

Developing Tourism in Vietnam Under the Trend of Green Growth and Green Investment

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Abstract

The global tourism industry is waking up to the risks of environmental pollution caused by tourism activities. Therefore, Green Tourism is becoming an important and attractive trend, and it is also an opportunity to protect natural resources, maintain environmental balance and promote sustainable development. Vietnam, with its amazing natural beauty and unique cultural heritage, has great potential to develop green tourism. However, to achieve this goal, Vietnam needs to face challenges and have the right solutions. The article focuses on evaluating the current status of green tourism in Vietnam, highlighting the advantages and limitations that exist in the development process, from which the author proposes some to promote tourism development towards green investment, green growth and sustainability.

Keywords: Vietnamese tourism, green tourism, green growth, green investment

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Introduction

The tourism industry has developed strongly over the past few decades under the impact of economic growth, global tourism demand and scientific and technological advances. However, this development is also associated with environmental problems, negative impacts on local organisms and culture, as well as resource degradation. Climate change, environmental pollution and the Covid-19 pandemic further highlight the need for change and adaptation in the tourism industry. After the Covid-19 pandemic awareness of the value of the environment and consciousness of sustainability have increased. According to research by Green Destination organization, over 60% of tourists are willing to pay more to experience green and responsible tourism. TripAdvisor's 2022 survey shows that 34% of travelers are willing to pay more to stay in environmentally friendly hotels and sustainable tourism practices; 50% of visitors spend more with companies that benefit local communities and conservation. (Le, 2023a).

World Tourism Day 2023 The United Nations World Tourism Organization (UNWTO) chose the theme "Tourism and Green Investment" to emphasize the need to increase investment in tourism to move towards sustainable development. sustainable development and prosperity in the new situation.

In Vietnam, sustainable development and green development are always important directions in the strategies and projects of the tourism industry. Vietnam's tourism development strategy to 2020, vision to 2030 provides the orientation "Developing green tourism, linking tourism activities with preserving and promoting resource values and protecting the environment" . Affirming and realizing the above policy, Vietnam's National Tourism Year in 2022 and 2023 also chooses the theme of green tourism to spread the image of safe, green and sustainable Vietnamese tourism.

1. Literature review

1.1. Concept and benefits of green tourism

Green tourism is a type of tourism that operates in a way that minimizes impact on the environment, actively contributes to biodiversity protection, uses renewable energy and promotes natural and cultural heritage, developing environmentally friendly products.

Vietnam Tourism Development Research Institute has introduced the concept "Green tourism is understood as tourism based on the foundation of reasonable and effective exploitation of natural resources, development associated with environmental protection, conserve biodiversity, reduce greenhouse gas emissions and adapt to climate change". (VNA, 2021)

Green tourism brings many important benefits to localities and communities, including:

Environmental protection: Green tourism puts environmental protection at its heart, aiming to minimize negative impacts on natural resources such as land, water, forests and animal life.

Preserving culture and heritage: Green tourism encourages respect and preservation of local cultural values and heritage.

Generate income and jobs: Green tourism development is often accompanied by the participation of local people in tourism activities, from providing services, producing local goods to guiding tourism and tourism education.

Stimulate economic development: Increasing green tourism promotes consumer demand for local products and services, from the need for accommodation, local cuisine to the purchase of traditional handicraft products. tradition and experiential tourism.

Increasing awareness and education: Tourists participating in green tourism will experience and directly interact with environmental conservation activities, meet local communities and better understand the importance of conservation. Protect local resources and culture, thereby raising awareness about sustainability and encouraging positive travel behavior change.

Create a unique travel experience: Green tourism offers a unique travel experience and closeness to nature and local culture.

In short, by promoting green tourism, we are building a future tourism model where tourism activities are carried out in a balanced manner and respect the environment, culture and people's lives. local people, creating jobs, improving livelihoods and bringing happiness to people. Not only does it minimize physical, social, behavioral and psychological impacts, green tourism also builds a culture of respect and environmental protection, while providing positive experiences for visitors.

1.2. The concept of "Green Growth"

Green growth is understood as a growth model that aims to turn resource limitations and the effects of natural disasters into economic opportunities that help improve growth and reduce negative impacts on the environment through efficient use. resource efficiency and increased investment in natural capital. Many countries aim to use the green growth model to simultaneously achieve the goals of economic growth, social development and especially environmental protection and adaptation to climate change conditions.

The term "Green Growth" was first introduced in 2000 by Professor Paul Ekins, a British scholar in the field of sustainable economics, referring to economic development in a direction that ensures friendliness, and it is environmentally sustainable. It is about placing GDP growth within the conservation or enhancement requirements of ecosystems and making more contributions to human health, welfare and quality of life. This issue has quickly become a method or development trend that is of interest and application to many economic fields, including tourism.

Over time, although there are many different understandings and interpretations, the concept of "Green Growth" can be summarized in three key points: 1) Green growth is clean, friendly growth. to the environment, reducing greenhouse gas emissions to minimize climate change (low carbon); 2) Green growth is in-depth growth, low fuel consumption, strengthening ecological industries, and technological innovation; 3) Green growth is sustainable growth, poverty reduction and equitable development. (Giang, 2020)

The World Tourism Organization (UNWTO) has created the Sustainable Tourism Development Program as an affirmation of its view on the importance of this issue. In 2011, UNWTO released the book *Tourism in the Green Economy*, which shows that the perspective of developing tourism towards green growth is very important, necessary and closely linked to tourism. associated with the development of the green economy. (Hoang, 2023)

1.3. Green investment

Green investment is a process of making investment decisions based on environmental protection criteria to positively impact the environment, and generate a certain financial return on investments made. In the current context, most countries in the world are aiming for green growth, green finance and green investment. Vietnam is also such a country where its special attention is paid to promoting green investment activities. United Nations Secretary General António Guterres said that "Investing in sustainable tourism is investing in a better future for everyone".

With this year's theme, UNWTO emphasizes the need for green investment in tourism, which also aims to serve more for people (through investment in education and skills), for the planet (through investing in sustainable infrastructure and promoting green transition) and for prosperity (through investing in innovation, technology and startups). According to UNWTO, tourism is one of the world's leading recruiting industries. In 2019, 1 in 10 people were employed by the industry globally; The industry has also proven to be a tool for diversifying the economy. Besides, tourism is also an accessible sector for small and micro businesses, as well as self-employed people, who make up an important part of the tourism industry and public-level entrepreneurship. copper in general. (UNWTO, 2020)

However, in emerging destinations, 50% of young people cannot work in the tourism industry due to lack of opportunities, resources or access to academic training. Furthermore, current educational and training opportunities are unbalanced. According to data from the International Labor Organization (ILO), the global tourism workforce will need millions of hospitality graduates annually between now and 2030.

"For these reasons, we need to invest in people, because they are the foundation of tourism and that is why UNWTO focuses on empowering them, and putting investment at the heart of our actions. future activities", the United Nations (UN) agency emphasized. (UNWTO, 2020). In addition, investments in the planet will support the green transition of the tourism industry. According to the World Economic Forum's (WEF) Global Risks Report 2023, there is a need to ensure the tourism industry acts responsibly as a solution to the climate emergency, one of the biggest risks and challenges. The most urgent challenge in the next 10 years.

Therefore, green transformation of the tourism industry is essential, to promote competitiveness and enhance resilience; At the same time, green investments and innovation in tourism need to play a leading role to support this transition and the implementation of the green goals of the 2030 Agenda and the Goals. sustainable development (SDG).

2. Research Methods

To complete this article, the author mainly uses document research method based on secondary data collected from books, magazines, scientific reports, and information sources from the internet; assessments of experts and managers related to the research issue. At the same time, the study uses descriptive statistics method to collect statistics and analyze the current status of tourism development in Vietnam.

3. Current status of green tourism development in Vietnam

3.1. The Green growth trend in the world

Green growth is not only the integration of environmental protection in economic development, but also refers to balanced and harmonious development between the goals of activities in all aspects. Green growth is considered a new development model, which many countries and territories support and follow. According to the Organization for Economic Cooperation and Development (OECD): "*Green growth is about promoting economic growth and development while ensuring that natural assets continue to provide environmental resources and services essential for our lives. To do this, green growth must be a catalyst for investment and innovation, the basis for sustainable growth and enhanced creation of new economic opportunities*" (Giang, 2020)

At the global level, the first Global Green Growth Forum (3GF) aims to promote green growth through the public-private partnership mechanism between government and businesses. In the Asian region, the "East Asia Climate Forum" was held in Seoul on May 29, 2009, with countries in the region discussing the establishment of green growth strategies in East Asia, creating opportunities so that Asian countries can share relevant experiences and policies. The "Seoul Initiative on East Asia Green Growth" was approved within the framework of this forum. Immediately after the Forum, the ASEAN - Korea Summit (June 1-2, 2009, Jeju, Korea) was held to identify plans to strengthen green cooperation in establishing food and energy stability, quality - creating necessary elements for sustainable development of countries in the region.

The Association of Southeast Asian Nations (ASEAN) issued a joint statement in July 2010 with the orientation: Partners and international organizations have an important role in supporting ASEAN to move closer to the development model. "Carbon reduction - Green growth" development. ASEAN will tighten energy cooperation with East Asia, paying more attention to the clean development mechanism (CDM), developing civil nuclear energy... to limit the negative impacts of change climate. (Giang, 2020)

At the Asia-Europe Summit (ASEM) held in October 2010 in Belgium, the Prime Minister of Vietnam proposed the Asia-Europe cooperation initiative on green growth, which was approved by many organizations and countries. ASEM members support. Many ASEM members have taken the lead in greening the economy, notably the strategies of the European Union, China, Japan, Korea, Vietnam... The EU and these countries all consider green growth is a national development orientation in the coming decades, especially in the face of profound consequences of the global economic and financial crisis. In October 2011, the Asia-Europe Meeting Green Growth Forum with the theme "Joining action towards green economies" was held in Vietnam to find opportunities mechanism for cooperation and sharing of green development experiences between countries.

At the Asia-Pacific Economic Cooperation (APEC) Conference in November 2011 in Hawaii (USA), APEC leaders adopted the Honolulu Declaration, determining the need to address environmental challenges. The region's market and economy move towards a green, low-carbon economy, improving energy security and creating new resources for economic growth and employment; focus on reducing APEC's energy use intensity by 45% by 2035 compared to 2005, combining development strategies on carbon emissions in economic growth through low-carbon model city projects. (APEC, 2011)

In Europe, Germany is considered a pioneer in green growth policies. Since 2009, through many strong measures and actions, the country has reduced CO₂ emissions by 23% compared to 1990 levels; Energy consumption from renewables increased fivefold from 1990 to 2010; and the country has the largest solar capacity in the world. In 2010, Germany's Green Growth Strategy was developed. In particular, from May 2012 to December 2014, a national Green Growth Model Project was built. (Yfantidou et al, 2016)

In France, moves towards green growth trends have also been made over the years. Since 2010, this country has been formulating a Strategy for a Green Economy. One of the goals of the new strategy is to make sustainable products and services accessible to more people and to double by 2012 sales of eco-labelled products. In particular, in July 2015, the National Assembly of this country officially passed a new milestone in climate law, which is the Energy Transition for Green Growth Law (ETL). Accordingly, the target is that by 2050, carbon emissions will be reduced by 75%, while total energy use in France must be reduced by half. This is by far the most powerful performance target in the world. New targets were also set to reduce fossil fuel consumption, phase out nuclear and increase renewable energy. (Yfantidou et al, 2016)

In Asia, since 2003, Japan has issued the "Biomass Energy Strategy" and built smart, green and ecological urban models. Not stopping there, in 2008, the Government of this country continued to launch the "Action Plan for a low carbon society", which focuses on the field of renewable energy production such as energy production from sun; developing non-gasoline means of transport, designing a new generation of vehicles using electric energy; Implement a lifestyle that

reduces CO2 emissions, reduces fossil fuel use and saves energy to reduce greenhouse gases, protecting the economy and people when energy prices increase. Along with Japan, Korea is also interested and began implementing the green growth model in 2008. Two years later, the country announced the "Green Industries Development Strategy"; which defines a detailed plan of green growth policies, creating a new national development model. The overall goal of the strategy is to become the world's 7th largest green growth economy by 2020 and the 5th largest green energy economy by 2050. In addition, many other countries on the continent such as Singapore, Thailand, ... have also taken important steps in approaching and operating according to the green growth trend. (WEF, 2017)

3.2. Vietnamese green growth orientation

In September 2015, the United Nations launched the 2030 agenda for sustainable development. This agenda proposes all countries cooperate to achieve 17 sustainable development goals (SDG) over the next 15 years. The goals, which UN Secretary-General Ban Ki-moon calls a "to-do list for people and the planet," involve addressing the development needs of people in both developed and developing countries to ensure that "no one is left behind". (Le, 2023b)



Figure 1. 17 sustainable development goals until 2030 (Source: The United Nations)

The United Nations World Tourism Organization states that the specific SDG's that they aim to address through their work are:

- Promoting sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all
- Ensuring sustainable consumption and production patterns
- Conserving and sustainably using the oceans, seas and marine resources for sustainable development

In the current and future general development trends of the world, Vietnam cannot stand aside from the direction of promoting green growth and sustainable development. The clearest and most specific orientation is that on September 25, 2012, the Prime Minister of Vietnam issued Decision No.1393/QĐ-TTg approving the national strategy on green growth for the period 2011-2020 and vision to 2050, it has been affirmed: Green growth is an important content of sustainable development, ensuring fast and effective economic development and making an important contribution to implementing the National Strategy on climate change; Green growth must be by people and for people, contributing to creating jobs, eliminating hunger and reducing poverty, and improving the material and spiritual lives of people; Green growth is based on increased investment in conservation, development and effective use of natural capital resources, reducing greenhouse

gas emissions, improving environmental quality, thereby stimulating economic growth.; Green growth must be based on modern science and technology, suitable for Vietnam's conditions; Green growth is the cause of the entire Party, the entire people, all levels of government, ministries, branches, localities, businesses and social organizations.

The goal of green growth is to move towards a low-carbon economy, enriching natural capital to become the main trend in sustainable economic development; Reducing emissions and increasing the ability to absorb greenhouse gases gradually become mandatory and important targets in socio-economic development, with specific tasks: Reduce the intensity of greenhouse gas emissions and promote the use of clean and renewable energy; Greening production and Greening lifestyle and promoting sustainable consumption. (Le, 2023b)



Figure 2. The National strategy on green growth, vision to 2050 (Source: The Government of Vietnam)

- The Strategy also points out specific solutions to achieve the above goals and tasks, such as:
- Propagating, raising awareness, encouraging implementation support;
 - Improve performance and efficiency of energy use, reduce energy consumption in production, transportation and commercial activities;
 - Changing the fuel structure in industry and transportation;
 - Promote effective exploitation and increase the proportion of renewable energy sources and new energy in the country's energy production and consumption;
 - Reduce greenhouse gas emissions through developing sustainable organic agriculture, improving the competitiveness of agricultural production;
 - Review and adjust the planning of production sectors, gradually limit economic sectors that generate large amounts of waste, cause pollution and environmental degradation, and create conditions for the development of new green production sectors;

- Economical and efficient use of resources; Promote green economic sectors to develop rapidly to create more jobs, increase income, and enrich natural capital;
- Sustainable infrastructure development mainly includes: transport infrastructure, energy, irrigation and urban construction works;
- Technological innovation, popular application of cleaner production; sustainable urbanization;
- Building new rural areas with a lifestyle in harmony with the environment;
- Promote sustainable consumption and build a green lifestyle;
- Mobilize resources to implement green growth strategy;
- Training and developing human resources;
- Research and develop science and technology, promulgate a system of economic, technical standards and data information on green growth;
- International cooperation.

3.3. Current status of green tourism development in Vietnam

3.3.1. Some results have been achieved

With diverse and comprehensive benefits as analyzed, green tourism has become an important development trend for Vietnam's tourism industry. Vietnam's tourism development strategy to 2030, approved, has set specific directions to develop tourism towards green and sustainable growth. (VNA, 2021)

- *Technology application:* The strategy proposes the use of technology to manage resources, control pollution and environmental incidents, promote advertising and build tourism brands, as well as apply green technology and clean in tourism activities.
- *Environmental protection:* The strategy focuses on raising awareness and awareness of protecting resources and the tourism environment; develop and implement environmental protection projects and tasks in the tourism sector; improve the effectiveness of state management on environmental protection and the ability to adapt and mitigate the impact of climate change.
- *Using renewable energy and clean technology:* Strategy to encourage tourism service establishments to use clean energy, recycle and reuse products, and apply clean technology to reduce pollution environment and greenhouse gas emissions.

Having a sustainable tourism development strategy like the above shows the Vietnamese Government's interest in protecting the environment and ensuring sustainability in tourism development. The tourism industry's activities in recent times have also recorded positive signs as many localities, travel companies and hotels in Vietnam have focused on developing green tourism. The focus on forms of tourism such as community tourism, garden tourism, and island tourism show the diversity and creativity in exploiting the tourism potential of each locality. Developing green tours and achieving green certification for hotels ensures that tourism activities are carried out responsibly and respect the principles of sustainability. Green tours are designed to make the most of renewable resources, minimizing waste and negative impact on the environment. Green certificates not only create trust and confidence from customers, but are also a powerful advertising tool that helps attract tourists interested in businesses.

Some tourism service businesses have converted towards green tourism such as power and water saving models at accommodation establishments, and registered for Green Lotus eco-label certification for accommodation establishments. residence; carry out responsible tourism, guide tourists to protect the environment when participating in forest and mountain climbing tours; building tourism products, especially cleaning the environment.

3.3.2. Some limitations still exist

However, in the process of developing green tourism in Vietnam, there still exist some limitations and problems that affect the sustainability of the tourism industry.

- *Inefficient exploitation and use of resources:* Resource utilization efficiency is still low, causing waste and unnecessary consumption. Lack of resource planning and management leads to disproportionate consumption and can cause environmental imbalance.
- *Lack of connection with environmental protection:* Although the concept of green tourism emphasizes environmental protection, the reality is that a close link between tourism development and environmental protection has not yet been achieved. Environmental protection measures, such as waste treatment, water source protection and ensuring reasonable planning, have not yet been implemented and implemented effectively.
- *Plastic waste is also a burning problem.* The country's amount of plastic waste and nylon bags accounts for about 10-12% of household solid waste, especially in some cities with developed tourism activities. On average, each tourist releases 5 - 10 nylon bags/day into the environment; 2-4 plastic bottles and milk cartons/day, not to mention disposable plastic products and personal items. Dr. Nguyen Anh Tuan - Director of the Institute of Tourism Development Research said that plastic waste has a negative impact on tourism activities, causing environmental pollution. The existence of plastic waste destroys the beautiful landscape and appeal for tourist areas and destinations, causing displeasure for tourists, especially sea and island tourism; reduced revenue and contribution of the tourism industry: reduces the number of visitors, causes economic damage to the tourism industry, and affects the local economy. Of the total amount of plastic waste, only a portion is recovered for recycling, a portion is treated by incineration or landfilling, and a large amount of plastic waste is swept into river systems and canals out to sea. (VNA, 2021)

Chairman of the Vietnam Community Tourism Association (VCTC) Pham Hai Quynh shared and responded to the program "Tourism joins hands to protect the environment and limit plastic waste" launched by the Vietnam Tourism Association. The Vietnamese community calendar has called on all members across the country to take action, join hands to protect the environment, and limit plastic waste; Encourage travel agencies to limit use or take initiatives to replace bottled water with other tools...; Advise guests not to bring drinks, plastic bags, or plastic bottles on their travel itinerary. (VNA, 2021) Firms negotiate and plan with restaurants, hotels, bus companies, train stations... to protect the environment, limit plastic waste, increase trash containers, and classify trash right from receipt garbage;

- *Not taking into account climate change:* Another important issue is that tourism development is not sensitive enough to climate change. Increasing the number of tourists and developing accommodation facilities without measures to limit carbon emissions leads to increased greenhouse gas emissions and contributes to climate change.
- *Negative impacts on the tourism environment:* The rapid development of the tourism industry has caused many negative impacts on the tourism environment. Tourist areas and destinations often have problems such as solid waste, garbage and wastewater that have not been collected and treated properly. Careless tourism development has increased traffic congestion, air, water and noise pollution. At the same time, the construction of accommodation facilities and tourism services on islands without complying with planning has created the risk of coastal erosion and degradation of island ecosystems. Untreated wastewater from accommodation establishments and tourism services is discharged directly into the environment, causing increased levels of pollution and organic matter content in coastal seawater.
- *Conflict of interests and short-term vision:* Conflicts of economic interests between economic entities and industries can cause limitations in green tourism development. Some tourism resources may be destroyed and used for improper purposes, leading to environmental imbalance. Foreign social and cultural evils may also appear due to inconsiderate development and limited awareness of environmental protection in the tourism community. This has a negative impact on the economic efficiency that the tourism industry brings, while weakening the image and sustainable development of Vietnamese tourism.

The above limitations require a change in perspectives and methods of developing green tourism in Vietnam.

4. Propose some solutions to develop Vietnam's tourism towards green growth and green investment

Realizing that green growth is an important development trend and brings many benefits, agencies, organizations and individuals in Vietnam have gradually paid attention and approached this in many forms and different consciousness. First and most important is that the Government has developed and decided to approve the National Strategy on green growth for the period 2013-2020 and vision to 2050 in 2012. Thereby, creating a favorable foundation for the implementation and application of this progressive development method into Vietnam's development practice.

To create synergy in sustainable tourism development, Deputy Prime Minister Tran Luu Quang emphasized: we will continue to be steadfast in the sustainable values that over the years Vietnam and Vietnamese tourism have create and establish in the hearts of domestic and international tourists. That is the message "Vietnam - A safe country" and the image of "Vietnam - A safe, friendly, attractive destination", "A friendly, peaceful, cooperative and hospitable Vietnam". The Deputy Prime Minister also requested localities, all levels and relevant sectors to pay attention to promoting socialization and public-private cooperation in the operation and development of the tourism industry, creating jobs for people in their own homeland; contributing to poverty reduction, actively transforming the economic structure, protecting the environment, embellishing the landscape, and creating a new look for the country and homeland. (Long, 2020)

However, up to now, despite efforts, and due to short time and many different subjective and objective reasons, the greening of the economy in Vietnam has generally only stopped at the first steps and there are still many difficulties and limitations. Most are still general policies and calls and encouragements from the State and functional agencies, but have not really become specific and extensive practical activities. The implementation process should be put into practice in a harmonious and reasonable manner, suitable to the conditions and circumstances in each stage of development of Vietnam in general and Vietnam Tourism in particular. There should be specific directions to gradually adjust the development process, avoiding social problems caused by this transition. To make tourism more environmentally friendly, reduce reliance on unsustainable factors and gradually increase sustainable factors (based on geopolitical location, knowledge economy, science and technology), consumption, investment, export, landscape, culture, tradition, people...) to promote the role of a key economic sector, the author would like to propose some of the following solutions:

4.1. General solutions

The Vietnamese government should introduce specific policies and regulations to encourage and support tourism businesses in converting to a green tourism model. This can include tax incentives, financial support, and training programs on sustainable tourism.

- *Investing in infrastructure and green technology:* Using renewable energy, building smart water treatment systems, applying energy-saving technology in hotels, resorts and transportation moving will reduce the impact on the environment and resources. Encourage research and innovation to develop green tourism, apply creative solutions and create unique green tourism products. Develop renewable energy and improve energy efficiency in tourism activities by increasing the use of renewable energy sources such as solar energy, wind energy, biogas with the support of the Government. Modern technology and promoting the use of these energy sources to support livelihoods, production and the entire economy, including the tourism economy. Widespread use of these clean and nearly inexhaustible energy sources can meet the province's energy needs while helping to reduce greenhouse gas emissions in tourism activities. Agricultural and rural tourism development has been recognized as one of the sustainable land use structural transformations (high resource use

efficiency) and has the ability to bring high and stable income to all participating subjects. Developing such a value chain of agricultural tourism products is appropriate in responding to climate change in the future.

- *It is necessary to create a network of links between tourism businesses, NGOs, governments and local communities:* share information, experiences and resources, jointly develop tourism projects. green calendar... International cooperation is a way to create innovation and promote the development of the tourism industry. Learning from countries that have succeeded in green tourism and establishing international links will bring great benefits to Vietnam and contribute to the sustainable development of green tourism, creating a tourism network. A green calendar in which businesses, organizations and individuals have the same goals and commitments to sustainable tourism.
- *Create a favorable environment for transitioning to a green economy, including green tourism:* The transition to a green economy and green tourism does not happen naturally: a series of barriers need to be removed, abandon and invest in green economic sectors and green economic projects, including tourism. Some measures can only be implemented in national green growth tourism development, but many can be implemented at lower levels. Therefore, central and local level policies should be introduced, designed on the following criteria: high efficiency, appropriate cost, incentives for application and compliance, and ability to adapt to changing conditions. certain fluctuations, and provide clear, transparent and reliable information to investors.
- *Enhance market access and improve the quality of primary tourism goods and alternative tourism products.* Currently, the added value of tourism products is not high, so product prices on the market are not good and market competitiveness is not high. In this direction, enhancing product quality and smart innovation processes through participation in green certifications needs to be emphasized. In addition, the orientation also includes developing high-quality tourism product brands and specific tourism products to increase commercial value.
- *Increase education and awareness:* Through information campaigns, communication and training programs, using communication channels, social networks, websites and communication campaigns will help spread the message on green tourism, encouraging people to participate in environmentally responsible tourism activities. Encourage the formation of green lifestyles and sustainable consumption in tourism for all entities participating in tourism activities (tourists, all residents, local communities, businesses, researchers, media houses, local authorities, state agencies) and tourism-related activities. Conservation of natural resources, water and biodiversity and cultural resources to further promote the protection of tourism resources and reduce emissions in related activities, associated with environmental carrying capacity, including a tourist environment. Preserving and promoting cultural values and cultural tourism resources needs to be paid more attention, especially in selectively absorbing cultural refinement, including world tourism culture.
- *Develop an effective evaluation and monitoring system for green tourism activities* to ensure that tourism businesses and organizations comply with standards and regulations on environmental and resource protection. Evaluation criteria include energy savings, waste management, biodiversity protection, impact on local communities and creating sustainable benefits.

4.2. Specific solutions

- *Controlling greenhouse gas emissions from tourism establishments:* Controlling greenhouse gas emissions from four main areas: accommodation establishments, travel agencies, entertainment establishments and tourist destinations. Emissions that may be due to the construction and operation of tourism facilities, tourism traffic, electricity generation for

tourism, and chemical use in tourism service production activities need to be controlled in a rigid way.

- *Control waste generation and reuse for greener tourism production:* Tourism development, along with other activities in industry, agriculture and services, will increase solid waste and liquid, noise and if not well controlled, will pollute the environment and negatively affect human health. The goal of this direction is to control waste discharge and enhance the treatment of different types of waste in tourism and tourism-related industries.
- *Affirmation: “Indigenous culture is the Future of green tourism”:* Today, tourists tend to pay more attention to the quality of experience at the destination. New generation tourists are those who love the environment, respect and are responsible for the environment, so the trend of finding unique cultural values and pristine ecology is also becoming popular. It is necessary to build green, clean, beautiful, safe and friendly tourist destinations to attract tourism; At the same time, building a "civilized tourism code of conduct" to "win" tourists and investors, mobilizing them to respect the environment and local culture. Promote local community participation in tourism activities with a fair benefit sharing mechanism.
- *Applying the circular economy model to green tourism activities:* According to the general trend of the world, in the field of goods production, businesses need to be responsible for recovering, reusing, recycling and processing your products after use can promote the development, production and use of high-tech products and services, thereby saving and optimizing the use of resources. The circular economy model takes a comprehensive approach according to the product life cycle from natural resource exploitation, product design and production, distribution and consumption, disposal and post-processing of products. The process of use is to recover raw materials for further input into the next production cycle. There are currently a number of circular economy models that have been implemented with a simple approach such as the 3R model or 6R+ model.

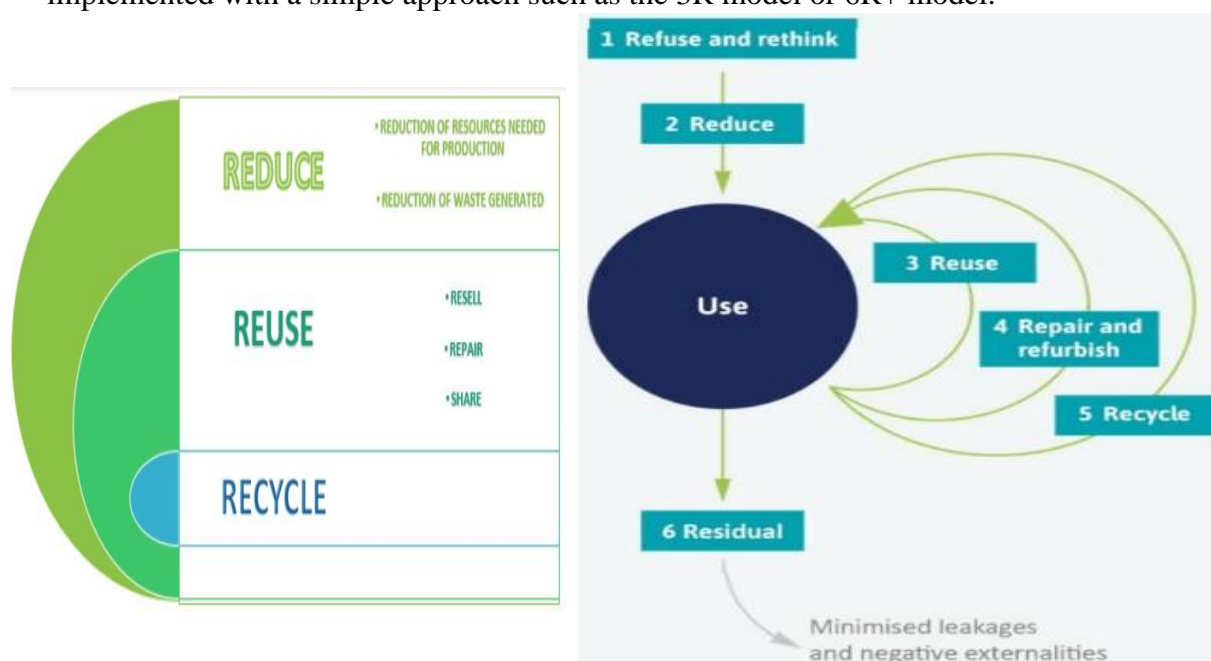


Figure 3. The circular economy model 3R & 6R (Source: The Government of Vietnam)

The 3R model only focuses on 3 activities: Reduce - Reduce the use of goods and resource consumption, Reuse - Reuse products and resources and Recycle - Recycle and circulate resources. Meanwhile, the 6R+ model is approached more comprehensively and in detail through activities including: Refuse & rethink; Reduce; Reuse; Repair & refurbish; Recycle & Residual. So right from the design stage, choosing production materials, packaging... businesses and manufacturers

have to calculate and choose the most optimal solution to solve all cost problems. production, recovery costs, reuse, recycling and disposal for the entire product life cycle. (Koltunov, 2019)

Conclusion

With the goals: "By 2025, Vietnam will become an attractive destination, striving to be in the group of 3 leading countries in tourism development in Southeast Asia and 50 countries with tourism competitiveness in the world, including all 14 criteria of increasing tourism competitiveness, in accordance with the requirements of sustainable development", green growth and green investment are truly very important tasks for Vietnam tourism.

Vietnam has taken positive steps in developing green tourism, such as: establishing eco-tourism areas, developing green tourism products and creating preferential policies... However, there are many more potentials and challenges that Vietnam needs to face and overcome. Developing green tourism not only brings economic benefits but also makes an important contribution to protecting the environment and resources, enhancing the love and awareness of environmental protection among people and tourists.

To be implemented, it requires the efforts of all sectors of society, especially, businesses are the central driving force, the State plays a creative and leading role, and the community participates in implementing changes. change both the awareness and behavior of the entire society. With cooperation and joint efforts from stakeholders, we can build a strong and sustainable green tourism industry, contributing to the comprehensive development and prosperity of Vietnam in the future.

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