

Ministry of Culture, Sports and Tourism

Vietnam Institute of Culture, Arts, Sports and Tourism



CREATIVE TOURISM DEVELOPMENT IN VIETNAM

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VIETNAM TOURISM DEVELOPMENT

- 1994: 1 million international arrivals, about 40,000 hotel rooms.
- 2024: 17.5 million international arrivals, over 800,000 rooms despite several downturns
- Tourism has become a key economic sector.
- However, there are still: low spending, short stays, low return rate (10–40%).

VIETNAM

F5 TOURISM PRODUCTS

- Reasons: passive sightseeing tourism, lack of active experiences.
- Need to innovate products, diversify experiences to increase value and return of visitors.
- Orientation of Vietnam Tourism Strategy to 2030: Develop sustainable and creative tourism.



- SUSTAINABLE TOURISM.
- TOURISM PRODUCT RESTRUCTURING.

SAFER
NAM



CREA TIVE

WHAT IS CREATIVE TOURISM 📍

- According to Greg Richards & Crispin Raymond (2000):
“Creative tourism offers tourists the opportunity to develop their creative potential through participation in local cultural experiences.”
 - Tourists actively create, not just observe.
- Activities: pottery, cooking, painting, weaving, folk art...

COMPARING CREATIVE TOURISM & TRADITIONAL CULTURAL TOURISM

Criteria	Cultural Tourism	Creative Tourism
Tourists engagement	Passive, observation	Proactive; creating together
Community interaction	Limited	Direct, proactive
Cultural values	Tangible heritage	inc. intangible heritage
Community benefit	Indirect benefits	Benefit from sharing culture, customs, crafts
Sustainability	Depends on various factors	Based on the quality of experience



THE RELATIONSHIP WITH SUSTAINABLE DEVELOPMENT

Creative tourism - a people-centric approach.

Creative tourism helps:

- Diversifying tourism products.
- Preserving intangible cultural heritage.
- Strengthening community engagement and livelihood improvement.
- Improving the quality of visitor experiences.



SUSTAINABLE

CASE STUDY IN VIETNAM



Duong Lam ancient village (Son Tay):
tourists make straw, wood carving,
lanterns, farming activities.

Bat Trang village: pottery crafting,
personal products.



Hoi An: UNESCO Creative City
2023; develop crafts, folk arts,
cuisine, villages with 50 crafts.

Mekong Delta: community tourism,
agriculture - need to be creative to avoid
duplicate products.



CREATIVE

📍 LARGE TOUR OPERATORS LAUNCH CREATIVE TOURISM

Tour operators play a role in connecting tourists with creative spaces

Vietravel - Hanoi Creative Tours 2024

“Creative Tour of Festival Route”: experience architecture and art.

“Creative Resonance Tour”: combine heritage and contemporary art.



A promotional poster for 'Creative Tours 2024'. It features logos for Hanoi Creative Design Festival, Vietravel (Asia Leading Tour Operator), and Breezing. The text includes 'Creative Tours', 'A First-Ever Experience', the dates '09-17.11.2024', and 'The Serendipitous Encounter of History & Art'. It lists several locations: Hanoi Children's Palace, Tonkin Palace, Hanoi Opera House, Hanoi University, and National Museum of History. A website URL 'www.lehoithietkesangtao.vn' is provided. The poster has a colorful, abstract design with a yellow and orange color scheme and a stylized city skyline at the bottom.

Creative Tours
A First-Ever Experience
09-17.11.2024
The Serendipitous Encounter of History & Art

Hanoi Festival of Creative Design
* Hanoi Children's Palace
* Tonkin Palace
* Hanoi Opera House
* Hanoi University
* National Museum of History
... and countless pavilions of contemporary masterpieces...
www.lehoithietkesangtao.vn



A promotional poster for 'Creative Attraction' featuring the Hanoi Opera House. It includes logos for HNCDF 2024, Vietravel (Asia Leading Tour Operator), and Breezing. The text includes 'Điểm đến Sáng tạo | Creative Attraction', 'Nhà hát Lớn - Kiệt Tác', 'The Opera House', and 'A Masterpiece'. A red circular logo with 'NH' is visible. The poster features a photograph of the Hanoi Opera House and a colorful, abstract design with a yellow and orange color scheme.

HNCDF 2024
Điểm đến Sáng tạo | Creative Attraction
Nhà hát Lớn - Kiệt Tác
The Opera House
A Masterpiece
NH

ZONE 9, ONCE A HUB FOR CREATIVENESS OF HANOI

Abandoned complex turned
into an art hub, **center of
creativity** of Hanoi



Institutions & Policies: legal framework, credit – tax incentives, promotion of innovative centers.

Products & Services: developing craft village experiences, cuisine, digital technology

Human resources: creative skills training, guiding, community management

Conservation & Environment: awareness, involvement of enterprises and tourists, conservation programs, tourist friendly environment, and impact monitoring



CREATIVE TOURISM 
**DEVELOPMENT
SOLUTIONS**



CONCLUSION **VIETNAM – A CREATIVE AND** **SUSTAINABLE DESTINATION.**

Creative tourism = economic + cultural + social benefits

Need for national development strategy, synchronous mechanism and public-private partnership. Businesses, communities, and governments act together.



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**THANK YOU
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