



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%).

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.





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.



SUSTAINABILITY

CASE STUDY IN VIETNAM



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



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.



📍 **LARGE TOUR OPERATORS LAUNCH CREATIVE TOURISM**

Tour operators play a role in connecting tourists with creative spaces

Vietravel - Hanoi Creative Tours 2024

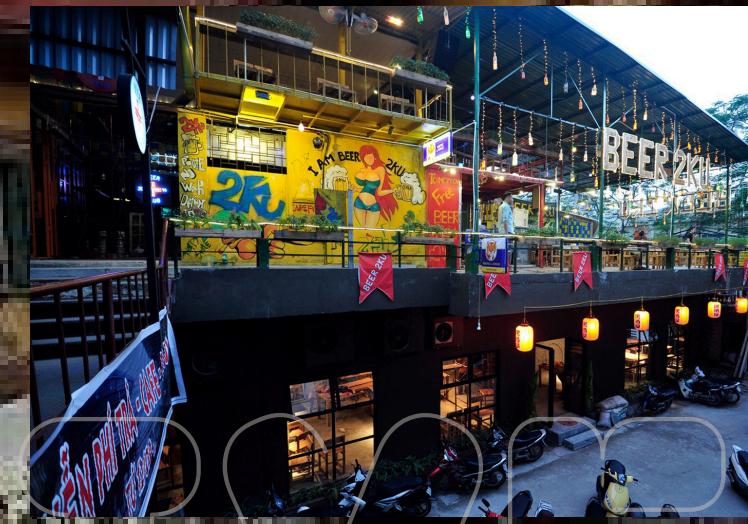
“Creative Tour of Festival Route”: experience architecture and art.

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



ZONE 9, ONCE A HUB FOR CREATIVENESS OF HANOI

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





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

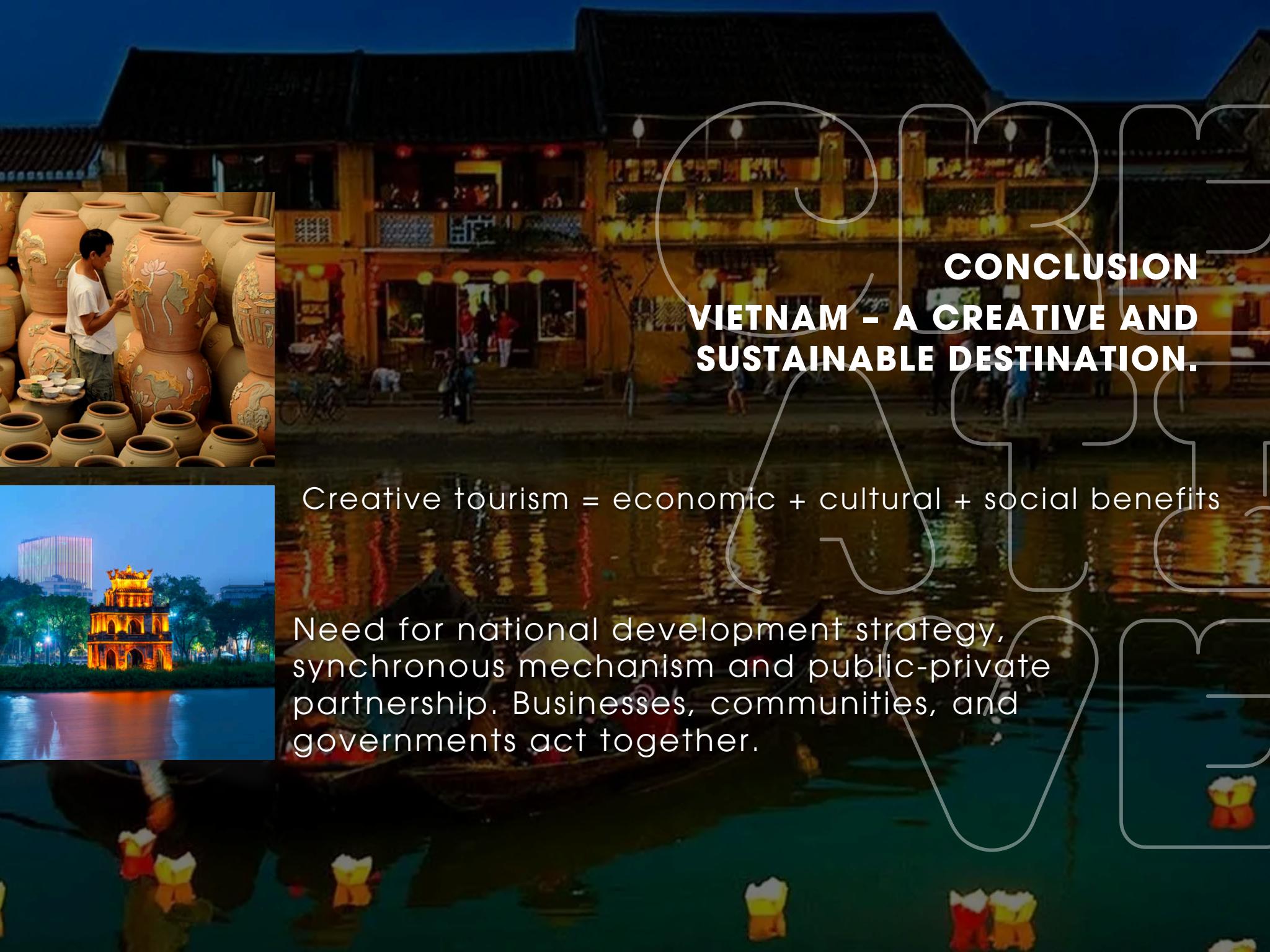
Products & Services: developing craft village experiences, cuisine, digital technology

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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