

**NATIONAL ECONOMICS UNIVERSITY
SCHOOL OF HOSPITALITY AND TOURISM - HUE UNIVERSITY
MULTI-AUTHORED**

**CONFERENCE PROCEEDINGS
THE 7TH INTERNATIONAL CONFERENCE ON
TOURISM DEVELOPMENT IN VIETNAM
Tourism – Heritage – City – Creativity**

**HUE UNIVERSITY PUBLISHING HOUSE
Hue, 2025**

National Library of Vietnam Cataloguing in Publication Data

Conference proceedings the 7th International conference on tourism development in Vietnam:
Tourism - Heritage - City - Creativity. - Hue : Hue University, 2025. - 859 p. ; 30 cm

At head of title: Hue University. School of Hospitality and Tourism. - Bibliogr. at the end of the
paper

1. Tourism 2. Development 3. Vietnam

338.4791597 - dc23

DUM1026p-CIP

Code: NC/485-2025

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PREFACE

The 7th *International Conference on Tourism Development in Vietnam – Hue 2025*, held on August 1–2, 2025, in the historic city of Hue, is part of an annual series founded and organized by the Faculty of Tourism and Hospitality, National Economics University (NEU), since 2016. Over the past decade, the conference has evolved into a remarkable platform for scholars, practitioners, and policymakers to share insights, foster innovation, and contribute to the advancement of tourism in Vietnam and beyond. This year’s conference is co-organized with Hue University (School of Tourism), UNESCO, and the Hue Monuments Conservation Centre (HMCC), a collaboration that reflects the interdisciplinary and international nature of the event. The 2025 theme, “*Tourism, Heritage, City, and Creativity*,” captures the dynamic interplay between cultural preservation, urban development, and creative innovation in shaping the future of tourism.

The 2025 conference proceedings present a diverse and dynamic collection of research papers that reflect the richness of the conference theme. Each submission underwent a rigorous three-stage review process: an initial editorial screening to ensure alignment with the conference scope and quality standards, a detailed evaluation by an expert reviewer who assessed the academic rigor and originality of the work, and a final review conducted by the conference scientific committee to ensure coherence and excellence across the proceedings. The contributions span a wide range of topics, from heritage preservation and creative tourism to smart city development, sustainability, and digital transformation. Together, they offer a comprehensive view of the challenges and opportunities shaping the future of tourism. The diversity of contributions underscores the multidimensional nature of tourism with a strong emphasis on heritage tourism, creativity, sustainability, and community engagement.

Heritage tourism emerges as a foundational theme, with studies highlighting the preservation and interpretation of cultural assets such as Nguyễn Dynasty costumes, Hue Citadel experiences, and Cham pottery. These works underscore the importance of authenticity, storytelling, and active community participation in enriching visitor engagement. Creativity and technology are explored as transformative forces, with case studies from Hue and other Asian cities demonstrating how gastronomy, fashion, and digital media enhance destination branding. Emerging technologies like AI, VR, and the metaverse are shown to revolutionize travel planning and cultural interpretation. Sustainability is another key focus, with research addressing environmental awareness, green consumption, and circular economy practices, positioning tourism as a contributor to climate resilience. Tourist behavior and experience are examined through diverse lenses, including Gen Z’s digital-free preferences and senior travelers’ quest for authenticity, offering insights for personalized marketing and service design. Destination marketing and management are addressed through frameworks for cultural value assessment and smart tourism performance indicators, while urban tourism studies highlight the role of inclusive planning. Finally, community involvement is emphasized through case studies in Quang Dien, Hoi An, and Ha Giang, showcasing how Community-Based Tourism fosters cultural continuity, economic empowerment, and meaningful host-guest connections. Together, these contributions reflect the multidimensional nature of tourism and its evolving role in cultural preservation, innovation, and sustainable development.

In conclusion, *the 7th International Conference on Tourism Development in Vietnam – Hue 2025* provides a timely and meaningful platform for advancing knowledge, fostering innovation, and building partnerships in the field of tourism. The papers included in this proceeding reflect the creativity, rigor, and diversity of thought that characterize the global tourism

research community, offering valuable guidance and inspiration for shaping a more sustainable, inclusive, and creative future for tourism.

We extend our heartfelt thanks to all the authors for their insightful contributions, which have enriched the academic discourse and practical understanding of tourism development. Special appreciation is also extended to the conference organizers, reviewers, and the scientific committee for their dedication and meticulous efforts in curating and coordinating this impactful event. Their commitment has ensured the success of the conference and the quality of the proceedings, fostering a vibrant space for collaboration and knowledge exchange.

The conference proceedings editors
The 7th International Conference on Tourism Development in Vietnam
Tourism – Heritage – City – Creativity
Hue, August 2025

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