



Developing Sustainable Tourism in Vietnam

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ABSTRACTS:

The article focuses on highlighting the issue of sustainable tourism development in Vietnam. In recent years, Vietnam's tourism industry has developed strongly, contributing greatly to the national economy. However, this development sometimes encounters challenges in terms of environmental protection, maintaining local culture and equitable distribution of benefits to local communities. The article emphasizes the role of sustainable tourism in addressing these challenges. Measures include developing forms of tourism that have less negative impact on the environment, promoting eco- and cultural tourism, as well as increasing the participation of local communities in the management and exploitation of the environment. tourist waterfall. Finally, the article suggests the need for close cooperation between relevant parties, including the government, tourism businesses and local communities, to ensure that tourism in Vietnam not only develops strongly but also ensures sustainability from environmental and cultural to economic and social.

Keywords: *Sustainable tourism development, sustainable tourism, solutions for sustainable tourism development. Introduction*

Tourism plays a pivotal role in Vietnam's socio-economic development, contributing significantly to its GDP and employment. However, the rapid growth of tourism has raised concerns about its sustainability, particularly regarding environmental conservation, preservation of cultural heritage, and equitable distribution of benefits to local communities. This article delves into the concept of sustainable tourism development in Vietnam, exploring strategies to mitigate these challenges and foster a more responsible and resilient tourism industry. By embracing sustainability principles, Vietnam aims to not only maximize the economic benefits of tourism but also ensure long-term environmental integrity and social inclusivity. Through collaborative efforts among government entities, tourism stakeholders, and local communities, Vietnam endeavors to chart a path towards sustainable tourism that balances economic growth with environmental and cultural preservation.

1. Theory of sustainable tourism development

1.1. Concept of Sustainable Development

Sustainable development is defined as comprehensive development in current society, meeting the needs of the present generation while ensuring not to affect the needs of future generations. This requires a balance between economic growth, solving social problems and protecting the environment. This is an international goal expressed through the United Nations' sustainable development goals (SDGs), including 17 goals and 169 targets to address economic, social and environmental challenges.

What makes sustainable development a common trend that every country is aiming for is the problem of resource depletion while demand is constantly increasing. For sustainable development, along with maintaining a high growth rate, it is necessary to have a strategy for economical, reasonable and effective exploitation and use of natural resources, with a sense of environmental protection and ensuring environmental protection. social justice between generations.

The main contents of sustainable development include economic growth, social justice, environmental protection and respect for human rights. Sustainable development is built on the principle of human progress, ensuring equality between generations. This goal is being focused on by many countries around the world, and each country will develop the most appropriate strategy based on its economic, political, cultural, social and geographical conditions.

1.2. Sustainable Tourism

To clearly understand the aspects of sustainable tourism, we will first compare mass tourism and sustainable tourism.

Title	Mass Tourism	Sustainable Tourism
Purpose	The top goal is the organization's profit	Established based on 3 main purposes (likened to 3 legs): environment, economy, culture - society.
Orientation	Meet the needs of visitors	Aiming to develop tourism together with the local community
Nature conservation	No priority	Prioritize the conservation of natural resources and benefits for local communities to respect culture, conserve natural resources while providing environmental protection education to tourists and local communities.
Impact on the community	Brings negative effects and negative impacts to the natural environment, especially when overexploited and used without effective conservation and management plans.	Create an environment with the cooperation of the local community, local government, non-governmental organizations as well as the tourism industry, tourists,... to create a sustainable tourism business organization to bring viable economic and social benefits.

Source: *Tourism Overview textbook, MSc. Ngo Thi Dieu An, 2014, Da Nang Publishing House*

(World Conservation Union, 1996) points out that sustainable tourism is traveling and visiting natural areas in an environmentally responsible way to enjoy and experience nature (including its cultural features). traditional and modern) according to nature conservation, has low impact from tourists and brings benefits for active socio-economic participation of local communities. According to the United Nations Environment Program and the World Tourism Organization (UNEP&UN WTO, 2005), sustainable tourism is defined as tourism activities that are fully calculated in terms of impacts on the economy, society, current and future environments, while meeting the needs of visitors, industry, the environment and local communities. In addition, sustainable tourism needs to address environmental, economic and socio-cultural aspects, and a balance between these three aspects needs to be established to ensure long-term sustainability. .

The sustainable tourism pillar needs to ensure harmony in three aspects: Economy, Environment, Culture - Society.

A typical example of sustainable tourism in the world is Bhutan - "The Kingdom of Happiness" and is one of the most sustainable destinations in the world. Bhutan is the only country in the world that emits Carbon negative, because more than 70% of the country is covered with trees, making the ability to absorb more carbon dioxide many times greater than the amount of gas emitted. Tourism in Bhutan is well controlled, in addition to requiring a visa , maintains a daily fee from 200 USD to 250 USD including accommodation, meals and domestic tourism activities. Accordingly, the imposition of fees also aims to ensure that the environment is not damaged by such activities. tourism movement.

1.3. Sustainable tourism development

The trend of tourism development in the world in general and Vietnam in particular is facing the challenge of using its resources responsibly, especially natural resources. The concept of "Sustainable Tourism Development" was born based on the approach from the concept of "Sustainable Development" - a development process that seeks balance in terms of time and speed of development, specifically To what extent should we develop to avoid "fast", but still ensure the "sustainable" factor?

Currently, there is still no unified concept of "Sustainable Tourism Development" in the world. According to Hens L, 1998, "Sustainable tourism requires managing all forms of resources in such a way that we can meet economic, social and aesthetic needs while maintaining cultural identity, fundamental ecological processes, biodiversity and life support systems". However, this definition only focuses on the management of tourism resources for sustainable tourism development. Or as Machado (2003) puts it, "Forms of tourism meet the current needs of tourists, the tourism industry, and local communities without compromising the ability to meet the needs of future generations. Tourism is economically viable without destroying the resources on which the future of tourism depends, especially the natural environment and social fabric of local communities." This definition only stops at focusing on the sustainability of tourism forms and does not mention sustainability for the entire tourism industry. The World Tourism Organization (UNWTO), in 1992, gave the definition: "Sustainable tourism is the development of tourism activities to meet the current needs of tourists and indigenous people in the future. while still paying attention to preserving and enhancing resources for the development of future tourism activities. Sustainable tourism plans to manage resources to satisfy people's economic, social, and aesthetic needs while maintaining cultural integrity, biodiversity, and biodiversity. the development of ecosystems and support systems for human life". This is a comprehensive definition of content related to sustainable tourism development. And in Vietnam, in Clause 14, Article 3, the 2017 Law on Tourism introduced the concept "Sustainable tourism development is tourism development that simultaneously meets socio-economic and environmental requirements." , ensuring harmony of interests of entities participating in tourism activities, without harming the ability to meet future tourism needs.

2. Opportunities for sustainable tourism development in Vietnam today

2.1. Overview of Vietnam tourism in the post-COVID - 19 period

"Last year, Vietnam welcomed 12.6 million international visitors (estimated to reach 70% compared to 2019); 108.2 million domestic tourists; Total revenue from tourism is estimated at 678.3 trillion VND. These positive results will be the premise for Vietnam to breakthrough in developing the tourism industry in 2024" - According to Mr. Vu Quoc Tri - General Secretary of the Association Vietnam Tourism Association shares.

However, according to data from 2019, including 2023, Vietnamese tourism will welcome 12.6 million international visitors. This number is 3.4 times higher than in 2022, far exceeding the target of 8 million visitors. However, the General Statistics Office estimates that this number is only 70% of 2019 - the year before the COVID-19 epidemic.

Year	2021	2022	2023
Number of international visitors to Vietnam (number of people)	14.900	3.660.000	12.600.000
Number of domestic tourists	34.750.000	101.300.000	108.000.000
(number of people)	180.000	495.000	678.300

Nguồn: Tự tổng hợp

The complicated and prolonged development of the COVID-19 pandemic has directly affected socio-economic activities, especially causing the tourism industry to fall into a "hibernation" state due to social distancing policies. In 2020, many plans set out by Vietnam's tourism industry were almost impossible to achieve, and the set targets all decreased sharply; domestic tourists also decreased by nearly 50%; total tourism revenue in the country suffered a loss damage up to 530 trillion VND (equivalent to 23 billion USD)... The decrease in tourist arrivals leads to a decrease in revenue from travel. In the first 6 months of 2021, travel revenue is estimated to reach 4.5 trillion VND, accounting for 0.2% of the total and down 51.8% over the same period last year. In particular, some localities had a sharp decrease in tourism revenue in the first 6 months compared to the same period last year before, such as: Bac Ninh decreased by 61.8%; Ho Chi Minh City decreased by 53.6%; Hai Phong decreased by 44.3%; Quang Ninh decreased by 43.5%. 36.6%; Can Tho decreased by 20.3% (General Statistics Office, 2021). The World Tourism Organization (UNWTO) predicts that recovery of the tourism industry to pre-crisis levels is expected to take up to 3-4 years (Xuan Mai, 2021). Looking at it from another perspective, the Covid-19 epidemic may not be a "destroyer" but it puts the "smokeless industry" in a position where it is forced to transform, even motivating businesses to quickly adapt to the impacts. dynamic and has a new sustainable development trend in line with world trends.

1.2. Vietnam develops sustainable tourism - Consistent with the trend of world tourism

"Sustainable tourism development" is the development of tourism activities with the goal of bringing economic benefits, contributing to creating jobs for society and the community, and meeting the needs of participants. participate in tourism on the basis of consciously investing, renovating, conserving and maintaining the integrity of natural resources and environment, attaching responsibility and rights of the community in exploiting, used to develop sustainable tourism.

Tourism plays an essential role in achieving the Sustainable Development Goals (SDG), also known as the Global Goals, which are universal goals designed to end hunger. poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030 in every United Nations (UN) member state. However, this integrated economic sector depends heavily on resources and the environment. Tourism development and the overall sustainable development of society have a dialectical impact on each other.

With the growing contribution of the tourism industry, countries around the world are paying great attention to applying information technology, artificial intelligence and digital transformation to tourism activities and achieving many results. impression. It can be mentioned that the Korea Tourism Organization recently released a video promoting the image of Korea created with the world's first artificial intelligence technology, this unique video was released. within the framework of the Korean Tourism Year 2023-2024 promotional campaign, which has received many followers and interests worldwide; Or like the application of digital transformation in the management and operation of tourist resort destinations, this has received positive signals from tourists in the service experience as well as helping businesses develop operations management. practice,... Thus it can be seen that sustainable tourism development is currently an inevitable development trend in the world in general and ensures the development of the Tourism industry in particular.

Vietnam's tourism industry in 2023 has achieved remarkable achievements and results, creating a good premise to accelerate full recovery after the COVID - 19 pandemic under the motto "Special products - Professional services - Convenient and simple procedures - Competitive prices -

Clean and beautiful sanitary environment - Safe, civilized and friendly destination" as proposed by Resolution 82/NQ-CP of the Government. To evaluate To fully appreciate the potential for sustainable tourism development in Vietnam, we need to recognize that tourism activities have taken place in the context of mixed favorable factors, difficulties and challenges in 2023. Tourism activities Recently, it has been implemented in the context that the COVID - 19 pandemic has been completely controlled globally. The impact of the Industrial Revolution 4.0 on the tourism industry is becoming stronger and stronger Application of information technology, artificial intelligence and digital transformation will promote innovation in sustainable tourism activities.

With the performance results of the Tourism industry in 2023, Mr. Vu Quoc Tri - General Secretary of the Vietnam Tourism Association summarized with 5 keywords: Proactive - The proactiveness of businesses is very high; Creativity - Many new and more unique tourism products, high connection between businesses and localities; Flexibility - High flexibility of businesses in the context of many fluctuations in the business environment; Persistence - Businesses are always steadfast in their goals, overcoming difficulties to continue to maintain and expand their business; Aspiration - Businesses all set big goals and aspirations for strong development in 2024. And those efforts will be the premise for the potential development of the sustainable tourism industry in 2024 with many Great opportunities like:

A number of policy mechanisms related to creating an open environment for tourism development have been issued, especially the new visa policy that will be more effective than in 2023, because in August 2023 this policy newly announced.

The physical and technical infrastructure system will be developed significantly in 2023, especially transportation infrastructure, which will be promoted in 2024, for example: Dien Bien New Airport, expanded highway system , the capacity to provide food, food, etc. are all growing well.

As a result of foreign policy, heads of state coming to Vietnam will have a great impact on Vietnam's image, especially Vietnam's major customer supply markets such as China, Japan, Korea, and the US.

1.3. Potential for sustainable tourism development in Vietnam

Besides, Vietnam also has factors that create development potential for Vietnam and are attractive to tourists, including:

Firstly, it is blessed by nature with unique and diverse natural landscapes stretching across all parts of the country. The coastline is 3,260 km long with famous and convenient beaches for tourism such as: Tra Co, Ha Long, Lang Co, Da Nang, Nha Trang, Phu Quoc... Vietnam ranks 27th out of 156 countries with sea in the world and is one of the twelve countries with the most beautiful bays in the world (Ha Long Bay and Nha Trang Bay). Many landscapes and landscapes have been voted in the list of the most beautiful places in the world. In 2021, Tourotopia website voted Ha Long Bay (Quang Ninh) of Vietnam as the most beautiful bay on the planet, above all bays. Guanabara (Southeast Brazil) and San Francisco Bay (California, USA). While the World Bays Club voted and honored Lang Co as one of the most beautiful bays in the world in 2009. Con Dao was also voted by the American Travel + Leisure Magazine as one of the 20 most beautiful bays in the world. The most mysterious island in the world and included in the 10 most romantic islands in the world, 10 islands with the best hotel quality in the world of the Lonely Planet international travel guide.

Second, it is a country with many historical and cultural relics and famous landscapes at home and abroad recognized by UNESCO. Vietnam has 85 relics ranked as special national relics, 3,329 relics ranked as national relics and 9,857 provincial relics. In particular, there are 8 tangible heritage sites and landscapes recognized as World Heritage Sites (Hue Monuments Complex, Ha Long Bay, My Son Sanctuary, Hoi An Ancient Town, Phong Nha National Park, etc.) Nha - Ke Bang. Furthermore, throughout the territory of Vietnam there are about 117 museums - places that preserve the nation's history with heroic marks that attract tourists to learn about Vietnamese history.

Third, intangible cultural values are rich in tradition and uniqueness. With a treasure trove of 191 heritages belonging to all 7 types of intangible cultural heritage of ethnic groups living in all parts of the country included in the National Intangible Cultural Heritage List, Vietnam has 11 heritage sites. recognized as a representative intangible cultural heritage of humanity and intangible heritage (Hue royal court music; Central Highlands gong cultural space; Bac Ninh quan ho folk songs; Ca tru; Festivals Giong Temple; Xoan Singing; Cult of worshipping Hung King; Southern traditional music; Nghe Tinh folk song; Cult of worshipping Tam Phu).

Fourth, Vietnam's innovation, opening and integration policy. The Party and State are always interested in the goal of turning the tourism industry into a key economic sector, determining sustainable and inclusive tourism development as the guiding viewpoint, leading the development of the tourism industry in the coming period. new paragraph. To achieve that goal, policies always aim to create an open investment environment, create favorable conditions and encourage economic sectors to invest in the tourism sector and compete healthily. and equality before the law. According to the Master Plan for Tourism Development to 2020, Vision to 2030 and Vietnam Tourism Development Strategy to 2030, Vietnam Tourism Industry has focused on prioritizing the development of technical infrastructure, especially is the infrastructure of transportation, information, tourism services, entertainment, entertainment, culture... serving tourism, enhancing the attractiveness of tourism resources, ensuring environmental sustainability. market and develop tourism human resources, creating an important "leverage" to help Vietnam become an attractive destination for domestic and international tourists. We can mention Decision No. 147/QĐ-TTg, dated January 22, 2020 of the Prime Minister approving the Vietnam Tourism Development Strategy until 2030, determining the development of Vietnam tourism with a sustainable orientation. sustainable and inclusive on the foundation of green growth, maximizing the contribution of tourism to sustainable development goals. The strategy offers many solutions, such as: Applying digital technology, green and clean technology in tourism business; Improve pollution control capacity, ensure effective prevention, reduction and treatment of pollution sources from tourism activities. Or most recently, on May 18, 2023, the Government issued Resolution No. 82/NQ-CP on main tasks and solutions to accelerate recovery and accelerate effective and sustainable tourism development, of which assign the Ministry of Culture, Sports and Tourism to develop and implement the

Green Tourism Action Program for the period 2023-2025, protecting the natural and social environment at key tourist destinations according to the orientation "Destination". to green, clean, beautiful, civilized and friendly tourism".

Fifth, the process of international economic integration is increasingly deepening, which is an opportunity for businesses and localities to develop tourism. To meet the increasing demands of tourists and the fierce competition of businesses in the market, tourism businesses are forced to rise up, assert themselves and perfect themselves through further improving quality. service quality and tourism product diversification. International economic integration is an opportunity for Vietnam to learn from countries around the world experiences in training tourism human resources, better meet the requirements of the domestic market and keep up with the level of education. international tourism.

Sixth, many localities and domestic destinations are actively embracing the green tourism trend. In 2023, Vietnam's tourism activities will recover strongly and become vibrant. The tourism industry welcomed about 120.5 million visitors (of which, international tourists reached 12.6 million, 3.4 times higher than in 2022 and exceeding the set target), bringing total revenue from tourism estimated to reach 672,000 billion VND, 3.4% higher than the 2023 plan. Tourism has truly become a key economic sector, making an important contribution to the country's socio-economic development. Pioneering in this trend is Hoi An city (Quang Nam province). Since 2020, Hoi An has called on the business community and tourists to limit and minimize single-use plastic items. In September 2023, Hoi An officially launched the "Hotel with no plastic waste" model emitting into the environment and tourists no longer have single-use plastic items. This is a practical action that spreads throughout the country's tourism community on sustainable green tourism development. It can be mentioned that Silk Sense Hoi An River Resort was officially announced as a hotel with no plastic waste released into the environment and no more single-use plastic items - the first zero plastic waste hotel in Quang Nam.

3. Challenges of sustainable tourism development in Vietnam

Along with potential, Vietnam also faces challenges in developing sustainable tourism. Barriers such as environmental protection, heritage, culture, infrastructure quality, human resources, management policies as well as investment costs for sustainable tourism development are issues that need to be addressed. pay attention, understand clearly. According to the World Economic Forum's Tourism Development Capacity Index 2021, Vietnam has 4 lowest ranked indicators out of a total of 17 indicators. Of which, health and hygiene ranked 73rd, tourism service infrastructure ranked 86th, priority level for the tourism industry ranked 87th and environmental sustainability ranked 94th. Besides, many tourists aim to When it comes to "sustainable tourism", they cannot really find a destination that satisfies their needs in Vietnam, because sustainable tourism in Vietnam is still quite new, not yet promoted and popular.

Towards sustainable tourism development is to both meet the tourism needs of tourists and ensure the ability to preserve and preserve heritage and culture. According to Booking.com's 2021 Sustainable Tourism Report, 97% of Vietnamese tourists believe sustainable tourism is extremely important, and 88% see the pandemic as a catalyst for them to pursue this travel path. more sustainable calendar in the future. Tourism activities develop, leading to a large amount of waste being released into the environment, especially plastic waste, because the main purpose of tourists when traveling is to relax and experience, they prioritize convenience and comfort, from which disposable items as well as items with plastic packaging that are not environmentally friendly are used more. An investigation report by the Institute for Tourism Development Research under the General Department of Tourism has shown that the amount of plastic waste generated from tourism activities is about 0.72kg/day for guests and about 0.3 kg/day for non-stay guests. According to the Institute for Tourism Development Research, the total amount of plastic waste generated from tourists in 2019 was 116,000 tons and this number in 2030 will be estimated at about 340,000 tons, nearly 3 times higher than in 2019.

For restaurants and hotels, especially during the tourist season, the need for clean water supply and waste treatment increases, so if there are no guaranteed treatment measures, there will be a high risk of leading to pollution. environment, destroying the landscape and habitat of surrounding animals and plants. Not only that, it can also spread diseases and harm the ecosystem. For example, in Con Dao coastal tourist areas, although there are 3 areas that own wastewater treatment systems, the quality of wastewater discharged into the environment after treatment does not meet standards, and the legal procedures for The environment is not yet complete, no environmental protection project has been established, the environmental monitoring program is not fully implemented as committed to state management agencies, and some facilities even discharge waste directly to the landfill. sea, causing environmental pollution. According to the report of the General Department of Tourism in 2023, only 60% of tourism businesses operate legally. In order to expand and develop, some places also destroy forests to build tourist areas, resorts, etc. These actions will lead to ecological imbalance, seriously affecting the environment. Tourism development, if not carefully controlled, can lead to cultural commercialization, loss of local cultural identity, and relics and heritage sites will also be degraded and damaged. If commercialization is too much, the risk of fading identity, breaking traditions and localities, dividing communities, conflicts of interests, etc. will also increase.

In addition, air pollution and noise pollution are also increasing through emissions from vehicles and boats serving tourism as well as from entertainment activities serving tourists. According to the World Tourism Organization, noise pollution is one of the major problems affecting the tourism industry, which can reduce the number of tourists and revenue of businesses when a large number of tourists demand environmental protection. The resort is quiet and relaxing. Hoi An is one of the tourist attractions in Vietnam thanks to its peacefulness, increased number of visitors, and enhanced entertainment services for tourists, which has unintentionally caused a negative impact. harmful to the environment as well as the surrounding ecosystem. On June 12, 2023, the investor of the Casamia project (Vong Nhi village, Cam Thanh commune, Hoi An) had to send a document to each neighboring homeowner requesting not to use karaoke speakers too late and Excessive noise.

As a country famous for its many landscapes and an attractive destination for tourists, tourism infrastructure in Vietnam still has many limitations, especially in new tourist areas. With rapid development, especially during the recovery period after the Covid-19 pandemic, many regions still do not

have enough capacity and resources to respond, causing disparities in levels and development. The transportation system is considered to be insufficient to meet sustainable tourism demand, especially during the tourist season. Currently, only 60% of national roads meet expressway standards, 20% of expressway routes and 10% of railway routes meet international standards. Infrastructure and traffic at tourist destinations have not been synchronized and developed evenly, places with tourism development potential have not received investment attention, thereby limiting the ability to attract tourists in the area. there. Besides, accommodation facilities for tourists also encounter shortcomings. Currently, Vietnam has about 30,000 tourist accommodation establishments with more than 700,000 rooms, but the quality is still low and cannot meet the increasing needs of tourists. According to the Vietnam National Administration of Tourism, Vietnam needs to invest about 300,000 billion VND to develop tourism infrastructure in the period 2021-2030.

Vietnam is one of the countries that attracts a large number of foreign tourists, accounting for 80% of the total number of tourists in 2023, however the risk of recession as well as military conflict and political instability in Some areas have more or less affected the number of foreign visitors to Vietnam. According to forecasts of the World Tourism Organization (UNWTO), the number of international tourists may decrease by 20% to 30% in 2023 due to the impact of the economic recession. Facing the risk of recession and conflict, the ability to pay and consume of tourists has declined and the flow of foreign tourists has somewhat decreased. Sustainable tourism in Vietnam is not completely perfect like some other countries, so it partly affects the psychology of foreign tourists who want to come and experience sustainable tourism in Vietnam.

Compared to other industries, the tourism industry's human resources are currently in short supply. For this industry, human resources are required to have high professional qualifications, knowledge, understanding of local culture and communication skills as well as foreign language skills. However, in Vietnam, both quantity and quality are considered lacking and do not meet the requirements and development needs of the industry. In Vietnam, only about 60% of the total human resources can meet the needs of the industry. meet the requirements of the tourism industry. According to the Vietnam National Administration of Tourism, by 2023, Vietnam's tourism industry needs 4.5 million workers, but currently only about 3 million workers are working in the industry. Inadequate professional qualifications, limited professional skills, and lack of tourism research, management and development capabilities are problems that workers in the industry are still facing. Sustainable tourism develops, new tourism fields such as eco-tourism, community tourism,... also develop. Because it is still new, human resources in this field are still lacking and not up to standard. One of the reasons why this industry has not been able to attract qualified human resources may come from salaries and remuneration policies that are not attractive and consistent with the effort workers put in.

To successfully develop sustainable tourism, tourism management is also one of the challenges that need to be addressed. In Vietnam, tourism management still has many shortcomings, lack of coordination between authorities, inspection and supervision of tourism organization activities has not been strictly implemented. Vietnam's tourism industry is lacking about 10,000 state management officials in tourism. Tourism planning is not synchronous and reasonable, which leads to spontaneous, uncontrolled tourism development and violation of tourism regulations. The lack of tourism managers with high professional qualifications and management experience is also a challenge in sustainable tourism development when local tourism management capacity is sometimes limited. Tourism management methods to improve the ability to develop sustainable tourism in Vietnam have not been focused and promoted, leading to the lack of adequate policies and effective management methods.

To convert from "traditional tourism" to "sustainable tourism", the tourism industry needs to have stable, guaranteed financial resources because the initial cost to invest and develop sustainable tourism is zero. It's not small, but over the long haul, this number isn't too expensive. However, having to spend a large amount of money from the beginning on a new project with many challenges as well as a lot of time will make investors need to spend time and effort to "weigh and measure". Large capital is required to invest in infrastructure development, facilities, and human resource training. Until now, tourism projects in Vietnam have been invested in a scattered and ineffective way, so now, when gradually shifting to sustainable tourism, sustainable tourism projects have to suffer from a lack of investment capital. Policies to attract investment have not been completed or promoted, accompanied by cumbersome local administrative procedures, creating difficulties and obstacles in investment.

4. Some solutions to help develop sustainable tourism in Vietnam

Sustainable tourism is a trend in the world, Vietnam is no exception. Along with opportunities for development, there are huge challenges that sustainable tourism is facing. Along with promoting the potential of tourism development, how to partly solve the challenges and difficulties that still exist is also an issue that needs attention to develop sustainable tourism. effectively and permanently.

Firstly, ensuring a balance in tourism development with environmental protection is a prerequisite for sustainable tourism development. Establish principles that ensure appropriate balance between environmental, economic and socio-cultural aspects. Specifically: Minimize the use of rare and non-renewable resources in the development and deployment of tourism facilities, facilities and services; At the same time, we focus on a clean environment. Encouraging visitors to use public transport, electric vehicles or bicycles will help reduce emissions and air pollution from personal vehicles. At the same time, waste management through the use of recycled and reused products and building an effective waste collection and treatment system also needs to be implemented effectively to avoid negative impacts. extremely harmful to the environment and landscape of the tourist area. Not stopping there, tourist areas also need to have certain measures to minimize environmental damage in the most optimal way, such as restaurants that can use paper cups and straws made from plastic. environmentally friendly materials, etc. Ha Long Bay has effectively implemented the above by banning the use of high-speed motorboats and coal mining in the bay to avoid negative impacts on nature. However, the landscape here, while helping to evacuate fishermen, thereby protecting the water environment of the bay, disposable plastic products are also banned in the bay area. In addition to the above, the issue of wastewater from restaurants and accommodation establishments is also an important issue, as this directly affects the marine environment as well as the land

surrounding the tourist area. To improve the quality of wastewater treatment, activated sludge treatment technologies or simpler systems such as tarpaulin-covered anaerobic lagoon systems, biological lagoon chains, etc. are optimal methods to minimize impacts harmful to the environment.

Second, cooperation with local and international agencies will also bring greater efficiency in protecting the environment at tourist destinations. The most important thing when implementing these measures is to have a clear plan and roadmap along with consensus and cooperation between local agencies and tourists. Exploitation of tourism resources in many places is still focused on meeting tourist needs, not exploited in a planned way or focusing on natural and social sustainable tourism. Vietnam is blessed by nature with many majestic natural landscapes, places that carry historical stories, or contain cultural values. If we can take advantage of the media, bring images This will be more widely available to the public, possibly attracting a large number of tourists, not only domestically, but tourism establishments can also coordinate with foreign tourism units such as treaties. signed between the Vietnam Tourism Association and the Korea Tourism Administration, with the aim of promoting the exchange of visitors between the two countries, rapidly growing the number of Korean visitors to Vietnam and vice versa. Or like the GreenHub program in Da Nang, it has coordinated simultaneously with both local and international agencies such as the Ministry of Natural Resources and Environment, UNDP, Coca - Cola, From there, it has brought great results. in environmental protection with more than 60 tons of waste collected and recycled, contributing a significant part to the sustainable tourism development in Vietnam.

Third, to develop sustainable tourism, improving infrastructure quality is an urgent issue in a situation where infrastructure is increasingly deteriorating in many tourist destinations nationwide. First, investing in transportation infrastructure such as upgrading roads, railways and seaports will help connect tourist destinations and reduce travel time for tourists. Not only paying attention to transportation infrastructure, accommodation infrastructure also needs special attention as this is one of the factors that directly affects customer experience. In addition to building and upgrading hotels, homestays, and resorts, it will not only create many options for tourists from high-end to economical standards, but also the aesthetics of the tourist area will also be significantly increased in the eyes of tourists. guest. Sapa is a suitable place to demonstrate this, when around 2008, with poorly invested facilities, the number of tourists was just over 300 thousand people. However, with quality investment projects such as Fansipan cable car, 5-star hotels Silk Path Sapa, Sapa Horizon,... in 2018, the number of tourists increased rapidly by nearly 10 times. with more than 3 million visitors. It is the investments in infrastructure that have helped Sapa change completely after 10 years, bringing great economic profits to the country's tourism.

Fourth, the tourism industry requires a highly specialized, well-trained workforce with extensive knowledge. There needs to be many policies to support the development of human resources in a reasonable structure, meeting the requirements of tourism recovery and restructuring of tourism development resources. The tourism industry needs to soon complete the policy system and management mechanisms on human resource development, creating favorable conditions to promote the development of tourism human resources, ensuring consistency, quality and efficiency. , meeting development and integration requirements. Training establishments and businesses need to equip tourism human resources with knowledge of integration, proficiency in foreign languages, information technology, tourism operations, understanding of the market, international law, etc. High professional quality is certainly an important step in the process of sustainable tourism development to bring tourists the best experiences and good impressions of the beauty of Vietnam. Viettravel will be an example for other travel companies to learn from when they always train their employees methodically, ensuring they have good skills and a professional working spirit. Therefore, Viettravel is considered one of the best travel companies in Vietnam (according to Glints ranking).

Fifth, finance is always the top concern in every development project and tourism development is no exception. To solve the problem of financial shortage, mobilizing capital from international sources through financial institutions and development banks is also a way to ensure financial resources for the tourism industry. . Besides, calling for capital from investors is completely feasible when sustainable tourism is a potential market. At the same time, local governments also need to have effective financial management systems. These solutions, if implemented consistently and effectively, will help the tourism industry in Vietnam develop sustainably and meet the needs of tourists in the future. Returning to Sapa, with capital of up to about 15 trillion VND during the period from 2010 - 2015, is a strong lever, making Sapa a promising destination for domestic and foreign tourists.

Sixth, diversify tourism products, increase investment in tourism infrastructure to maximize available potential. Vietnamese businesses need to focus on creating unique and outstanding products of each region to create unique features at each tourist destination, while promoting the image of Vietnam to tourists. Quynh Doi Village - Nghe An is a typical example of a tourism facility that effectively applies this measure when creating stories and images that are uniquely Vietnamese such as the story of "Mr. Nghe and Mr. General". , or the suffering, pain, and hardship of the people in the peaceful countryside here, or the image of "village women" in Quynh Doi village recreating water carriers in the story of "The Lady of Nom poetry" Xuan Huong Lake at Ba Ca Well (near the God Temple area) has left visitors curious and excited. Since then, it has attracted thousands of domestic and foreign tourists to this place to learn about cultural values imbued with national identity. Strengthening tourism promotion and communication activities can also bring greater efficiency in sustainable tourism development.

In addition to the above solutions, promoting and promoting activities aimed at sustainable tourism development is also something that should be done regularly. VITM 2024, Vietnam International Tourism Exhibition, taking place next April will be a notable event with the participation of many businesses, tourism organizations and related units in the tourism industry. This event is not only an opportunity to introduce new tourism products and services but also a platform to promote cooperation, exchange experiences and encourage the sustainable development of Vietnam's tourism industry. VITM 2024 is predicted to demonstrate new trends in the tourism industry, such as the development of sustainable tourism, eco-tourism, experiential tourism and technology tourism. This event attracted the participation of many entities, including tourism businesses, advertising organizations, representatives of the tourism industry and relevant government agencies. VITM 2024 is highly appreciated for its diversity of topics and activities, creating favorable conditions for cooperation, exchange of experiences and promoting the sustainable development of Vietnam's tourism industry. This event has the potential to bring many opportunities and benefits to both attendees and participating businesses, contributing to enhancing the position of

the tourism industry in the international community. With diverse themes and activities, VITM 2024 promises to bring unique and exciting experiences to both attendees and participating businesses, contributing to promoting the strong development of the tourism industry during this time. next.

Conclusion

In the context of the world increasingly focusing on sustainable development, the tourism industry in Vietnam has great potential to become a sustainable and growing tourism industry in the future. By taking advantage of the country's unique natural and cultural resources, along with the adoption of sound strategies and policies, we can ensure that tourism development will bring endless benefits. not only for the tourism industry but also for the entire economy and local communities.

To achieve this goal, there needs to be close cooperation between relevant parties, including government, businesses, local communities and social organizations. Governments need to ensure that tourism-related policies and regulations are designed and enforced effectively and equitably. Businesses need to invest in improving service quality and protecting the environment. Local communities need to participate in the decision process and share benefits from tourism development. Only when we work together and consciously protect and preserve natural resources and culture can we achieve a sustainable tourism industry that brings long-term benefits to Vietnam and future generations. according to.

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