

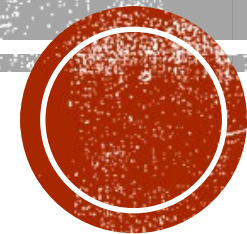
MINISTRY OF CULTURE, SPORTS AND TOURISM  
VIETNAM NATIONAL AUTHORITY OF TOURISM  
**INSTITUTE FOR TOURISM DEVELOPMENT RESEARCH**



# **OVERTOURISM IN VIETNAM AND THE DEVELOPMENT OF SATELLITES DESTINATIONS, WORKING TOWARDS SUSTAINABLE TOURISM**

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**Introduction of  
Vietnam tourism**

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# **1. INTRODUCTION OF VIETNAM TOURISM**



# Directions for Vietnam tourism development

- . **Developing tourism to truly become a key economic sector, creating a strong driving force for the development of other industries and fields, making an important contribution to forming a modern economic structure**
- . **Developing sustainable, inclusive and responsible tourism on the foundation of green growth; effectively manage and use natural resources, protect the environment and biodiversity, adapt to climate change, and ensure national defense and security.**
- . **Focusing on developing cultural tourism, linking tourism development with preserving and promoting heritage values and national cultural identity.**
- . **Developing professional, quality and effective tourism; Utilizing the application of digital technology, focusing on developing high-quality human resources.**
- . **Simultaneously developing international tourism and domestic tourism, strengthen links, develop product diversity, expand markets and improve competitiveness.**



# Main tourism products



## Policies after the COVID-19 pandemic

01

**Visa policy,  
immigration  
procedures**

Restore visa exemption for citizens of 13 countries  
Issue electronic visas to citizens of 80 countries  
Increased visa exemption period and valid for multiple entries

Extend tax payment deadline, reduce taxes and fees for businesses; Reducing deposits for service business until the end of 2023; Reduced appraisal fees for business licenses

02

**Tax and fee  
policies**

03

**Credit  
policy**

Exemption or reduction of loan interest until the end of June 2022. Interest rate support from the State budget; Interest rate support for loans at the Social Policy Bank

Strengthen measures to support employees and employers

04

**Social  
security  
policy**



# Awards granted for Vietnam Tourism

The world's leading heritage destination

Leading Golf Destination in the World and Asia

Asia's leading destination

Asia's leading cultural destination

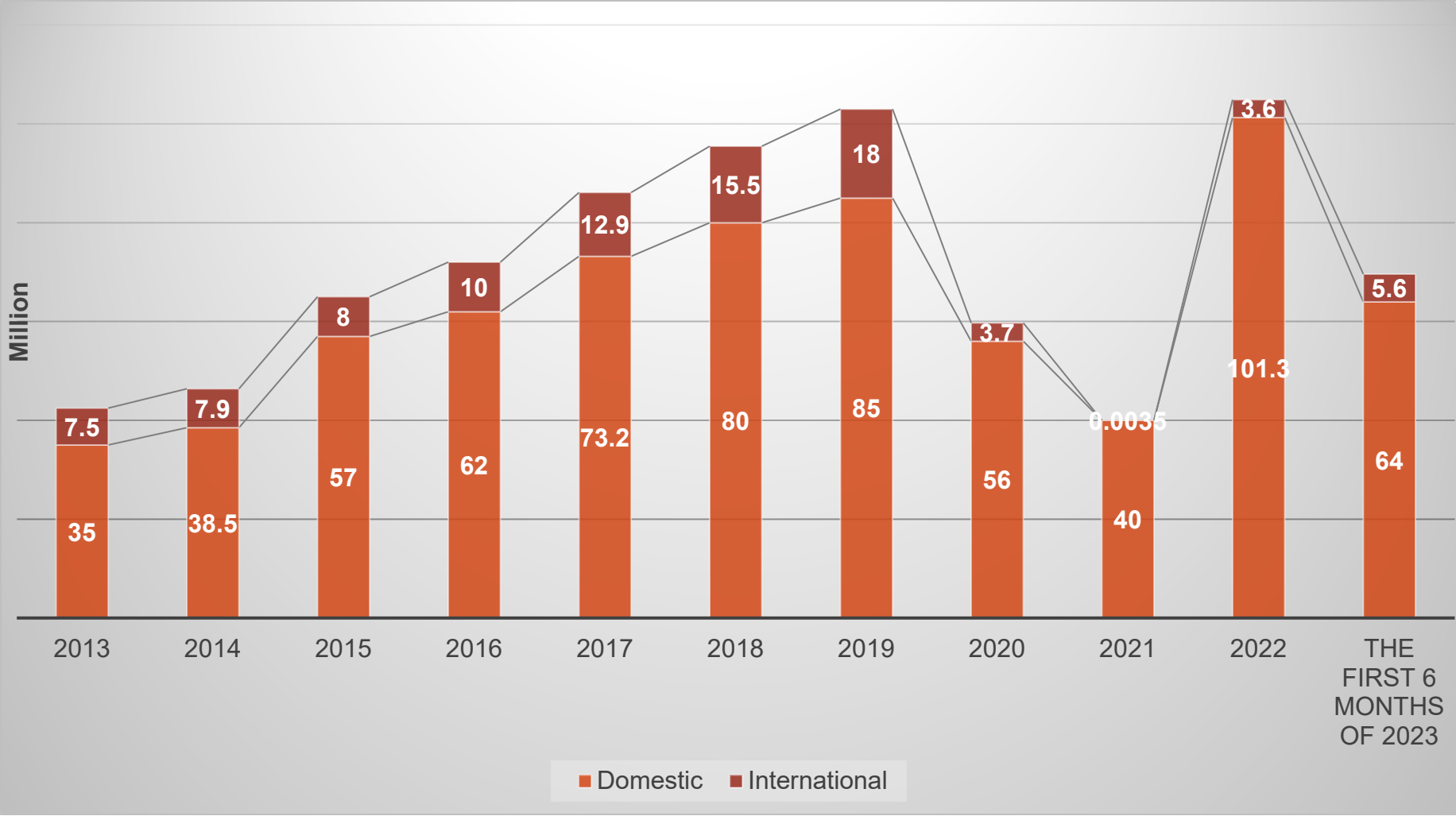
Asia's leading culinary destination

Asia's leading natural destination

And many awards for destinations in Vietnam



## Domestic and international tourists coming to Vietnam in the period 2013-2022 and the first 6 months of 2023







## World Bank

**In July 2019, Vietnamese tourism reached a tipping point in development**

## UNWTO (2018)

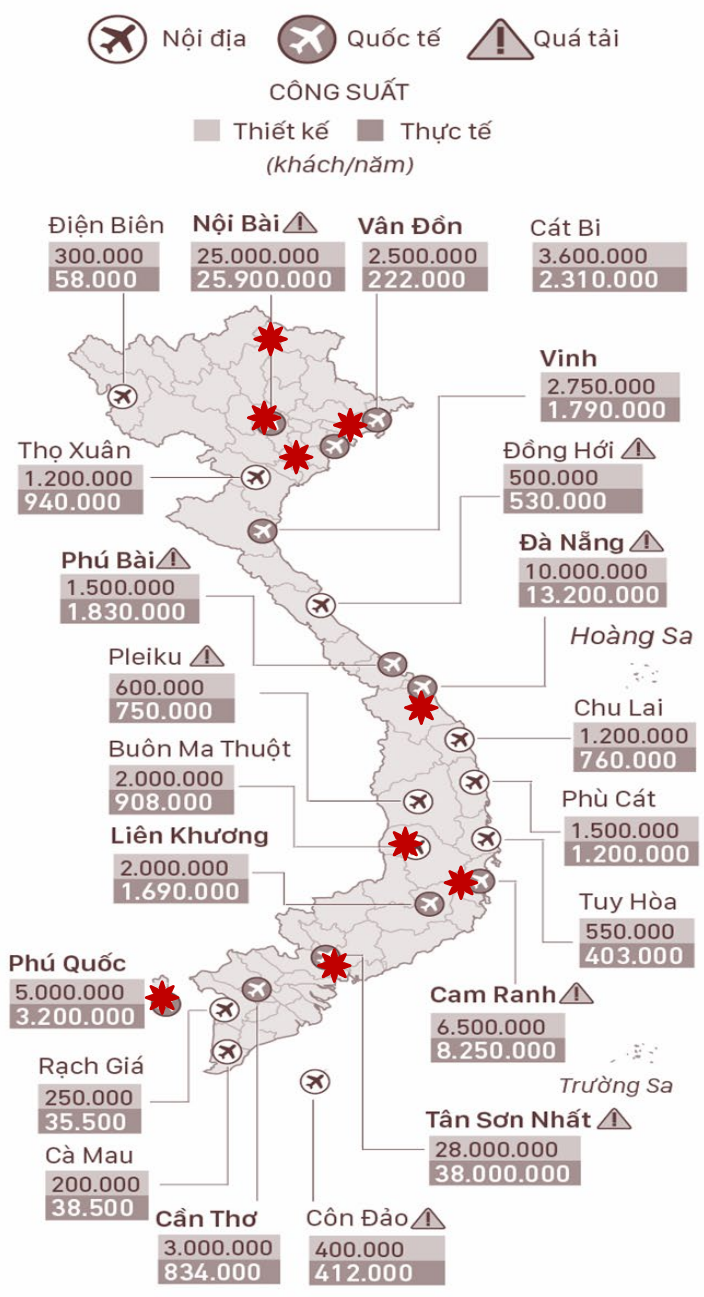
Vietnam ranks third in the top 10 countries with the fastest growth rate of international visitors in the world





## **2. OVERTOURISM IN VIETNAM – ISSUES RAISED**





Sapa



Ninh Binh



Hanoi



Quang Ninh



Sam Son beach  
(Thanh Hoa)



Hoi An ancient town  
(Quang Nam)



Da Nang



Nha Trang



Da Lat (Lam Dong)

Phu Quoc island  
(Kien Giang)



Ho Chi Minh city



# Causes of overtourism

The boom of tourism after the COVID-19 pandemic\*

Seasonality of many destinations

Limited infrastructure and facilities

Ineffective carrying capacity management at destination

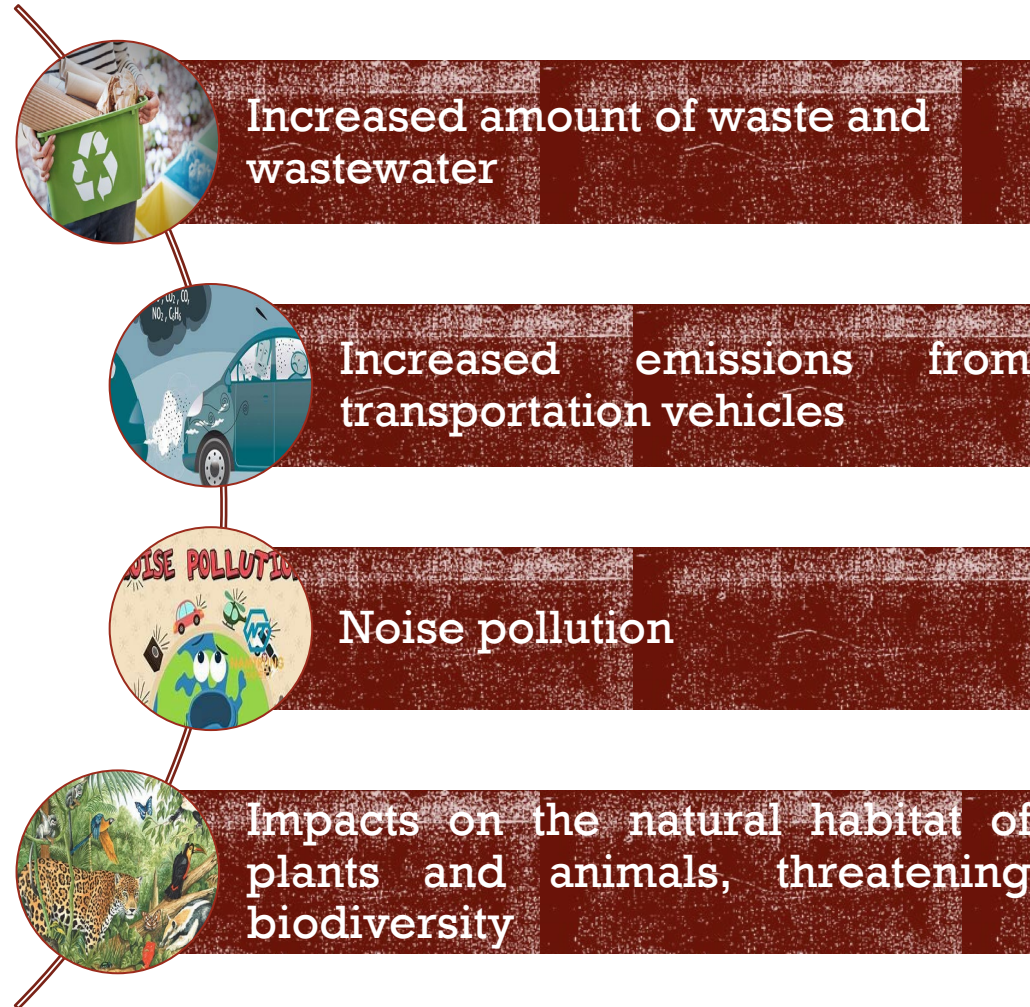
No reasonable plan to regulate guests

Products not yet diversity

\* *Temporary cause*



## ENVIRONMENT AND NATURE



## The impacts of overtourism

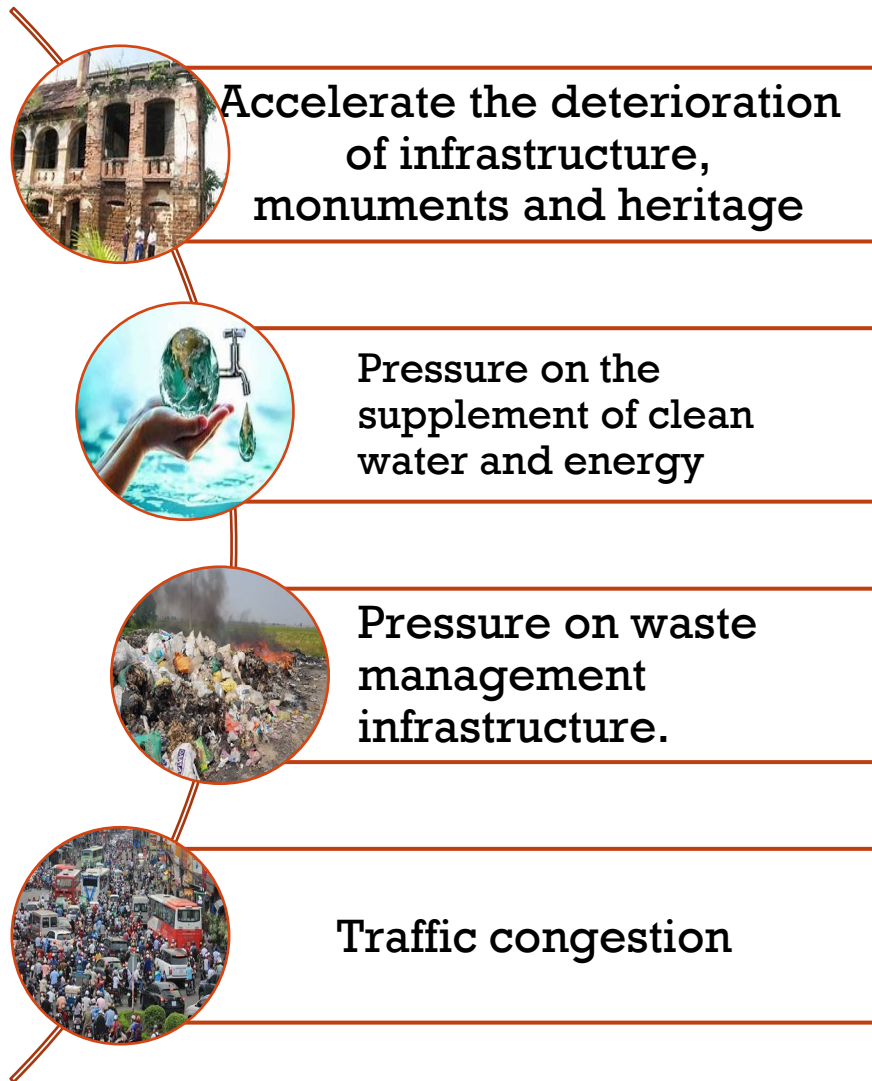
Impact on the environment, culture, society, and infrastructure at the destination

Impact on tourist mentally



# Infrastructure and facilities

# Society



## Culture

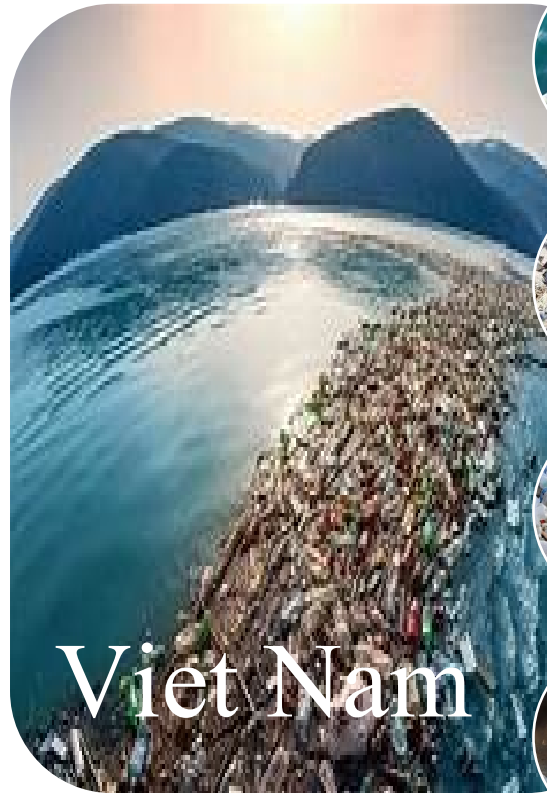




# END CONSEQUENCES FOR THE TOURISM INDUSTRY



# SOME NUMBERS AND EVIDENCE



Viet Nam



1.8 million tons of untreated plastic waste



6% of the world's plastic waste



Ranked 4th in the world in plastic waste



The Tourism Competitiveness Index ranks 129/136 in terms of environmental sustainability

## SAPA



Weekends and holidays require 5,500 - 6,500 m<sup>3</sup> of water per day and night



Actual capacity only meets 6000 of water m<sup>3</sup>/day and night



There are times when only 80% of demand is met, even 50%



# "Locals leaving heritage" in Hoi An



State management, 10%



Collective ownership, 20%

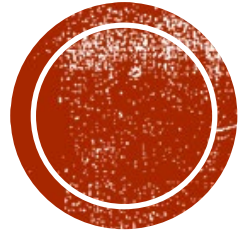


Only about 30% of people from Hoi An own it, the rest are owned by individuals from Hanoi and Ho Chi Minh City who buy houses and only open businesses.



Privately owned, 70%



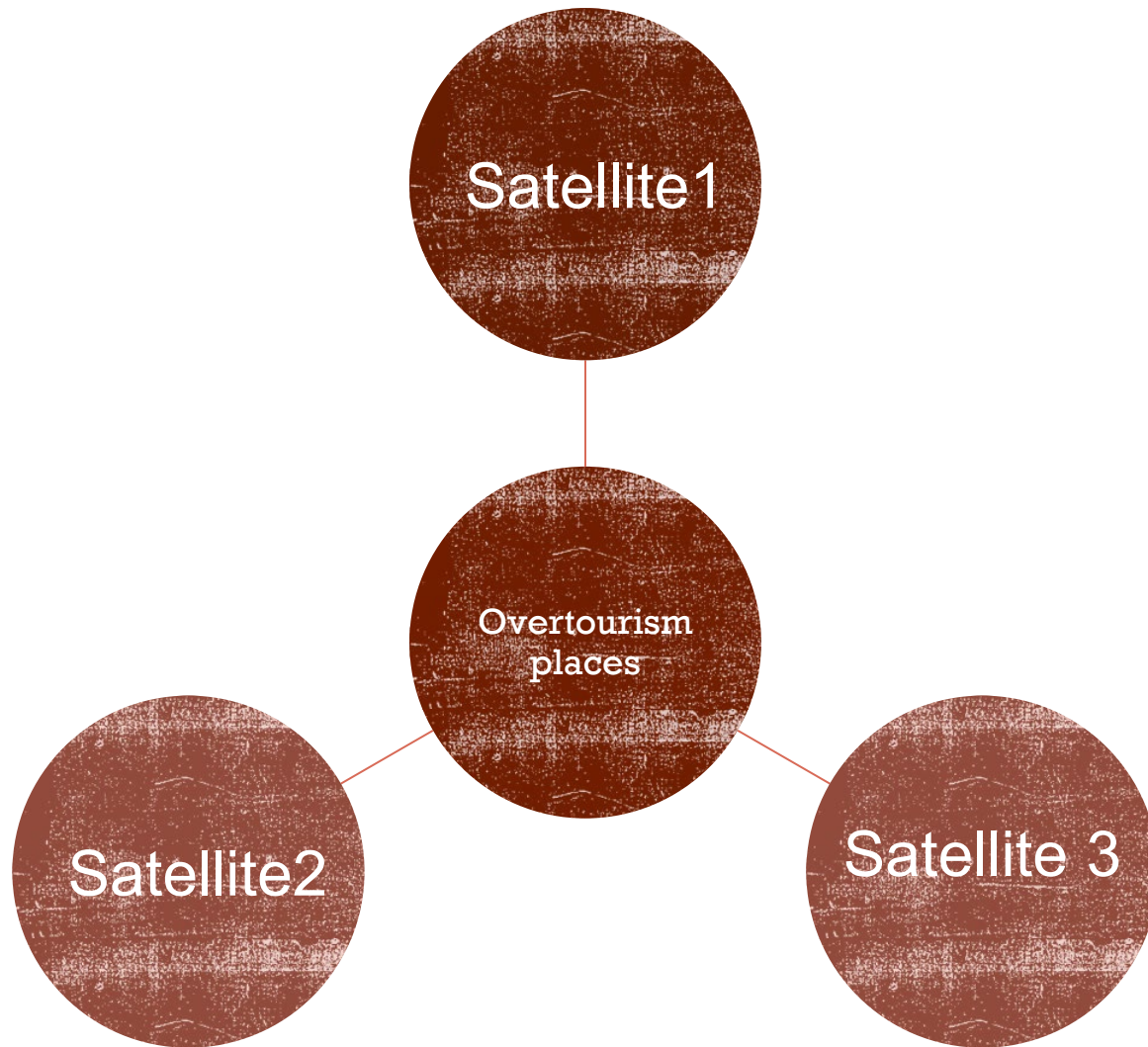


### **3. DEVELOPING SATELLITE DESTINATIONS – SOLUTIONS FOR OVERTOURISM IN VIETNAM**



## SATELLITE DESTINATIONS

Localities (urban, rural) that have a certain distance from a crowded tourist center, have favorable conditions to connect with this center, and have the ability to develop tourism to share the number of tourists, reducing pressure on infrastructure, environment, and society at the centers; At the same time, it creates motivation for the development of that locality.



# Purposes of satellite destinations



Share the visitors from the major destinations



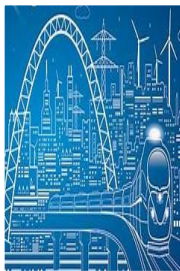
Effective exploitation of tourism resources



Expand livelihoods, increase employment positions and income



Preserve indigenous cultural values



Improve infrastructure of satellite place



Create economic incentives for satellite destinations



# Develop a satellite destination network



## Determine satellite place

- . Resources
- . Evaluate accessibility
- . Ability to raise fundings
- Local policies in tourism development



## Develop satellite destinations

- . Mobilize investment .
- Connectivity improves infrastructure
- .Exploitation of resources, development of products
- . Construction of routes and places
- . Human resource training
- . Advertising promotion

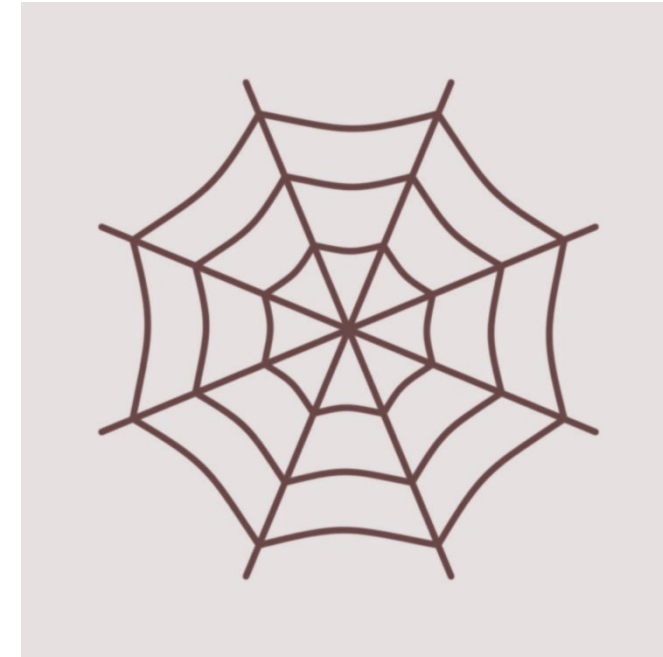
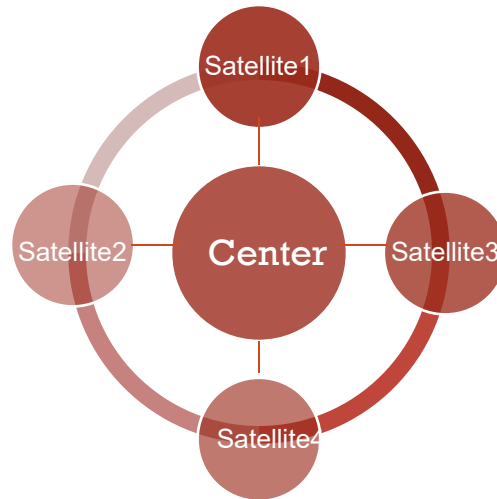
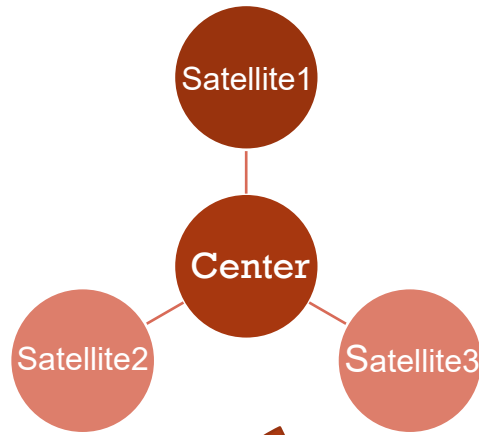


## Expand satellite network

- . Reach new satellite destinations
- . Strengthen infrastructure links
- Strengthen promotional links
- Product innovation and diversification
- . Continue to mobilize investment



# Progress in developing the satellite destination network

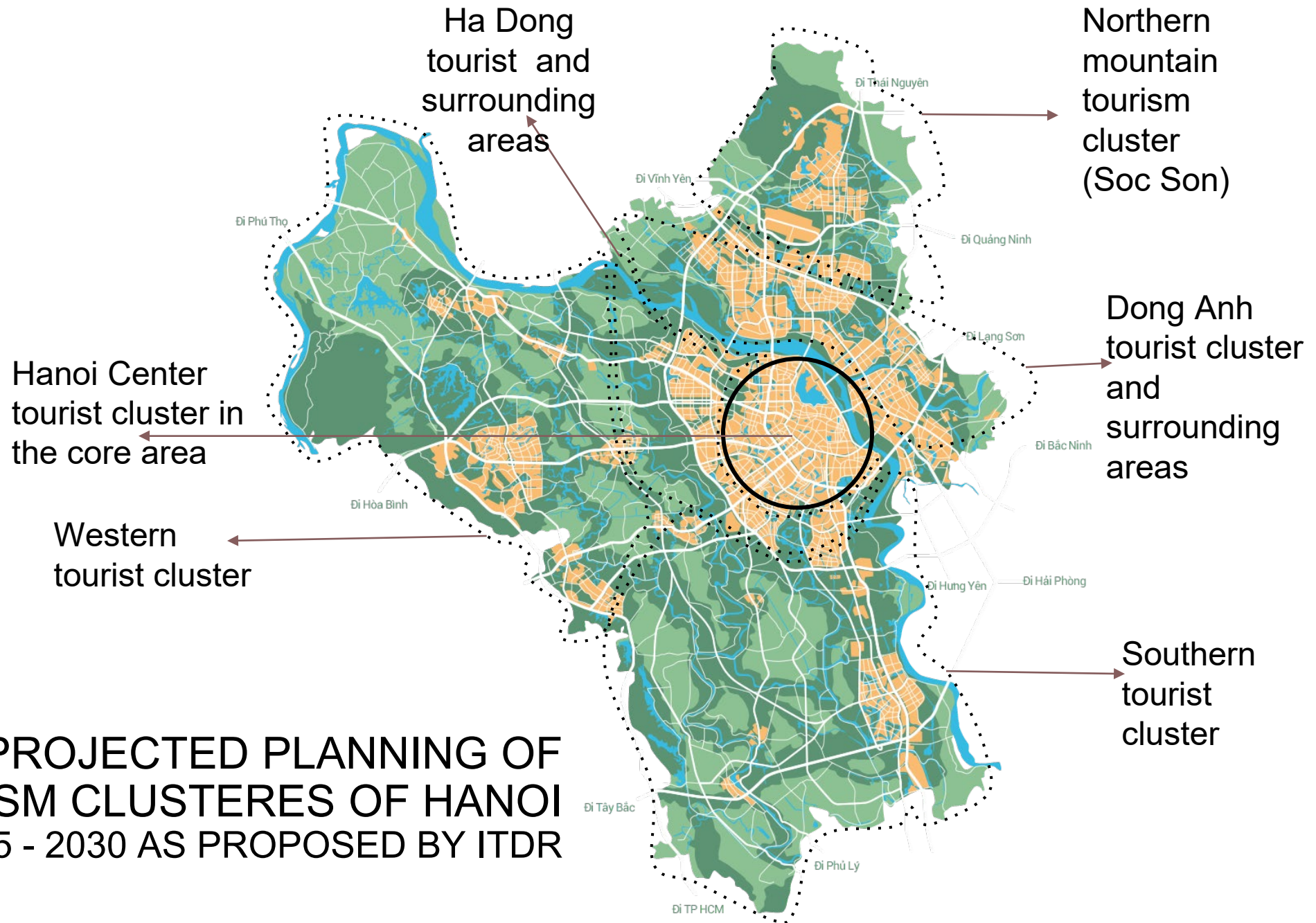






# HANOI'S SATELLITE CITIES UNDER THE CAPITAL PLAN UNTIL 2030

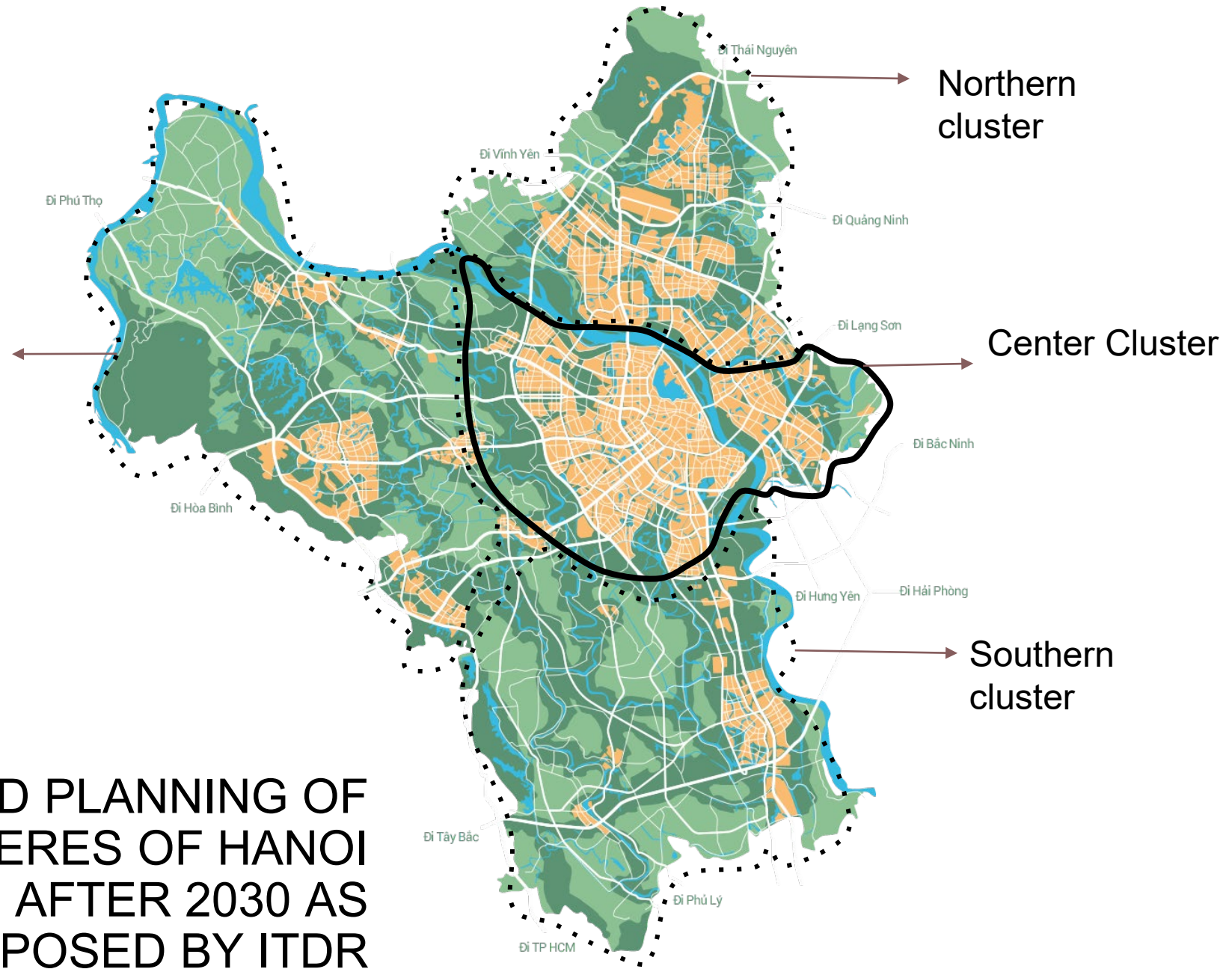




**PROJECTED PLANNING OF  
TOURISM CLUSTERES OF HANOI  
PERIOD 2025 - 2030 AS PROPOSED BY ITDR**



Western cluster



Northern cluster

Center Cluster

Southern cluster

PROJECTED PLANNING OF  
TOURISM CLUSTERES OF HANOI  
PERIOD AFTER 2030 AS  
PROPOSED BY ITDR



# REDUCE OVERTOURISM IN NHA TRANG

Northern tourist area  
of Khanh Hoa

Central tourist area  
of Nha Trang City and  
surrounding areas

Western tourist area of  
Khanh Hoa.

Southern tourist area  
of Khanh Hoa



# CONNECT WITH NEIGHBOURING PROVINCES/CITIES



# DEVELOPING TOURISM AREAS IN QUANG NINH



REDUCE PRESSURE ON HA LONG BAY HERITAGE



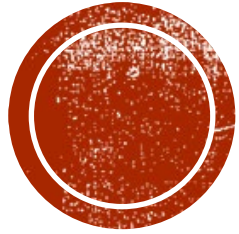
- Limited community awareness;
- The lack of synchronization of infrastructure connections and infrastructure do not meet the needs of development;
- Low promotional effectiveness;
- Lack of direction and strategy in product development at satellite destinations;
- Difficulty in mobilizing investment capital; Issues of land use planning and site clearance
- Unified mechanisms and policies from central level to local levels;
- The connection and coordination between localities is still weak.

## **Difficulties and Challenges**

*for development of  
satellite destination  
and sustainability  
in Vietnam*



## 4. RECOMMENDATIONS





Create favorable mechanisms, policies and investment environments for localities with the potential to become satellite destinations

Strengthen links and coordination between tourism centers and satellite destinations and between satellite destinations

Encourage the support of major centers for satellite destinations in tourism development

Promote the effectiveness of public-private mechanisms in investing in improving infrastructure at satellite destinations

Policies to build quality human resources and attract community participation in tourism development in satellite destinations

Focus on waste management infrastructure, energy and water supply and transport infrastructure connecting inter-regionally and intra-regionally

Determine the customer market before making decisions to approve investment projects, not mass development

Develop a set of criteria for satellite destinations and guide localities to build sustainable satellite tourism destinations.



Finding the typical characteristics of satellite destinations

- . Indigenous culture
- . Wild nature

Exploitation is associated with conservation and promotion

- . Restore and promote indigenous traditional culture
- . Protect the environment and biodiversity
- . Respect and protect natural landscape

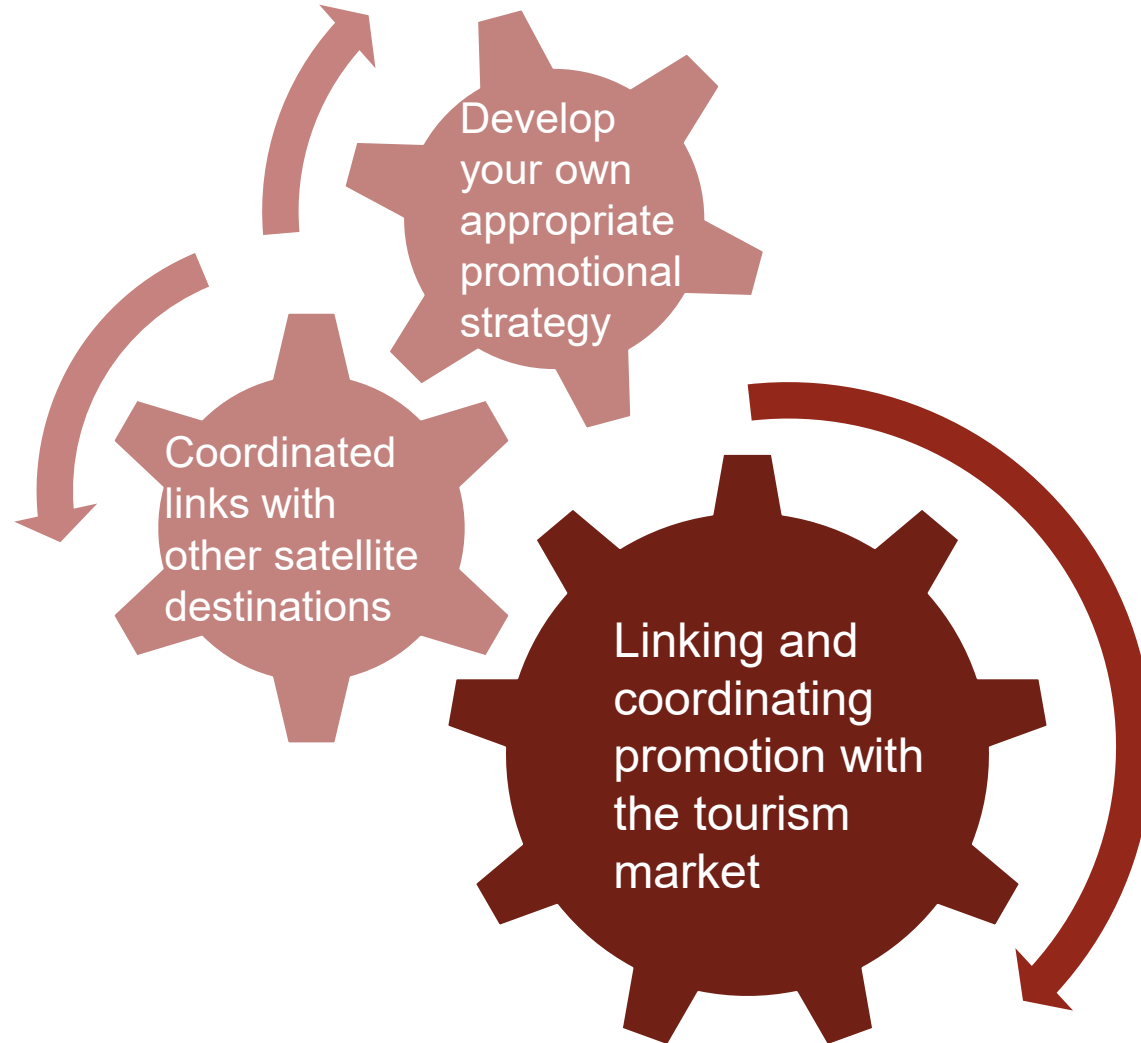
Develop both main products and complementary products

- . Just built the main product . Just developed tourism products that complement the central destination
- . Minimize overlap with central destinations

## PRODUCTS AT SATELLITE DESTINATIONS



Some points to note



# PROMOTION AT SATELLITE DESTINATIONS



**THANK YOU SO MUCH FOR YOUR  
ATTENTION!**

