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**DEVELOPING DIGITAL HUMAN RESOURCES
AS A KEY DRIVE OF DIGITAL
ECONOMIC DEVELOPMENT**



INFORMATION ON ECONOMIC AND FINANCIAL THEORY AND PRACTICE

INTRODUCING SCIENTIFIC RESEARCH RESULTS

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GREEN TOURISM DEVELOPMENT MODELS: INTERNATIONAL EXPERIENCES, VIET NAM'S PRACTICES, AND STRATEGIC ORIENTATIONS FOR HUE CITY

DANG QUOC TUAN¹, DOAN KHANH HUNG², DUONG THU HIEN³

Summary
Green tourism development has become a global trend and is considered one of the core strategies toward sustainable development. This paper synthesizes and analyzes representative models of green tourism development worldwide, particularly in Asia, while also assessing their implementation practices in Viet Nam. By employing a systematic literature review combined with comparative analysis, the study reveals that successful green tourism models are grounded on three key pillars: community governance, technology innovation, and supportive policy frameworks. Furthermore, the paper proposes strategic directions for promoting green tourism in Hue City - Viet Nam's cultural heritage urban center - with the vision of building a "Heritage - Ecological - Smart - Net Zero Tourism City".

Keywords: Green tourism, sustainable development, international models, Hue City

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INTRODUCTION

Green tourism is an environmentally friendly form of tourism that emphasizes the efficient use of resources, emissions reduction, and the provision of economic and social benefits to local communities. Numerous studies have indicated that contemporary tourists are increasingly concerned about environmental issues and are willing to pay for responsible services (Cheng et al., 2018). A survey by TripAdvisor (2012) reported that 34% of tourists were willing to pay a premium to stay at eco-friendly hotels, while Green Destinations (2021) noted that this figure had exceeded 60% after the COVID-19 pandemic. These findings indicate a significant shift in tourists' perceptions and behaviors toward more sustainable values.

The COVID-19 pandemic marked a major turning point for the global tourism industry, exposing the vulnerabilities of current tourism systems. However, the pandemic period has also created opportunities for transforming the sector toward greater sustainability. Tourists have become increasingly attentive to health, environmental protection, and safety when choosing destinations, and many also express a desire to engage in responsible tourism activities. In this context, the development of green tourism is not only an inevitable trend but also a strategic necessity for protecting natural resources, enhancing competitiveness, and contributing to the United Nations Sustainable Development Goals (particularly SDG 12 (Responsible Consumption

and Production), SDG 13 (Climate Action), SDG 14 (Life Below Water), and SDG 15 (Life on Land).

According to forecasts by Fortune Business Insights (2024), the global green tourism market is projected to increase from USD 260.76 billion in 2024 to nearly USD 760 billion by 2032, with a compound annual growth rate (CAGR) of 14.31%. In Viet Nam, Future Marketing Insight (2023) projected that the tourism industry would reach USD 135 billion by 2033, with a CAGR of 17.2%. Responding to these trends, the Government of Viet Nam has clearly defined green tourism development as a strategic priority in the Viet Nam Tourism Development Strategy to 2045, which aims to contribute 17-18% to GDP, welcome 70 million international visitors, and generate USD 287 billion in revenue (Viet Nam News, 2024). These figures not only demonstrate the substantial growth potential of tourism but also highlight the urgent need for both global and national tourism models to transition toward sustainability.

In Viet Nam, Hue has emerged as a leading example of integrating cultural heritage conservation with green tourism development. As the former imperial capital with a system of monuments recognized by UNESCO as a World Cultural Heritage Site, Hue has been at the forefront of initiatives promoting the model of a green-smart-heritage city. From 2023 to the first half of 2025, Hue recorded impressive tourism growth, increasing from 3.2 million visitors in 2023 to more than 3.3 million visitors in just the first six months of 2025 (Thua Thien Hue

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