Creative tourism

From cultural experience to sustainable development

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1 Overview of the development process tourism products

Cao Bang Tourism

Combined with performing arts and traditional musical instruments

Thanh Nga Luxury Restaurant

Cooking experience

Hoa Lo Prison Relics

Monuments become performance on stages

Mu Cang Chai – Lao Cai Scenic Tourism

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2 Trends

Global travel shifts from

- sightseeing
- experience
- creative

Night Tour
Decoding Thang Long Imperial Citadel

Culture * People * Nature

is center

Doan Mon Gate of Thang Long Imperial Citadel

Vietnam Tourism
has the opportunity to become a country of creative experiences

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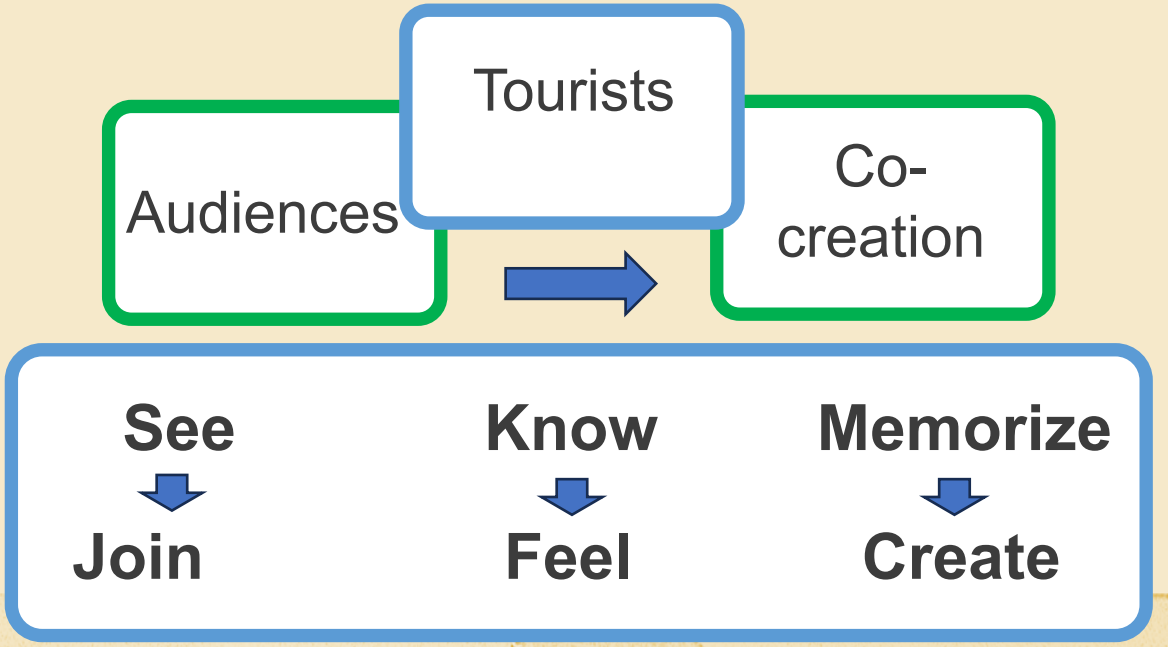
3 Recognizing the experiential and creative elements in tourism products



Recognizing the creative experience factor, tourism businesses will easily invest in developing products suitable for tourism trends.

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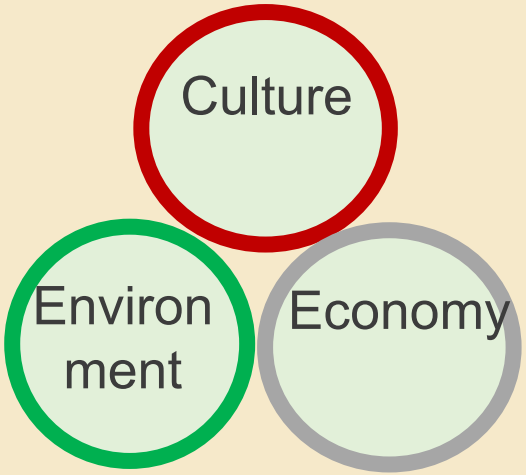
4 Humanistic and sustainable meaning



Creative tourism, thanks to the power of experience and emotion, is becoming a tool to connect the past and the future, develop the economy and preserve heritage towards the goal of sustainable tourism development.

Thinking

exploit → **create**

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5 Featured products

- Night tour
- Craft workshop
- Rural tourism
- Performing arts and heritage programs
- …

Integrate

art
technology
community

Big Xoe Dance
Thai Ethnic Group
Nghia Lo
Lao Cai

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5 Featured products

01

Product	Highlights	Cultural and social values	Sustainable meaning
Night Tour - Live like flowers at Hoa Lo Prison Relic	Turning a relic into a performance stage. Using performance art to turn prison memories into emotions.	Paying tribute to the heroes and martyrs. Educating the younger generation.	Exploiting the night economy. Preserving historical memories.

Feel the DIFFERENCE

Photo: Hoa Lo Prison relic

5 Featured products

02

Product	Highlights	Cultural and social values	Sustainable meaning
Literature Tour of the Heart and Talent At the Vietnam Literature Museum	Emotional experience: Visitors perceive the work through sound and space Fill in the crossword and print the words Tam (heart) and Tai (Talent)	Literary Appreciation Education	Preserving Literary Heritage Educational Tourism

Interact

Vietnam Literature Museum

5 Featured products

Product	Highlights	Cultural and social values	Sustainable meaning
Tour "Ha Thai Lacquer Art"	At the lacquer painting workshop, experience the craft as a creative activity. Visitors can participate in the steps: egg inlay, painting, grinding...	Preserving traditional crafts. Enhancing the value of handicraft culture.	Developing craft village tourism products, using natural materials.

Ha Thai lacquer village

5 Featured products

6 Lesson

1. Creativity is rooted in identity
2. Community is the center of creativity
3. Technology *Art * Education
4. Sustainable measurement

- Increased community income
- Reduced emissions and waste
- Visitor satisfaction
- Reinvestment in culture and environment.

SUCCESSFUL MODELS REPLICATED

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7 Orientation

1. Building a network of product

Cultural, Green and Creative Tourism

Spaces for exchanging, forming and nurturing new ideas, connecting training, promoting tourism products

2. Developing new products

3. Standardizing Creative Tourism

Vietnam Creative Tourism Criteria: 4 pillars including Cultural Identity, Creativity, Community and Sustainability.

4. Developing Creative Tourism Centers

A place to train human resources, develop new models, apply from digital tourism technology to the art of multimedia storytelling…

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8 Solution

1. Policy mechanism

Integrating creative tourism criteria into local tourism development projects

Strengthening public-private partnership (PPP) mechanisms

2. Creative and green human resources

Focus on creative skills, technology, communication and community development in tourism training programs.

International cooperation in specialized training on creative tourism management and sustainable tourism design.

3. Technology, digital transformation

VR/AR – AI – Big Data

Vietnam creative tourism digital map

4. Tourism linkage

Forming creative tourism routes

Connecting tourism with agriculture, handicrafts, cuisine, education and cultural industries to form a multi-layered value chain.

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9 Message

"Creative tourism not only to improve destinations, but also to improve the spiritual life of local people, spreading humanistic values."

Creative tourism: bringing new life to heritage
Sustainability: ensuring heritage is preserved.

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Thank you very much

For your attention!