible cultural heritages; 1 mixed heritage; 14 intangible cultural heritages
- 10 documentary heritages recognized by UNESCO
- More than 4.000 national relics
- 126 special national monuments
- More than 400 national intangible cultural heritage
- More than 9.000 provincial relics.



Complex of Hue Monument



Trang An Landscape Complex



Citadel of the Ho Dynasty



Hoi An Ancient Town



My Son Sanctuary



Imperial Citadel of Thang Long





Ha Long Bay - Cat Ba Archipelago



Phong Nha – Ke Bang National Park



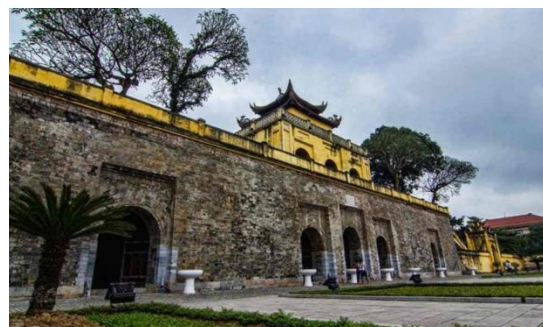
Danh thắng Tràng An



Hoi An Ancient Town



My Son Sanctuary



Imperial Citadel of Thang Long



Citadel of the Ho Dynasty



Complex of Hue Monuments





Hue royal court music



Gong culture space



Quan Ho folk songs



Ca tru singing



Giong festival



Xoan singing



Worship of Hung King



Don Ca Tai Tu (amateur singing)



Nghe Tinh folk songs



Royal woodblocks of Nguyen dynasty



Temple of Literature, Hanoi



Woodblocks at Vinh Nghiem Pagoda

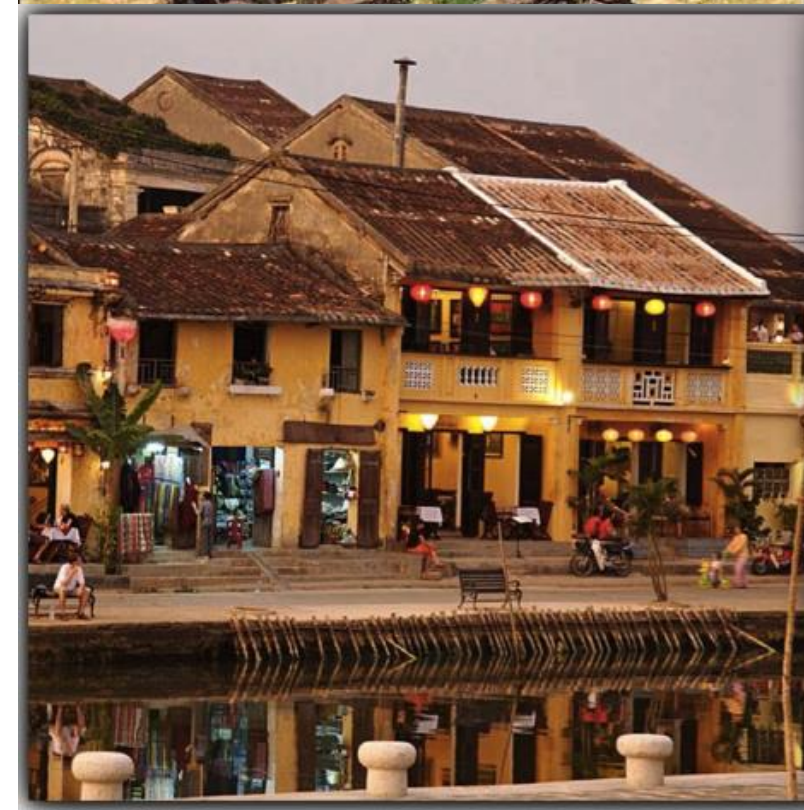


Imperial Records of Nguyen dynasty



Cultural tourism products in Vietnam are diverse and attractive: heritage sightseeing activities, cultural and historical research through heritage, living museums and exhibition museums, learning and experiencing traditional culture and CBT...

Outstanding cultural tourism products: visiting the world cultural heritages of Hue Ancient Capital, Hoi An Ancient Town, My Son Temple Complex, Trang An Scenic Area, Thang Long Imperial Citadel, participating in traditional and contemporary festivals such as Hung Temple Festival, Huong Pagoda Festival, Yen Tu Festival, Ba Chua Xu Festival, Hue Festival, Fireworks Festival in Da Nang...



# Vietnam's policy mechanism in conserving and promoting cultural heritage associated with tourism development

Law on Cultural Heritage 2013

Law on Environmental Protection 2020

Law on Tourism 2017

Politburo's Resolution No. 08-NQ/TW

Resolution 82/NQ-CP by Government dated May 18, 2023

Resolution 103/NQ-CP on Action Program to implement Resolution 08-NQ/TW

Strategy on Viet Nam's tourism development until 2030

Master plan on tourism system for 2021-2030, vision to 2045

The National Programme on preserving and promoting the cultural heritage values

Socialization policy on tourism at heritage sites

Policy mechanism to support tourism infrastructure development and encourage investment

Financial support policy for heritage conservation, restoration and renovation

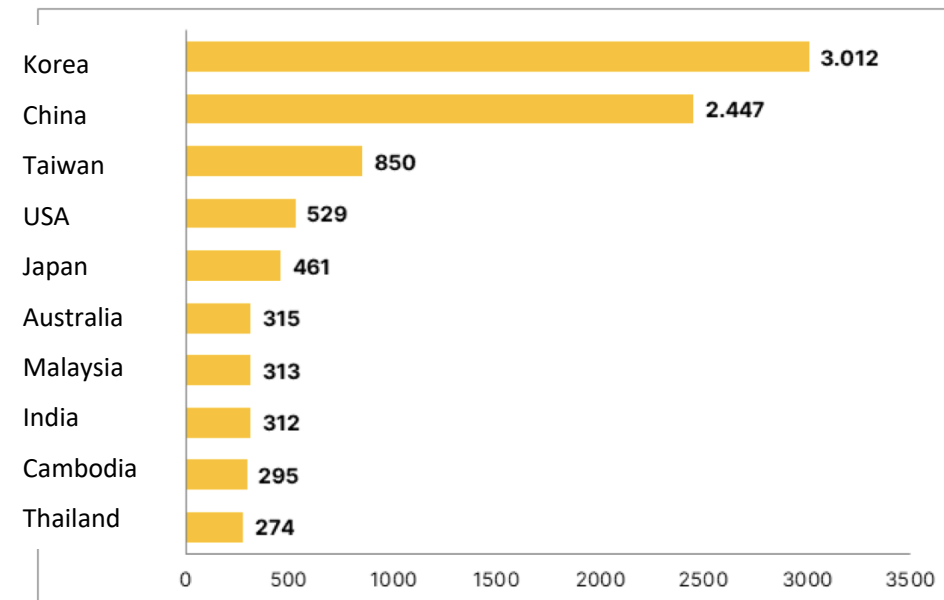
Decentralization of management from central to local levels for cultural heritages



# Vietnam Tourism's results (August 2024)



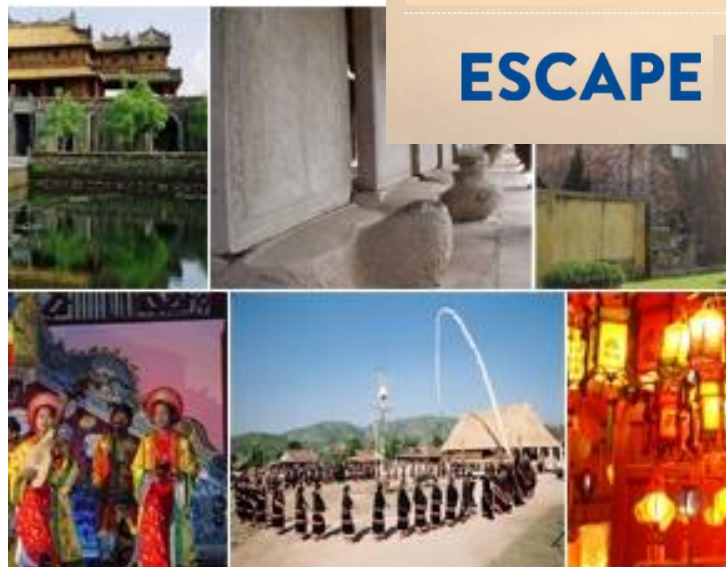
Top 10 tourist market to Viet Nam in 8 months of 2024 (thousand arrivals)



Source: GSO, VNAT (2024)

# Contribution of cultural heritage tourism

1. Cultural heritage tourism creates the differences for the Vietnamese tourism product system, connecting and diversifying tourism routes,
2. Heritage tourism in Vietnam is the second most popular activity among international tourists, after beach & resorts.
3. Many heritage tourism products have become typical brands for Vietnamese tourism.
4. Contribute to preserving and promoting cultural values; help transform livelihoods, create jobs, and increase income for the communities.
5. In 5 years (from 2019 to 2024), Vietnam has been continuously voted as Asia's leading heritage destination and Asia's leading cultural destination (World Travel Awards).



 Viet Nam is in the Top 25 most attractive tourism activities	 Basket boats riding in Hoi An is on the Top experiences in the world	 Mu Cang Chai (Yen Bai province) is the breathtaking unreal scenic
 Con Dao island is the mysterious gem of the world	 2 beaches of the Central of Vietnam is on the Top 50 World attractive beaches	 Viet Nam is the most safe destination of Asia in 2024
 Hoi An is the most wonderful destination for leisure in September		



## Achievements

- ❑ Raising awareness of the role of cultural heritage
- ❑ Tourism infrastructure and technical facilities are constantly being upgraded in heritage areas
- ❑ Policy mechanism to effectively exploit cultural heritage values, contributing to the development of diverse tourism products
- ❑ Create favorable conditions for businesses and communities to participate in tourism activities in general and cultural heritage tourism in particular
- ❑ The legal framework is completed to meet development requirements

# Some issues for cultural heritage tourism development

## Limitations

The policy mechanism still lacks synchronization, causing difficulties in heritage management and tourism development. Many policies and projects on exploiting cultural heritage for tourism development are ineffective. There are no regulations on documentary heritage and exploiting documentary heritage for tourism development.

Attracting investment at heritage sites has many shortcomings, preserving heritage in many places destroys heritage, losing its originality. Investigation, statistics, and heritage assessment are limited.

Local human resources are not yet sufficient in terms of quality and quantity due to the characteristics of cultural heritage tourism. Local community awareness is still limited in heritage protection.

Products and services at heritage tourism sites is not diverse, not creative, still duplicated, not guaranteed quality, and does not really meet the needs of tourists

Heritage management still has many shortcomings, management of tourist overload is still ineffective, causing pressure on heritage. The infrastructure system to access destinations and tourism facilities is not synchronized, especially in places with cultural resources in mountainous areas and remote areas.

Many cultural heritage values are over-commercialized, causing cultural and traditional values to decline and losing their identity. Difficulty in harmonizing between “exploitation” and “preservation”.

The issue of resource protection and environmental sanitation at heritage tourism sites still has many limitations and has not been effectively resolved. There are no strict sanctions for violations that affect cultural heritage



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The use of cultural heritage for tourism development but not for economic and profit purposes and can not ignoring the goal of preserving and maintaining cultural heritage. On the contrary, we should not be too cautious only to preserve and maintain without exploiting and promoting the value of heritage, this will inadvertently cause waste of cultural resources that can be used for socio-economic development. The previous viewpoint of "preservation for preservation's sake" needs to be replaced by the viewpoint of "preservation for humanity's sake".

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## RECOMMENDATION

## Policy mechanism on management, conservation and promotion of heritage

- Issue mechanisms and policies to optimally mobilize resources for cultural development, to soon bring culture on par with the economy.
- Complete the legal framework, review and unify relevant legal regulations
- Update and supplement regulations to suit the actual situation
- Public disclosure of relevant regulations
- Priority mechanism to support resources for investigation, inventory, assessment of heritage resources and building a large database of heritage resources nationwide

## Improving management's capacity

- Building a team of tourism human resources related to heritage, both management and business human resources in the heritage area
- Improving capacity for management, organization and conservation of heritage...
- Applying modern technology to digitize heritage resources, monitor, manage and operate tourism service provision activities at heritage destinations



## Policy mechanism on planning, infrastructure development and tourism services

- Planning, prioritizing investment, allocating resources to build infrastructure and physical facilities serving tourism at heritage destinations

## Mechanism for socialization and communitization of heritage tourism, focusing on training human resources in heritage tourism

- Focus on socializing heritage conservation and promotion activities
- Developing cultural tourism on the basis of respecting the community, not contradicting the interests and principles of the community
- Support technical training and community awareness
- Promote the role and encourage people in heritage areas to participate and benefit from tourism activities
- Focus on training human resources to manage and provide heritage tourism services

## Strengthening tourism promotion

- Prioritize and allocate appropriate resources for promoting and advertising the image of heritage destinations
- Building a unique and diverse heritage destination brand, with a friendly and hospitable impression
- Using diverse methods to promote heritage destinations and heritage tourism products
- Applying modern technology in promoting heritage tourism destinations and products

## Developing the policy mechanism about financial support

- Increasing the public and private investments
- Financial support appropriate for the heritage conservation and promoting projects
- Encourage public-private partnerships (PPP)
- Building policies about exemption and reduction tax

## Managing the tourism activities more effectively

- Issue relevant regulations to strengthen, monitor and manage tourism activities towards sustainability and protect heritage values..
- Strictly handle violations
- Managing cultural heritage tourism activities in a sustainable manner, exploiting cultural resources for tourism development but at the same time strictly controlling capacity to limit tourism overload at heritage destinations.





**Thank you for your attentions!**