

ANALYZING VIETNAM'S IMPLEMENTATION OF THE 4TH PILLAR OF ASEAN'S FRAMEWORK ON SUSTAINABLE TOURISM DEVELOPMENT IN THE POST-COVID-19 ERA: ACHIEVEMENTS, CHALLENGES, AND LESSONS FROM ASEAN COUNTERPARTS

CHU KHANH CHI

Victoria University of Wellington, New Zealand

Email: chuchi@myvuw.ac.nz

PHAM XUAN PHONG

Foreign Trade University, Vietnam

Email: xuanphongpham309@gmail.com

Abstract

Tangible and intangible heritage in Southeast Asia, particularly Vietnam, faces increasing threats from climate change, globalization, and weak governance. In response, the Association of Southeast Asian Nations (ASEAN) adopted the Framework for Sustainable Tourism Development (AFSTD) in 2023. Using a descriptive analytical approach, this study assesses the alignment of Vietnam's current legal and institutional framework for cultural tourism with AFSTD Pillar 4 on safeguarding cultural heritage and promoting creative industries. It argues that while Vietnam has integrated cultural elements into tourism law and strategy, the current framework remains fragmented, overly centralized, and lacks data-driven preventive mechanisms for heritage preservation, community participation, and benefit-sharing. Moreover, the creative industries remain underdefined and underfunded, limiting their potential contribution to cultural tourism. Drawing on regional best sustainable cultural tourism practices in Indonesia, Thailand, and Malaysia, the study proposes policy reforms, including the institutionalization of heritage impact assessments, cross-sectoral governance models, creative industry legislation, and tourism benefit-sharing mechanisms. These recommendations aim to enhance Vietnam's cultural tourism competitiveness while ensuring sustainable preservation and equitable development in line with ASEAN's regional vision.

Keywords: ASEAN Framework for Sustainable Tourism Development (AFSTD), community participation, creative industries, cultural heritage, policy reform, sustainable cultural tourism, Vietnam's tourism governance

Received: 15 October 2025

Revised: 09 July 2026

Accepted: 15 July 2026

Southeast Asia's rich cultural heritage is currently facing mounting pressures from climate-related risks and socio-cultural displacement.¹ In response, sustainable cultural tourism has emerged as a vital mechanism to balance heritage preservation with

1 Kubontubuh, C. P. (2023). Traditional practices in harmony with nature. *The ASEAN Magazine*, Vol. 32-33. pp. 38-39.

economic development,² particularly as ASEAN nations transition toward service-based economies. This form of tourism refers to travel motivated by the desire to gain deeper insight into human society and culture, encompassing the exploration of a destination's history, architecture, economic life, social structures, and traditional customs.³ Vietnam exemplifies this dynamic as its rapidly expanding tourism sector has integrated cultural value promotion into national policy, targeting significant revenue growth by 2030.⁴ However, the sector suffers from systemic legal vulnerabilities, including an inflexible framework for attracting investment, slow adaptation to regional market shifts, and weak enforcement of site conservation laws.⁵

At the regional level, the ASEAN Economic Community (AEC) Blueprint 2025 envisions Southeast Asia as a “quality tourism destination” offering a unique and sustainable ASEAN experience. To support this goal, ASEAN Tourism ministers, with the support of the Economic Research Institute for ASEAN and East Asia (ERIA), endorsed the AFSTD, a non-binding ministerial policy document acting as a strategic guideline and regional cooperation framework for Member States to incorporate sustainability, cultural preservation, and environmental safety into their national tourism policies, laws, and programs. The fourth pillar of this framework specifically presents two key strategic priorities: (i) safeguarding tangible and intangible cultural heritage and (ii) promoting and enhancing diverse cultures (including living culture and creative industries) through cultural tourism.⁶

This study adopts a descriptive analytical approach, drawing on the AFSTD text, its Action Roadmap, Vietnamese legislation, and academic literature. It covers key laws, decrees and circulars relating to sustainable cultural tourism that are in force at the time of writing. It addresses three questions: To what extent do Vietnam's tourism policies align with Pillar 4 of the AFSTD? What key legal and institutional gaps hinder its

- 2 Nguyen, T. H. et al. (2024). Sustainable tourism governance: A study of the impact of culture [Special issue]. *Journal of Governance & Regulation*, 13(2), 474-485. <https://doi.org/10.22495/jgr-v13i2sart22>; Sangkaew, N., & Zhu, H. (2020). Understanding tourists' experiences at local markets in Phuket: An analysis of tripadvisor reviews. *Journal of Quality Assurance in Hospitality & Tourism*, 23(1), 89-114. <https://doi.org/10.1080/1528008X.2020.1848747>
- 3 Baquero, A. & Rivelles, R. (2020). Talaiotic cultural heritage as a tourism resource in the Balearic Islands. *Journal of Gastronomy, Hospitality, and Travel*, 3(1), pp. 64-70. <https://doi.org/10.33083/joghat.2020.31>
- 4 Vietnam National Administration of Tourism. (2020 November 11). *Vietnam eyes building national cultural tourism brand*. <https://vietnamtourism.gov.vn/en/post/15349>
- 5 Resolution 82/NQ-CP 2023 primary tasks promoting rapid recovery sustainable development tourism in Vietnam.
- 6 ASEAN & ERIA. (2023). *ASEAN Framework on Sustainable Tourism Development in the Post Covid-19 Era*. https://asean.org/wp-content/uploads/2023/01/Executive-Summary_ASEAN-Framework-on-Sustainable-Tourism-Development.pdf

effective implementation? What lessons can Vietnam learn from ASEAN counterparts to strengthen its legal framework for sustainable cultural tourism? As a non-binding instrument, the AFSTD does not itself create enforceable legal obligations for Member States. Accordingly, in this article, “alignment” with the AFSTD is understood as the extent to which Vietnam’s binding domestic legal and policy framework reflects and gives effect to the framework’s strategic priorities, rather than as a measure of formal legal compliance. Comparative insights from Thailand, Indonesia, and Malaysia are used to identify effective practices and extract policy lessons. These jurisdictions were selected because each demonstrates a distinct strength in implementing key elements of Pillar 4 of the AFSTD while remaining comparable to Vietnam, which has rich cultural heritage resources and a tourism-dependent economy.⁷ In 2023, Travel & Tourism accounted for approximately 6% of GDP in Vietnam, compared with 10% in Thailand, 8% in Malaysia, and 4% in Indonesia, indicating that tourism constitutes a significant component of the economies of all four jurisdictions.⁸

The article argues that, despite Vietnam’s noteworthy advancements, its legal framework is inadequate to realize the objectives of economic development and cultural heritage preservation. The first section assesses Vietnam’s current regulations against the AFSTD Pillar 4 strategic priorities to identify compliance gaps. The second section leverages insights from the comparative analysis of Malaysia, Indonesia, and Thailand to outline practical legislative and institutional legal reforms for Vietnam.

1. Vietnam’s current sustainable cultural tourism legal framework considering Pillar 4 of the AFSTD

Sustainable tourism has been placed at the center of Vietnam’s development agenda following the issuance of the Politburo’s Resolution No. 08-NQ/TW.⁹ Since then, the country has witnessed the enactment of multiple legal instruments to realize this goal, including the 2017 Law on Tourism and its guiding decrees and circulars, the 2024 Law on Cultural Heritage, Decision No. 147/QĐ-TTg authorizing the tourism development strategy until 2030, Resolution No. 82/NQ-TTg, and Directive No. 08/CT-TTg on sustainable tourism. While this dense network of documents has

7 *Ibid.*

8 ASEAN+3 Macroeconomic Research Office. (2025, April 15). *ASEAN+3 Regional Economic Outlook 2025. ASEAN+3 Macroeconomic Research Office - AMRO ASIA*. <https://amro-asia.org/asean3-regional-economic-outlook-2025>

9 Vu, Q. (2025 July 14). Cải cách thể chế chính sách quản lý và phát triển du lịch bền vững ở Việt Nam trong tình hình mới. *Tạp chí Dân chủ và Pháp luật* [Reforming the institutional framework and policies for managing and developing sustainable tourism in Vietnam in the new context. *Democracy and Law Journal*]. <https://danchuphapluat.vn/cai-cach-the-che-chinh-sach-quan-ly-va-phat-trien-du-lich-ben-vung-o-viet-nam-trong-tinh-hinh-moi-6465.html>

contributed to the increasing annual number of tourists visiting Vietnam, it is criticized for being “unsystematic”¹⁰ and “overlapping,”¹¹ especially in the field of cultural preservation.¹² This situation can be explained by two reasons.

First, unlike other countries in the region, sustainable tourism is a “relatively new” concept in Vietnam.¹³ It first appeared in the 2017 Law on Tourism, defined as “tourism development that meets the socio-economic and environmental requirements, defending the interests of the participants in tourism activities without having a negative effect on the ability to meet tourism needs in the future.”¹⁴ The introduction of this concept not only indicates a strategic move towards international norms but also marks a change in the government’s attitude from emphasizing economic growth in tourism to adopting a more holistic approach.¹⁵ However, this definition does not provide further explanation or guidance on what constitutes socio-economic and environmental requirements, thereby weakening its applicability in practice.

Second, under the same legal document, sustainable tourism is often linked to environmental protection and efforts to combat climate change.¹⁶ The absence of culture in the definition poses a critical question about whether sustainable tourism agendas concern cultural aspects at all. While the answer is affirmative, these agendas remain broad and general, lacking specific commitments from the government. For example, the Tourism Development Strategy approved in 2020 identifies as one of its underlying principles the development of cultural tourism alongside the conservation and promotion of cultural heritage and national cultural identity, including

- 10 Luu, T. T. T. (2023). Bảo tồn di sản văn hóa của Việt Nam hiện nay. *Tạp chí Thông tin Khoa học Xã hội* [Preservation of Vietnam’s cultural heritage at present. *Social Sciences Information Review*], 1(481), 31-38.
- 11 Than, T. N. T. (2024 May 12). Chính sách về phát triển du lịch bền vững tại Việt Nam trong bối cảnh hội nhập quốc tế. *Tạp chí Công thương*, số 05. [Policy on sustainable tourism development in Vietnam in the context of international integration. *Industry And Trade Magazine*, 05]. <https://tapchicongthuong.vn/chinh-sach-ve-phat-trien-du-lich-ben-vung-tai-viet-nam-trong-boi-can-hoi-nhap-quoc-te-123551.htm>
- 12 Hoang, D. C. (2024). Thực tiễn và hành trình hoàn thiện nội dung pháp lý trong Luật Di sản văn hóa sửa đổi. *Tạp chí Văn hóa nghệ thuật*, 584(10) [Practices and the journey of improving legal provisions in the revised Law on Cultural Heritage, *Journal of Culture and Arts*, 584(10)]. <http://vanhoanghethuat.vn/thuc-tien-va-hanh-trinh-hoan-thien-noi-dung-phap-ly-trong-luat-di-san-van-hoa-sua-doi.htm>
- 13 ASEAN & ERIA. (2024). *Action Roadmap for Sustainable Tourism Development in ASEAN*. https://asean.org/wp-content/uploads/2024/01/A4_Full-Report-7_1_11zon.pdf. 14
- 14 Law on Tourism No. 09/2017/QH14, National Assembly of Vietnam.
- 15 Truong, V.D., Knight, D.W. & Kamarulzaman, N. (2025). Setting the Scene: Heritage Tourism in Vietnam and Asia. In: Truong, V.D. & Knight, D.W. (eds), *Heritage Tourism: Vietnam & Asia* (p. 1-19). Springer. https://doi.org/10.1007/978-981-96-5427-7_1
- 16 Law on Tourism No. 09/2017/QH14, National Assembly of Vietnam; Decision No. 509/QĐ-TTg approving tourism system planning for the 2021-2030 period, vision looking to 2045 dated 13 June 2024, Government of Vietnam.

the development of cultural tourism products based on cultural, historical, and traditional heritage.¹⁷ Thus, the lack of a uniform definition of sustainable tourism has considerably undermined the country's efforts to balance economic growth with the preservation of future prosperity.¹⁸ This also explains why the integration of cultural and tourism policies and planning is in its infancy and creates the need for further policy discussion, formation and implementation. Against this backdrop, Vietnam certainly faces challenges in implementing Pillar 4 of the AFSTD.

1.1. Safeguarding tangible and intangible cultural heritage under Vietnamese law

This is the first area for intervention under the AFSTD, which calls for the effective integration of heritage protection into tourism planning, the strengthening of governing systems, and capacity building for heritage management. In theory, the 2024 Law on Cultural Heritage (2024 Law) attempts a structural overhaul by clarifying ownership, delineating World Heritage buffer zones, and mandating a national heritage database for planning and research. Furthermore, by abandoning a restrictive, closed heritage list in favor of a flexible and general description, the law broadens the scope of protected assets, many of which are privately held.¹⁹ At the same time, the law decentralizes execution by empowering provincial committees with management autonomy and introduces non-state funding to alleviate financial constraints on the state.²⁰ However, this administrative modernization fails to achieve the substantive goals of Pillar 4, which mandates tourism business training. While the new framework also offers training courses for managerial and security personnel, these training courses remain restricted to basic administrative and security oversight.²¹

17 Section 1(1)(3) of the 2020 Decision No. 147/QĐ-TTg approving tourism development strategy in Vietnam until 2030, Government of Vietnam. “Phát triển du lịch văn hóa, gắn phát triển du lịch với bảo tồn, phát huy giá trị di sản và bản sắc văn hóa dân tộc” [Developing cultural tourism, integrating tourism development with the preservation and promotion of heritage values and national cultural identity].

18 Than, T. N. T. (2024 May 12). *supra* note 11; Nguyen, T.T.T. (2024 May 9). Hoàn thiện chính sách phát triển du lịch bền vững tại Việt Nam. *Tạp chí Quản lý Nhà nước*. [Improving policies for sustainable tourism development in Vietnam. *State Management Review*]. <https://www.quan-lynhauoc.vn/2024/05/09/hoan-thien-chinh-sach-phat-trien-du-lich-ben-vung-tai-viet-nam/>

19 Truong et. al (2025), *supra* note 15.

20 Toan, T., Hanh, D. (2025 June 12). Cú hích sống còn từ Luật Di sản văn hóa sửa đổi: Bước ngoặt thể chế, trao quyền cho cộng đồng. *Báo Tiền Phong* [A vital boost from the revised Law on Cultural Heritage: An institutional turning point, empowering the community. *Tien Phong Newspaper*]. <https://tienphong.vn/cu-hich-song-con-tu-luat-di-san-van-hoa-sua-doi-bai-cuoi-buoc-ngoat-the-che-trao-quyen-cho-cong-dong-post1750334.tpo>

21 Ministry of Culture, Sport & Tourism. (2025). *Circular No. 05/2025/TT-BVHTTDL specifying regulations on the professional tasks of the museum; sending, storing artifacts and documents regarding intangible cultural heritages, relics, antiques, national treasures, documentary heritages; research, collection and documentation of intangible cultural heritage for Vietnamese residing abroad, foreign organizations, individuals and research, collection of documents heritage; programs, documents, training organizations, training and fostering for human resources to manage, protect and promote the value of cultural heritage dated 13 May 2025.*

By failing to legally codify instructional mandates on cultural sustainability practices or the socio-cultural impacts of tourism, Vietnam's capacity-building mechanism remains structurally superficial and unaligned with regional expectations.

The regulatory framework also faces two other critical challenges. First, the framework's misalignment is demonstrated by the regulatory gap regarding active site preservation, where Vietnam favors qualitative procedures over the proactive, data-driven enforcement demanded by the AFSTD.²² Specifically, mitigating physical damage to historic landmarks requires rigorous management and visitor oversight to prevent the misrepresentation and degradation of cultural practices. Articles 27 to 29 of the 2024 Law merely institute qualitative criteria for project approvals within heritage protection zones. Competent state agencies are tasked with ensuring that commercial developments do not "adversely affect the integrity, authenticity, and landscape of heritage sites" and comply with macro-level plans. Yet the statutory text omits quantitative metrics such as maximum visitor capacities, permissible noise thresholds, and waste and traffic limits, which are essential for modern predictive management. This raises the question of whether the current framework is sufficient to prevent deterioration in practice, or whether it remains largely reactive. Hoi An ancient town's overtourism, which was caused by a rapid increase in visitor numbers, a concentration of tourism activities in the core heritage zone and the commercialization of historic properties, has led to infrastructure congestion and environmental strain. It also weakens the town's architectural integrity and erodes its intangible cultural identity.²³ Similarly, Hạ Long Bay has experienced tourist numbers that exceed its ecological and social capacity, due to aggressive marketing, an increase in cruise tourism, expansion of infrastructure, and a regulatory focus on growing visitor numbers. The effects include marine pollution, loss of biodiversity, physical damage to fragile karst ecosystems, and a poorer visitor experience.²⁴ These experiences of Hoi An and Hạ Long Bay illustrate the types of pressures that measurable thresholds and proactive management tools could help address.²⁵

22 ASEAN & ERIA (2024), *supra* note 13.

23 Lam, P., Nguyen, C., & Tran, K. (2026). Overtourism and the decay of cultural identity: A case study in Hoi An ancient town. *European Journal of Sustainable Development Research*, 10(2). <https://doi.org/10.29333/ejosdr/18307>

24 Nguyen, T. L. (2026). Managing overtourism in world heritage sites: The case of Ha Long Bay. *In ACE-International Conference*, 75.

25 Phan, T. T. T., Le, T. T. & Hoang, T. T. (2022). Hệ thống di sản và xu hướng khai thác giá trị di sản tại Việt Nam. *Tạp chí Kiến trúc* [Heritage system and trends in exploiting heritage values in Vietnam. *Vietnam Architecture Magazine*], 5, 77-81. <https://www.tapchikientruc.com.vn/chuyen-muc/he-thong-di-san-va-xu-huong-khai-thac-gia-tri-di-san-tai-viet-nam.html>

Second, the conservative, centralized model of top-down governance does not fully align with the participatory governance highlighted under the AFSTD. Article 4 of the 2024 Law stipulates that: “Vietnam’s cultural heritage is an invaluable asset of the Vietnamese ethnic communities and forms an integral part of the cultural heritage of humanity [...] The State, acting as the representative of the owner, shall exercise unified management over cultural heritage under public ownership. It shall recognize and protect cultural heritage under private ownership and common ownership in accordance with the Constitution, this Law, and other relevant provisions of law.”²⁶

This provision reinforces a model in which the State functions not only as a regulator but also as the *de facto* guardian and decision-maker for nearly all heritage categories. In practice, this creates a governance hierarchy in which communities are positioned as participants in implementation rather than as partners. By contrast, the AFSTD emphasizes community-led preservation and decentralized multi-stakeholder engagement to foster authentic cultural connections and economic benefits. While proponents of the current model may view these centralized controls as a safeguard against irresponsible commercial exploitation, they effectively create an institutional bottleneck. This environment deters bottom-up innovation, delays regulatory responsiveness to rapidly changing site conditions, and marginalizes small-scale community tourism initiatives. Consequently, the framework disproportionately favors well-resourced private investors who can navigate complex state channels, ensuring that administrative control is prioritized over the flexible, adaptive governance and local autonomy central to the ASEAN vision.

1.2. Promoting the living culture and creative industries through cultural tourism under Vietnamese law

The second intervention area in Pillar 4 mandates promoting cultural diversity and inclusive cultural economies by linking tourism to creative industries, including gastronomy, performing arts, and traditional crafts.²⁷ On a macro-policy level, Vietnam has aligned with this mandate through instruments that prioritize community-based tourism, advocate for distinct intangible cultural attractions, and introduce cultural sensitivity training to prevent commodification. On the one hand, they highlight a shift in the attitude of policymakers towards enhancing the role of creative industries and cultural tourism in achieving the sustainable development

²⁶ Article 16 of the 2024 Law on Cultural Heritage.

²⁷ ASEAN & ERIA (2023), *supra* note 6; ASEAN & ERIA (2024), *supra* note 13, p. 31.

goals. Nevertheless, the system is criticized for being “fragmented”,²⁸ leaving three persistent issues unresolved, namely the ambiguous nature of creative industries, the lack of financial incentives, and the lack of benefit-sharing mechanisms.

First, the recognition of creative tourism is rhetorical because none of these instruments clearly defines the creative industries; instead, they use general terms such as “creative products” or “innovative tourism models.”²⁹ Consequently, Vietnam’s framework offers only administrative encouragement and lacks the dedicated creative-industry policies, institutions, or funding needed for real support. This gap leaves creative industries fragmented, underfunded, and weakly linked to tourism. Cultural performances, crafts, and heritage narratives largely operate informally or on temporary donor funding, and artisans are treated as mere cultural suppliers rather than entrepreneurs or rights holders. This creates a double marginalization as creative industries lack recognition as a legitimate economic sector nationally, and within tourism, they are relegated to supporting heritage preservation rather than driving innovation. As a result, Vietnam’s cultural economy remains dependent on state-led heritage management rather than community-driven creative entrepreneurship. In other words, Vietnam risks stagnation in heritage protection without unlocking the full creative and economic potential of its cultural assets.

The second challenge concerns the absence of specialized financial incentives for cultural tourism. AFSTD urges countries to incentivize businesses to integrate local cultural experiences into their tourism packages and to build partnerships with cultural providers.³⁰ However, Vietnam has not yet established such instruments. For example, the Cultural Heritage Fund under the 2024 Law is exclusively dedicated to the preservation of heritage sites, not to creative or cultural enterprise development. Other documents fail to provide detailed tax incentives, grant mechanisms specifically tied to cultural or creative tourism, or dedicated budget lines for cultural tourism. The most alarming consequence of this absence is the discouragement of private-sector investment in heritage-based or creative tourism projects, as these businesses tend to entail high costs and longer investment-return cycles. This issue is further exacerbated by the fact that Vietnam’s cultural tourism sector remains dependent on external funding

28 Nguyen, C. H. (2022). Factors affecting the development of cultural tourism in the Mekong Delta, Vietnam. *The Journal of Asian Finance, Economics and Business*, 9(3), 123–133. <https://doi.org/10.13106/JAFEB.2022.VOL9.NO3.0123>

29 Section 3.4 of the Directive No. 08/CT-TTg on comprehensive, accelerated and sustainable tourism development in near future dated 23 March 2024, Government of Vietnam.

30 ASEAN & ERIA (2024), *supra* note 13, p. 31.

and initiatives supported by donors. For example, current community-based tourism projects in ethnic minority regions often rely on short-term grants from non-governmental organizations or international organizations, and over-reliance on this external aid can create dependency that undermines sustainability.³¹ When these projects end, the absence of ongoing fiscal support leads to their decline or discontinuation of the projects.³² This pattern undermines the sustainability of cultural tourism and contradicts ASEAN's vision of self-sustaining creative economies.

Finally, the law lacks explicit benefit-sharing mechanisms. Although it is permitted to use heritage resources for economic, cultural, and tourism purposes,³³ legal regulations fall short of mandating fair distribution of economic returns from such utilization among relevant stakeholders. This means that investors and tour operators have no legal obligation to reinvest revenues generated from entry fees, guided tours, performances, or the commercial use of heritage images and symbols in community welfare or in the heritage bearers who play a key role in preserving cultural values.³⁴ The AFSTD emphasizes that local residents should be the primary beneficiaries of heritage-based tourism. This contrast may continue to discourage the locals' participation in the preservation and promotion of cultural heritage, which has already declined to an alarming degree.³⁵

In short, Vietnam's current framework indicates a relatively high level of conceptual and structural alignment with Pillar 4 of the AFSTD, yet there is still a partial divergence in the economic and participatory aspects of cultural preservation and promotion.

2. Policy recommendations and lessons drawn from some ASEAN counterparts

Whether a country can successfully implement cultural tourism largely depends on two core components: the richness of its cultural assets, both tangible and intangible, and the efficiency of its tourism policies in preserving cultural heritage and fostering cultural encounters.³⁶ Given the

31 Environmentally & Socially Responsible Tourism Capacity Development Program and WWF-Vietnam. (2013). *Vietnam Community-based tourism Handbook: A market-based approach*. <https://images.vietnamtourism.gov.vn/vn//dmdocuments/CBTHandbookENNonepage.pdf>

32 Tran, H.Q.M., Tran, H.B.C. & H, B. D. (2025). Sustainable community-based tourism in Viet Nam: From challenges to development opportunities – a case study in Ban Doi, Hue City. *Vietnam Economic & Financial Review*, 1(2), pp. 271–275. https://csdlkhoahoc.hueuni.edu.vn/data/2026/1/Tap_chi_Kinh_te_-_Tai_chinh_2025.pdf

33 Articles 82, 84, 87, 89 of the 2024 Law on Cultural Heritage.

34 Ahebwa, W. M. et. al. (2012). Tourism revenue sharing policy at Bwindi Impenetrable National Park, Uganda: A policy arrangements approach. *Journal of Sustainable Tourism*, 20(3), 377–394. <https://doi.org/10.1080/09669582.2011.622768>

35 Luu, T. T. T. (2023), *supra* note 10, p. 35.

36 Hussain, K. et al. (2024). Chapter 7 Thai cultural tourism attributes: Emerging trends and sustainable practices. In T. C. Wong, H. P. See, M. Milligan (eds.), *Cultural tourism in the Asia Pacific heritage, city and rural hospitality* (pp. 103–114). Springer.

richness of Vietnam's cultural assets, it is important to focus on developing and strengthening legal frameworks to regulate and promote cultural tourism. The following section will discuss some recommendations that Vietnam can adopt to address the above-discussed gaps: the lack of a data-driven and preventive preservation mechanism, centralized governance, insufficient creative industries-related institutions, and the absence of a specialized benefit-sharing mechanism for local communities. The goal is to enhance the competitiveness of the country's sustainable cultural tourism industry.

2.1. Development of assessment, regulatory, monitoring and enforcement measures for heritage protection

To address the absence of quantitative and preventive mechanisms in Vietnam's heritage management, the government should institutionalize mandatory Heritage Impact Assessments (HIAs) for projects located within or adjacent to heritage protection zones. The HIA methodology was developed by the Advisory Bodies to the World Heritage Committee, the International Council on Monuments and Sites (ICOMOS), the International Center for the Study of the Preservation and Restoration of Cultural Property (ICCROM), and the International Union for Conservation of Nature and Natural Resources (IUCN). It is a systematic process for identifying, predicting, and evaluating the potential effects of proposed projects or developments on the cultural significance, integrity, and values of heritage sites before decisions are made. This procedure consists of sixteen sequential stages, beginning with the early development and selection of qualified organizations to conduct the assessment, and concluding with the phases of decision-making, mitigation, and the communication of outcomes.³⁷

Thailand's experience provides a strong precedent for this approach. The integration of HIAs into its Environmental Impact Assessment (EIA) framework has enabled Thai authorities to systematically evaluate and mitigate the potential effects of tourism and infrastructure projects on cultural assets before they occur. For example, in the case of the Ayutthaya high-speed railway project, an HIA identified potential impacts on the World Heritage Site, resulting in design modifications, including lowering the station height, reducing its visual intrusion on the historic landscape.³⁸ This illustrates how HIAs can facilitate heritage-

37 UNESCO. (2022). *Guidance and toolkit for impact assessments in a world heritage context*. <https://whc.unesco.org/en/guidance-toolkit-impact-assessments/>.

38 Ministry of Transport. (2021). *A study on transit-oriented development in Thailand*. https://www.otp.go.th/uploads/tiny_uploads/PDF/2565-05/25650510-Exsum%20Master%20Plan.pdf;
Pimonkorn, P. (2024). Integrating heritage impact assessment into environmental impact assessment procedures: a case study of the historic city of Ayutthaya, Thailand. *Impact Assessment and Project Appraisal*, 42(6), 506–521. p. 513. <https://doi.org/10.1080/14615517.2024.2436697>

sensitive infrastructure planning by identifying and mitigating risks before development proceeds.

Vietnam should adopt a similar integrated rather than parallel model. Under the 2020 Law on Environmental Protection, projects subject to environmental assessment already undergo established EIA procedures. Rather than creating a separate approval process, the government could require a heritage-impact component within the existing EIA for projects identified as potentially affecting nationally significant or World Heritage sites and their protected zones. Preliminary Environmental Impact Assessment (PEIA) could serve as an initial screening mechanism to identify projects requiring a full HIA, while the substantive HIA would be conducted and reviewed as part of the subsequent EIA process. The Ministry of Culture, Sports and Tourism (MOCST), as the central state management authority for cultural heritage, should develop the HIA methodology and heritage-specific criteria and participate in the appraisal of the heritage component, in coordination with the competent environmental authorities responsible for EIA appraisal.

Implementation should proceed in phases to limit administrative burdens. During an initial two-to three-year pilot, mandatory HIAs could apply to projects affecting World Heritage properties and nationally significant heritage sites. The pilot could be funded through existing government allocations, with project proponents covering project-specific assessment costs. Following evaluation, the requirement could be progressively extended to other protected heritage areas as institutional capacity develops.

While introducing mandatory HIAs would likely increase administrative requirements and may lengthen project approval processes during the early stages of implementation, international guidance developed by the United Nations Educational, Scientific and Cultural Organization (UNESCO), ICCROM, ICOMOS, and IUCN indicates that impact assessments improve decision-making by identifying potential impacts, evaluating alternatives, and preventing irreversible damage to heritage assets before development proceeds.³⁹ To minimize implementation burdens, Vietnam could initially apply mandatory HIAs only to developments affecting nationally significant or World Heritage sites before progressively expanding the framework as institutional capacity develops.

Another key regional practice from which Vietnam can learn is the use of restriction and moratorium policies to control over-tourism, as seen

39 Court, S., Jo, E., & Mackay, R. (2022). *Guidance and Toolkit for Impact Assessments in a World Heritage Context*. United Nations Educational, Scientific and Cultural Organization. <https://whc.unesco.org/en/news/2465>

in Bali, Indonesia. Facing severe pressure on its environment and heritage sites, Bali has introduced construction freezes on new hotels and tourist villas in overdeveloped zones, effectively slowing unsustainable growth and allowing time for recovery and infrastructure adjustments. These measures are grounded in regional regulations that link licensing directly to environmental and cultural carrying capacity.⁴⁰ For Vietnam, adopting similar legal mechanisms to cap visitor numbers or temporarily halt new developments in congested destinations such as Hạ Long Bay or Hội An could prevent degradation and allow more balanced growth. Embedding such regulatory restrictions within Vietnam's tourism and heritage laws would shift management from reactive damage control toward proactive, capacity-based planning that safeguards long-term sustainability. While such restrictions may temporarily constrain tourism investment and local business growth, these impacts can be mitigated by applying them selectively to high-pressure heritage sites and reviewing them periodically based on carrying-capacity assessments.

By mandating HIAs, Vietnam could move from a reactive, qualitative model of heritage protection toward a predictive, data-informed, and participatory framework. Meanwhile, adopting similar legal mechanisms to cap visitor numbers or temporarily halt new developments in congested destinations such as Hạ Long Bay or Hội An could prevent degradation, allowing for more balanced growth and shifting toward capacity-based planning that safeguards long-term sustainability. These reforms would align Vietnam's tourism legislation with ASEAN's best practices and establish a proactive system capable of sustaining both cultural integrity and long-term tourism competitiveness.

2.2. Institutionalizing multi-stakeholder governance and national branding in cultural tourism

To address Vietnam's highly centralized cultural-tourism governance, the country should adopt a cooperative strategy involving governmental, nongovernmental, and private-sector actors at multiple levels of governance.⁴¹ The country's neighbor, Thailand, has made substantial progress in this regard by encouraging the participation of various stakeholders in tourism planning and execution. National agencies, including the Fine Arts Department, the Department of Cultural Promotion, and the Tourism Authority of Thailand (TAT), work alongside provincial authorities, the Non-Governmental Organizations (NGOs), private enterprises, and local

40 Ratcliffe, R. (2024). Indonesia puts moratorium on new Bali hotels amid overtourism fears. *The Guardian*. <https://www.theguardian.com/world/article/2024/sep/10/indonesia-bali-tourism-hotels-moratorium>

41 Vu, Q. (2025), *supra* note 9.

communities to coordinate heritage conservation and tourism development activities such as festivals, annual ceremonies, museum exhibitions at the national, local, private, and public levels, thereby stimulating both international and domestic tourism.⁴² The Nakhon Thai Subdistrict illustrates this model, while initiatives such as the “Thais Always Care” campaign demonstrate how public agencies and private partners can jointly enhance tourist safety, digital innovation, and national branding. This interconnected structure ensures complementary roles across sectors and levels of governance, fostering sustainable and participatory cultural tourism development.⁴³ Collaborative governance can also strengthen international cultural promotion. Malaysia’s “Echoes of ASEAN Bronze” project, organized under the ASEAN Cultural Fund, combined cultural exchange with tourism promotion and attracted more than 30,000 visitors, demonstrating how coordinated regional initiatives can simultaneously advance ASEAN cooperation and national tourism branding.⁴⁴ Given Vietnam’s existing ecosystem of tourism businesses, cultural organizations, universities, and local communities, these institutional approaches are readily adaptable to the Vietnamese context.

Drawing on these experiences, Vietnam should amend the Law on Tourism and related regulations to institutionalize multi-stakeholder governance while strengthening the legal framework for cultural tourism promotion. A national Cultural Tourism Council under the Ministry of Culture, Sports and Tourism (MCST) could coordinate government agencies, provincial authorities, businesses, NGOs, universities, and local communities. At the same time, a dedicated Cultural Diplomacy and Tourism Promotion Taskforce should be established to coordinate participation in ASEAN cultural initiatives, oversee national branding strategies, and manage a permanent promotional budget. These reforms would strengthen implementation capacity, improve coordination across sectors, and ensure that cultural tourism promotion becomes a sustained component of national tourism governance rather than an ad hoc marketing activity.

Although greater decentralization may appear inconsistent with Vietnam’s unitary governance structure, the proposed reforms do not require transferring constitutional authority to local governments or non-

42 Lertcharnrit, T., Watanasawad, K. (2023). Intangible cultural heritage tourism in Thailand. In: Yu, P.L., Lertcharnrit, T., Smith, G.S. (Eds), *Heritage and Cultural Heritage Tourism* (pp. 153-166). Springer. https://doi.org/10.1007/978-3-031-44800-3_13

43 Pounpunwong, W. (2025). The development of collaborative mechanisms and community network systems based on creative cultural tourism: A case study of Nakhon Thai Subdistrict, Nakhon Thai District, Phitsanulok Province, Thailand. *Journal of Arts and Thai Studies*, 47(1), 1-21.

44 Yin, C. Y. K. (2023). Same same yet different. *The ASEAN Magazine*, 32-33, pp. 11-13.

state actors.⁴⁵ Instead, they expand consultative participation in planning and implementation while preserving the State's central regulatory and supervisory role. This approach enhances policy responsiveness without altering Vietnam's constitutional governance framework.

2.3. Investment in safeguarding and promoting creative industries

Vietnam should urgently develop a legal framework to attract investment in its creative industries, a vital pillar for promoting cultural tourism and safeguarding intangible heritage. Regional best practices offer a clear path forward. Thailand has actively promoted its 5F Model (Food, Film, Fashion, Fight, Festival) and supported 15 creative industries as sources of soft power.⁴⁶ One example is Nuat Thai, a globally recognized wellness practice. Inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity in 2019, Nuat Thai has been actively revitalized since 1985 through national initiatives, including formal training programs at Wat Pho Thai Traditional Massage School. As part of Thailand's strategy to become a medical tourism hub, the TAT promoted Nuat Thai in a five-year plan (2004–2008) emphasizing wellness services. Today, Nuat Thai attracts global tourists and generates significant revenue. In 2021, a dedicated Nuat Thai Museum was opened at Wat Pho, showcasing traditional postures and promoting the practice as both a cultural and tourism asset.⁴⁷ Vietnam could apply a similar approach to promote its own intangible cultural heritage, particularly comparable local wellness traditions such as the Dao Đỏ herbal bath tradition. The Dao Đỏ herbal bath, practiced by the Dao Đỏ ethnic minority in northern provinces such as Lào Cai, Yên Bái, Hà Giang combines aromatic herbs, hot water baths, and traditional techniques for wellness and relaxation, embodying the Dao Đỏ's rich intangible cultural heritage. With proper promotion, it could be developed into a signature wellness-tourism experience featuring immersive workshops, spa services, and cultural demonstrations. Such development could attract domestic and international tourists, generate income for local communities, and help preserve the tradition. From a national-planning perspective, the example of Thailand demonstrates how state-led initiatives can elevate cultural assets into tourism powerhouses. Given the lengthy process of enacting new legislation, Vietnam should adopt a phased approach. In the short term, targeted amendments to the Law on Tourism and relevant regulations could introduce investment incentives, strengthen intellectual property protection for traditional knowledge, and

45 Law No. 72/2025/QH15 on organization of local government of Vietnam.

46 The ASEAN Admin. (2021). Thai creative industries in flux - the ASEAN magazine. In *The ASEAN Magazine*. <https://theaseanmagazine.asean.org/article/thai-creative-industries-in-flux/>

47 Lertcharnrit, T., Watanasawad, K. (2023), *supra* note 42.

integrate creative industries into tourism development, while Government decrees could provide targeted tax and credit-support measures. In the longer term, these measures could form the basis for a dedicated Creative Industries Development Law establishing a comprehensive framework for sectoral support, intellectual property protection, professional development, and coordination across government and industry. This legal framework should emphasize inclusive growth by enabling ethnic minorities and rural communities to access funding, training, and legal protections for cultural expressions. A well-designed, enforceable legal infrastructure will unlock the full potential of Vietnam's creative economy, transforming heritage into sustainable development assets while preserving its rich cultural identity.

2.4. Establishment of a tourism benefit-sharing mechanism

The most vital lesson from both Indonesia and Thailand is the centrality of community in sustainable cultural tourism. As discussed above, local communities are often marginalized in profit-sharing mechanisms. However, researchers contend that sustainable development only occurs when the rights and interests of all stakeholders are balanced, allowing local communities to gain both economic and cultural advantages from their heritage.⁴⁸ Therefore, it is crucial to recognize these communities as the rightful stewards of heritage sites, ensure that they receive a fair share of tourism-generated revenue, and establish formal mechanisms governing access rights and revenue-sharing.⁴⁹ Tangible benefits of tourism come in several forms, but the most common include job creation, direct income, and infrastructure development, while intangible benefits encompass capacity building, skills development, and the enhancement of cultural resources.⁵⁰ A key aspect of tourism benefit-sharing is fostering a reciprocal relationship between the government and local communities: the government provides welfare and opportunities, and communities, in turn, contribute to conservation and sustainable development.⁵¹ Beyond social and cultural

48 Logan, W. (2015). Community participation in world heritage sites in Australia and Vietnam. In *Understanding Community Participation and Rights-Based Approaches in World Heritage*. The Viet Nam Academy of Social Sciences & Ha Noi UNESCO Office; Larsen, P.B. (2015). Some preliminary issues and lessons from Phong Nha Ke Bang, Vietnam. In *Understanding Community Participation and Rights-Based Approaches in World Heritage*. The Viet Nam Academy of Social Sciences & Ha Noi UNESCO Office, p. 13.

49 Lapeyre, R. (2011). The Grootberg lodge partnership in Namibia: towards poverty alleviation and empowerment for long-term sustainability?. *Current Issues in Tourism*, 14(3), pp. 221-234. <https://doi.org/10.1080/13683500.2011.555521>; Kiss, A. (2004). Is community-based eco-tourism a good use of biodiversity conservation funds?. *Trends in Ecology and Evolution*, 19(5), pp. 232-237. <https://doi.org/10.1016/j.tree.2004.03.010>

50 Spenceley, A. et al. (2019). Revenue sharing from tourism in terrestrial African protected areas. *Journal of Sustainable Tourism*, 27(6), pp. 720-734. <https://doi.org/10.1080/09669582.2017.1401632>

51 *Ibid*; Makame, M.K., Boon, E.K. (2017). Sustainable tourism and benefit-sharing in Zanzibar: the case of Kiwengwa-Pongwe forest reserve. *Journal of Human Ecology*, 24(2), pp. 93-109. <https://doi.org/10.1080/09709274.2008.11906105>

capital, material support and meaningful opportunities motivate community members to actively participate in heritage preservation. Ensuring social equity and access to economic resources is essential for enabling local populations to secure sustainable livelihoods.⁵²

An instructive example from the region that Vietnam could draw on is the experience of batik cooperatives in Yogyakarta, Indonesia. These cooperatives function not only as production centers but also as hubs for cultural preservation, actively supporting the continuation of traditional batik techniques and knowledge. Through organized training sessions, educational outreach programs, and community-driven efforts to document and promote authentic designs, the cooperatives ensure that local artisans retain and transmit their heritage skills to younger generations. By providing a structured platform for artisans to exchange ideas, refine techniques, and collectively market their creations, these cooperatives empower local actors to take ownership of cultural production and tourism-related activities.⁵³ Importantly, this model demonstrates how cultural stewardship can be effectively linked to sustainable economic benefits: artisans gain fair income opportunities, communities benefit from increased tourism, and heritage is actively safeguarded.

Indonesia's experience is particularly relevant to Vietnam because both countries possess extensive living cultural heritage, traditional craft villages, and community-based tourism resources, making cooperative models of heritage management readily adaptable to the Vietnamese context. Adopting a similar cooperative-based approach, particularly in the context of traditional crafts, folk performances, or intangible heritage such as herbal-bath practices, could strengthen local engagement, formalize benefit-sharing mechanisms, and create a self-sustaining cycle in which cultural preservation directly contributes to economic development and tourism growth. This approach underscores the importance of institutional support combined with community agency, ensuring that heritage management is both participatory and economically viable.

Mandatory benefit-sharing may increase compliance costs and reduce the attractiveness of tourism investment. However, these effects can be mitigated through flexible legal mechanisms, such as revenue-sharing thresholds based on project size or tax incentives for operators that reinvest in heritage conservation. This approach would balance the need to maintain

52 Spenceley, A. et al. (2019), *supra* note 50.

53 Saputra, R. (2024). Governance frameworks and cultural preservation in Indonesia: Balancing policy and heritage. *Journal of Ethnic and Cultural Studies*, 11(3), pp. 25-50. <https://doi.org/10.29333/ejecs/2145>

investor confidence with the need to ensure that local communities are the primary beneficiaries of cultural tourism.

Conclusion

This study has examined Vietnam's legal and institutional framework for cultural tourism through the lens of Pillar 4 of the AFSTD. The analysis demonstrates that while Vietnam has made notable progress in integrating cultural elements into its tourism development strategies and aligning with regional sustainability goals, its domestic legal framework remains fragmented, limiting effective coordination between heritage preservation, community engagement, and tourism growth. Comparative insights from ASEAN counterparts, such as Thailand, Indonesia, and Malaysia, highlight the need for Vietnam to adopt more comprehensive governance mechanisms that institutionalize HIA, promote cross-sectoral collaboration, and ensure equitable benefit-sharing with local communities. These reforms would not only enhance Vietnam's competitiveness and cultural visibility but also contribute to a more inclusive and resilient model of sustainable cultural tourism governance across ASEAN. The findings of this article also contribute to academic discussions by shifting attention from theoretical models of sustainable cultural tourism to the practical application within the institutional and legislative framework. In addition, the article acknowledges its limitations in its methodology and scope of study. Consequently, future research may employ empirical, mixed-methods approaches and extend the analysis to other ASEAN nations to further advance scholarly understanding of regional legal harmonization and sustainable governance. ●

References

- [1] Ahebwa, W. M. et. al. (2012). Tourism revenue sharing policy at Bwindi Impenetrable National Park, Uganda: a policy arrangements approach. *Journal of Sustainable Tourism*, 20(3), pp. 377-394. <https://doi.org/10.1080/09669582.2011.622768>
- [2] Baquero, A., Rivelles, R. (2020) Talaiotic cultural heritage as a tourism resource in the Balearic Islands. *Journal of Gastronomy, Hospitality, and Travel*, 3(1), pp. 64-70
- [3] Court, S., Jo, E., & Mackay, R. (2022). *Guidance and Toolkit for Impact Assessments in a World Heritage Context*. In UNESCO. UNESCO, ICCROM, ICOMOS, and IUCN. <https://whc.unesco.org/en/news/2465>
- [4] Hussain, K. et al. (2024). Chapter 7 Thai cultural tourism attributes: Emerging trends and sustainable practices. In T. C. Wong, H. P. See, M. Milligan (eds.), *Cultural tourism in the Asia Pacific heritage, city and rural hospitality* (pp. 103-114). Springer

- [5] Kiss, A. (2004). Is community-based ecotourism a good use of biodiversity conservation funds? *Trends in Ecology and Evolution*, 19(5), pp. 232–237. <https://doi.org/10.1016/j.tree.2004.03.010>
- [6] Kubontubuh, C. P. (2023). Traditional Practices in Harmony with Nature. *The ASEAN Magazine*, Vol. 32–33, pp. 38–39
- [7] Lam, P., Nguyen, C., & Tran, K. (2026). Overtourism and the decay of cultural identity: A case study in Hoi An ancient town. *European Journal of Sustainable Development Research*, 10(2). <https://doi.org/10.29333/ejosdr/18307>
- [8] Lapeyre, R. (2011). The Grootberg lodge partnership in Namibia: Towards poverty alleviation and empowerment for long-term sustainability? *Current Issues in Tourism*, 14(3), pp. 221–234. <https://doi.org/10.1080/13683500.2011.555521>
- [9] Larsen, P.B. (2015). Some preliminary issues and lessons from Phong Nha Ke Bang, Vietnam. In *Understanding Community Participation and Rights-Based Approaches in World Heritage*. The Viet Nam Academy of Social Sciences & Ha Noi UNESCO Office
- [10] Lertcharnrit, T., Watanasawad, K. (2023). Intangible cultural heritage tourism in Thailand. In: Yu, PL., Lertcharnrit, T., Smith, G.S. (Eds), *Heritage and Cultural Heritage Tourism* (pp. 153–166). Springer. https://doi.org/10.1007/978-3-031-44800-3_13
- [11] Logan, W. (2015). Community participation in world heritage sites in Australia and Vietnam. In *Understanding Community Participation and Rights-Based Approaches in World Heritage*. The Viet Nam Academy of Social Sciences & Ha Noi UNESCO Office
- [12] Luu, T. T. T. (2023). Bảo tồn di sản văn hóa của Việt Nam hiện nay. *Tạp chí Thông tin Khoa học Xã hội*, [Preservation of Vietnam's cultural heritage at present. *Social Sciences Information Review*], 1(481), pp. 31–38
- [13] Makame, M.K., Boon, E.K. (2017). Sustainable tourism and benefit-sharing in Zanzibar: the case of Kiwengwa-Pongwe forest reserve. *Journal of Human Ecology*, Vol. 24(2), pp. 93–109. <https://doi.org/10.1080/09709274.2008.11906105>
- [14] Nguyen, C. H. (2022). Factors affecting the development of cultural tourism in the Mekong Delta, Vietnam. *The Journal of Asian Finance, Economics and Business*, 9(3), pp. 123–133. <https://doi.org/10.13106/JAFEB.2022.VOL9.NO3.0123>
- [15] Nguyen, T.T.T. (2024). Hoàn thiện chính sách phát triển du lịch bền vững tại Việt Nam. *Tạp chí Quản lý Nhà nước* [Improving policies for sustainable tourism development in Vietnam. *State Management Review*]
- [16] Nguyen, T. H. et al. (2024). Sustainable tourism governance: A study of the impact of culture [Special issue]. *Journal of Governance & Regulation*, 13(2), pp. 474–485. <https://doi.org/10.22495/jgrv13i2siart22>
- [17] Nguyen, T. L. (2026). Managing overtourism in world heritage sites: The case of Ha Long Bay. In *ACE-International Conference*, 75
- [18] Pimonkorn, P. (2024). Integrating heritage impact assessment into environmental impact assessment procedures: a case study of the historic city of Ayutthaya, Thailand. *Impact Assessment and Project Appraisal*, 42(6), pp. 506–521. <https://doi.org/10.1080/14615517.2024.2436697>

- [19] Phan, T. T. T., Le, T. T. & Hoang, T. T. (2022). Hệ thống di sản và xu hướng khai thác giá trị di sản tại Việt Nam. *Tạp chí Kiến trúc* [Heritage system and trends in exploiting heritage values in Vietnam. *Vietnam Architecture Magazine*], 5, pp. 77-81
- [20] Pounpunwong, W. (2025). The development of collaborative mechanisms and community network systems based on creative cultural tourism: A case study of Nakhon Thai Subdistrict, Nakhon Thai District, Phitsanulok Province, Thailand. *Journal of Arts and Thai Studies*, 47(1), pp. 1-21
- [21] Sangkaew, N., & Zhu, H. (2020). Understanding tourists' experiences at local markets in Phuket: An analysis of tripadvisor reviews. *Journal of Quality Assurance in Hospitality & Tourism*, 23(1), pp. 89-114. <https://doi.org/10.1080/1528008X.2020.1848747>
- [22] Saputra, R. (2024). Governance frameworks and cultural preservation in Indonesia: Balancing policy and heritage. *Journal of Ethnic and Cultural Studies*, 11(3), pp. 25-50. <https://doi.org/10.29333/ejecs/2145>
- [23] Spenceley, A. et al. (2019). Revenue sharing from tourism in terrestrial African protected areas. *Journal of Sustainable Tourism*, 27(6), pp. 720-734. <https://doi.org/10.1080/09669582.2017.1401632>
- [24] Tran, H.Q.M., Tran, H.B.C. & H, B. D. (2025). Sustainable community-based tourism in Viet Nam: From challenges to development opportunities – a case study in Ban Doi, Hue City. *Vietnam Economic & Financial Review*, 1(2), pp. 271-275
- [25] Truong, V.D., Knight, D.W. & Kamarulzaman, N. (2025). Setting the Scene: Heritage Tourism in Vietnam and Asia. In: Truong, V.D. & Knight, D.W. (eds), *Heritage Tourism: Vietnam & Asia* (p. 1-19). Springer. https://doi.org/10.1007/978-981-96-5427-7_1
- [26] Vu, Q. (2025 July 14). Cải cách thể chế chính sách quản lý và phát triển du lịch bền vững ở Việt Nam trong tình hình mới. *Tạp chí Dân chủ và Pháp luật* [Reforming the institutional framework and policies for managing and developing sustainable tourism in Vietnam in the new context. *Democracy and Law Journal*]
- [27] Yin, C. Y. K. (2023). Same yet different. *The ASEAN Magazine*, Vol. 32-33, pp. 11-13

Author Contribution

All authors contributed to the study conception and design. All authors read and approved the final manuscript.

Declarations

Conflict of Interest: The authors declare no competing interests.

Disclaimer: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article or claim that may be made by its manufacturer is not guaranteed or endorsed by the publisher.



Copyright: © 2026 by the authors. Licensee VJLS, Ho Chi Minh City University of Law, Vietnam. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).