
TRENDS IN THE DEVELOPMENT OF THE TOURISM INDUSTRY IN VIETNAM

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Abstract: The United Nations Tourism Organization (UN Tourism) estimates that by 2030, tourists traveling for visitation, health, and religious purposes will account for 31% of the total number of tourists; for the purpose of sightseeing, relaxation, entertainment, accounting for 54%; with work and career purposes accounting for 15%. This organization also forecasts that in 2024, tourism will return strongly with new trends.

In fact, the world tourism industry is witnessing the development of many different tourism trends. In Vietnam, simple vacation trips are no longer popular. Travelers are more interested in the quality of experiences at destinations. New generation tourists are young, dynamic, love the environment, respect and be responsible for the environment, so the trend is to find unique cultural values and pristine ecology, developing smart tourism, applying AI... is also becoming popular.

In this article, the author will analyze the current status of Vietnamese tourist destinations and point out Trends in the development of the tourism industry in Vietnam in 2024.

Keywords: tourist destination; tourism trends, Vietnam tourism

1. Introduction

From March 15, 2022, Vietnamese tourism resumed operations and gradually recovered in the context of the Asian tourism industry facing many difficulties and limitations when many large source markets in the region were not yet open at that time. doors like China, Japan, Korea... In the world, Asia is the region with the slowest recovery speed. In that context, in 2022, Vietnam will only welcome nearly 3.7 million international visitors. However, the domestic market reached more than 100 million domestic tourists, higher than the record of 85 million in 2019, becoming the main driving force for the industry's recovery.

Entering 2023, the international tourism market has seen strong growth. International visitors to Vietnam reached 12.6 million, nearly 3.5 times more than in 2022, exceeding the original target by 57% (8 million), recovering 70% compared to 2019. In particular, the speed The recovery will be even clearer in the last 6 months of 2023 when the number of monthly international visitors reaches over 1 million. Compared to 2019, the markets basically recovered well. However, the Chinese market has only recovered about 30%. Instead,

Korea became the largest source market, accounting for about 28% of the total number of international visitors to Vietnam.

With the efforts of the entire industry, Vietnamese tourism is honored to receive the trust, love and appreciation of the international community. In 2023, Vietnam was honored in 19 World Top Award categories and 54 Asia Top Award categories awarded by the World Travel Awards organization. Notably, Vietnam was honored as "The World's Leading Heritage Destination" for the 4th time, and was voted "Asia's Leading Destination" for the 5th consecutive time. The Vietnam National Tourism Administration, with its efforts to restore and rebuild the tourism industry, was awarded the title of "Asia's leading tourism management agency" for the fourth time. According to the report released in May 2022 by the World Economic Forum, Vietnam's 2021 Travel and Tourism Development Capacity Index ranked 52nd/117 economies, up 8 places compared to 2019, ranked 52nd/117 economies. among the 3 countries with the best index improvement in the world.

It is forecasted that in 2024, tourism will return strongly with new trends. Booking.com's latest survey shows that 81% of Vietnamese tourists said they feel most comfortable and happy when traveling. And 72% want to maintain this comfortable and confident state even when returning to daily life, to always be the best version of themselves.

In fact, the world tourism industry is witnessing the development of many different tourism trends. In Vietnam, simple vacation trips are no longer popular. Travelers care more about the quality of experiences at destinations. New generation tourists are young, dynamic, love the environment, respect and be responsible for the environment, so they tend to seek unique cultural values, pristine ecosystems, and develop tourism. Smart, AI applications... are also becoming popular.

The United Nations Tourism Organization (UN Tourism) also estimates that by 2030, tourists traveling for sightseeing, health, and religious purposes will account for 31% of the total number of tourists; Sightseeing, relaxation and entertainment purposes account for 54%; Work and career purposes account for 15%. In particular, tourists' need for experience towards new values are attracted by traditional cultural values, natural values, creative values, scientific applications, high technology... Organization This also predicts that in 2024, tourism will return strongly with new trends.

2. Literature review and research methods

2.1. The concept of "trend"

Trend, also known as trend, trending, means things that are of interest and popularity in a certain period of time and are applied in many different fields such as economics, culture, technology, fashion, entertainment. Trends

can change over time and are influenced by many factors such as social development, historical events, economics, health, tastes, ...

We can identify trends by observing what is receiving the most attention and use in a certain field. For example, in the field of fashion, trends can be colors, styles, materials, accessories, patterns, etc. that are popular in a season or a year. However, trends are not always suitable and useful for everyone. It also depends on each person's needs, personal tastes, culture and financial capabilities. Some trends can last for several years, but others only last for a season or just a short time. Therefore, identifying and analyzing trends is important, so that companies, advertisers, designers and consumers can make effective and smart decisions in reaching the market and targeted customer.

Research and understanding trends will help us have an overview of the world around us, thereby making more reasonable decisions. Besides, pursuing and adapting to trends also helps us create diversity in life, improve innovation and creativity, increase aesthetics and enrich experiences. Besides providing a comprehensive view, trends are also a source of inspiration for designers, creators, and artists to create new products and services, contributing to the development of society.

For Tourism: the formation of trends will help customers find new, interesting destinations that suit their preferences. At the same time, helping businesses offer new tour packages, attract customers and increase sales. For Cuisine: trends will help customers find new, creative and unique dishes. Restaurants and eateries can also take advantage of the trend to innovate their menus.

Trends play an important role in communication, creating unique products and content, attracting audiences; Create unity and connection between individuals, creating a community with common interests; helps open new business opportunities, create new products and services, thereby supporting economic and business development; Helping people update and progress in many different fields such as technology, fashion, culture, music, ...; Creating choice and diversity for consumers, thereby helping them find Get products and services that suit your preferences and needs; Create convenience for consumers when searching for products and services that suit their preferences; Create new business opportunities for businesses and promote the development of related industries; Help shape and develop the culture and lifestyle of a community or country.

However, the trend itself also creates instability for businesses and users, especially when it only lasts for a short period of time; causing negative effects on the environment, security and human health, thereby reducing the sustainability of life. Trends are constantly changing, requiring people to adapt and update these changes and need to be predicted and evaluated for potential and feasibility before being spread to the market to avoid negative

consequences. desire. Media plays an important role in spreading and creating new trends, thereby influencing human behavior and consciousness. Trends often develop unevenly in different regions, localities and countries, thereby causing cultural and market differences, which in turn can affect the emotions and psychology of consumers. , causing them to buy and use products that do not suit their preferences and needs

Types of trends: There are many different types of trends, depending on the specific industry and field. At a general level, we can list a number of trends as follows:

Market trends: Related to changing consumer preferences...

Social trends: Related to changes in social thinking, culture, values and attitudes of people, to changes in management, market access, marketing and sales methods, ...

Technology trends: Related to the development and application of new technology such as Internet of Things, artificial intelligence, blockchain, ...

Environmental trends: Related to the development of environmentally friendly technology and products, reducing negative impacts on the environment.

Fashion trends: Related to changes in fashion styles, dressing styles, makeup trends, design patterns, ...

Cultural-educational trends: Related to changes in culture, arts, entertainment and approaches to different cultural values, changes in teaching and learning methods, curriculum teaching and other educational activities.

Factors affecting trends

History - Culture - Society: changes in people's attitudes, thoughts and behaviors regarding entertainment, art as well as historical events, influential figures in other cultural history

Market: Changing consumer needs and preferences, competition between businesses, economic policies

Environment and technology: The development and application of new technology can create new trends or change old trends, as well as changes in the environment, security and health.

Politics: Political stability or instability will affect life and the economy

Trend update tools

Google Trends: This Google tool allows users to view search trends for keywords over a specific period of time.

Mention: This tool helps track brands, keywords or users across social networks and the web, providing information about engagement and responses.

BuzzSumo: This tool helps track the most shared articles and content on social media platforms.

Hootsuite: This tool helps manage multiple social media accounts simultaneously, helping to track trends, hashtags and interactions across different platforms.

Facebook Insights: This tool helps track and analyze user activities and interactions on Facebook, and provides information about customers.

Twitter Analytics: This platform provides tools to track and analyze trends, hashtags, and user activity on Twitter (now X).

Website measurement - Google Analytics: helps track website traffic, page load speed, access time and other metrics to evaluate website access trends.

Pinterest: This is one of the major visual social networking platforms, often used to search and share ideas in fashion, cuisine, interiors, beauty and many other fields. This platform updates the latest trends and makes predictions about future trends.

Polling: This method helps collect customer and user opinions to evaluate new trends and market needs.

Monitor competitors: Observing and analyzing competitors' activities and strategies will help users evaluate new trends and the effectiveness of that strategy.

Review the latest events and news: Following the latest events and news in the relevant field will help users evaluate new trends and changes in the market.

2.2. Research methods.

To complete this article, the author mainly uses documentary research method based on secondary data collected from books, journals, scientific reports, information sources from the internet; judgments and assessments of experts and managers related to the research problem. The author also uses descriptive statistics method to cite trend theory, focusing on analyzing the current status of Vietnam tourism trends in 2023 and making forecasts of Vietnam tourism trends in 2024, as well as Analyze Vietnam tourism development strategy in the new period with specific directions.

3. Presentation

3.1. Vietnam tourism 2023 - talking numbers

The Covid-19 pandemic has seriously affected the internal strength of the tourism industry and profoundly changed the way businesses operate and the behavior and needs of tourists, in which new trends in tourism have emerged. digital transformation, green transformation, sustainable development, environmental friendliness.

After 2 years of almost complete freeze due to the Covid-19 pandemic (January 27, 2019 - March 15, 2022), Vietnam tourism has officially reopened from March 15, 2022. Looking back at the achievements of Vietnam's tourism industry in 2022 - 2023, thanks to the attention of all levels and sectors, many

mechanisms and policies to facilitate the tourism industry have been issued, along with the efforts of the entire industry. Deploying market connection activities, aviation connection, promotion, and product development to suit needs, the number of international visitors to Vietnam is recovering rapidly.

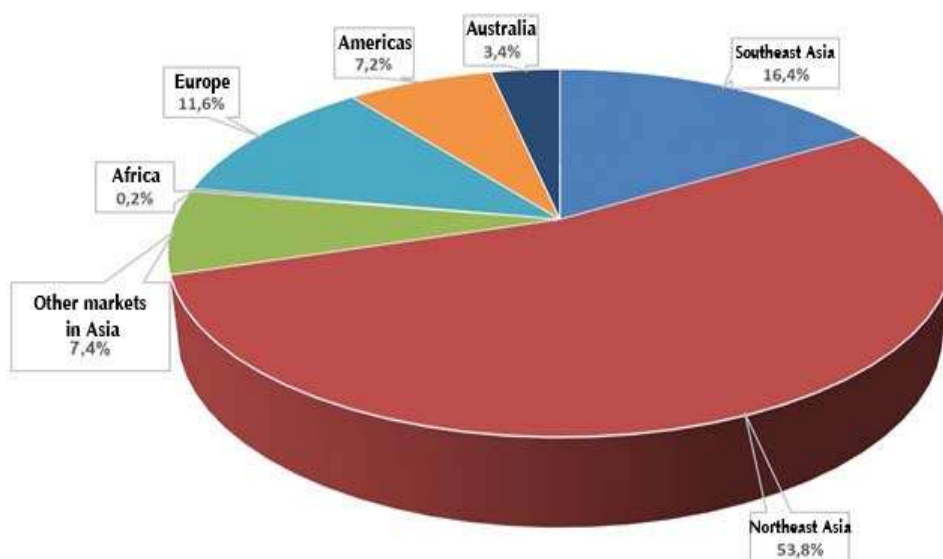


Figure 1. 10 markets sending customers in early 2023 (thousands of visits)

Source: Compiled from General Statistics Office data

Having gone through difficult times, in 2023, Vietnamese tourism has had a spectacular recovery, thanks to the new visa policy, European markets have had a positive recovery, including main markets such as: Spain recovered 91%; Germany reached 88%; He scored 80%; France reached 75%.

Continuing the growth momentum, in the first 2 months of 2024, the total number of international visitors reached more than 3 million (an increase of 68.7% over the same period in 2023). In particular, the main growth driver comes from Asian markets (+77.8%) and Europe (+76%). Major markets continue to grow strongly: Korea (+50.7%), Japan (+52.3%), Taiwan (+120%). Korea is still the largest sending market, ranked second is the Chinese market. In 2023, the Chinese market will only recover 30% compared to 2019, contributing 16% of the total number of visitors to Vietnam. Meanwhile, the number of visitors from Korea has recovered by 84%, accounting for 29% of the total number of international visitors to Vietnam. The emerging market of India has a significant breakthrough when reaching 392 thousand visitors in 2023, an increase of 2.3 times compared to 2019. With the largest population in the world, India is a potential market. The breakthrough growth rate in 2023

brings the expectation that Vietnamese tourism will effectively exploit this market through developing products suitable to the culture and tastes of Indian tourists and connecting routes. fly smoothly.

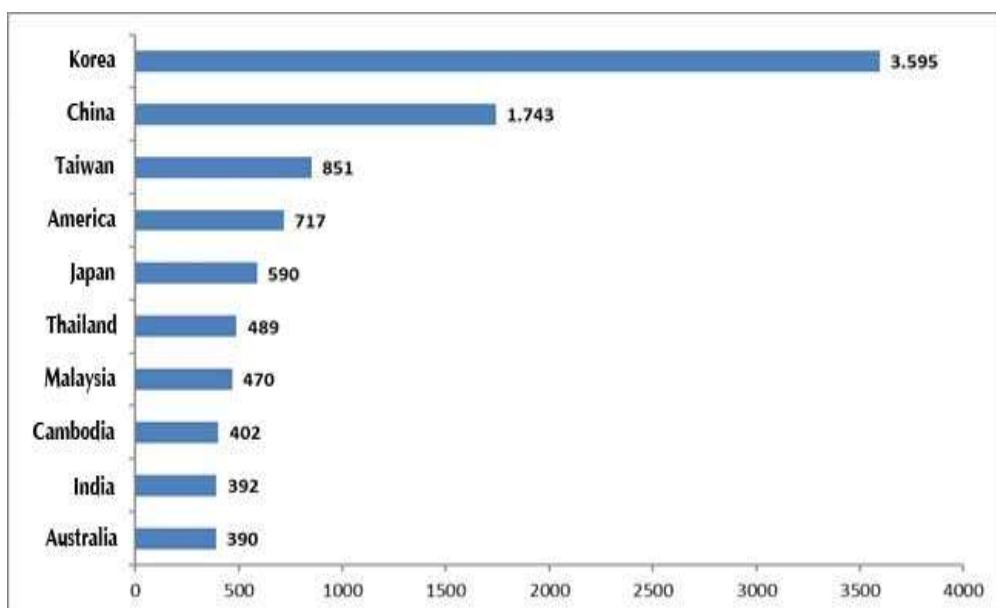


Figure 2. 10 markets sending customers in early 2023 (thousands of visits)

Source: Compiled from General Statistics Office data

Notably, with positive impacts from the new visa policy applied from August 15, 2023, European markets grew vibrantly compared to the same period in 2023: UK (+32.6%), France (+34.6%), Germany (+37.1%), Italy (+82.3%), Spain (+48.5%), Russia (+58.7%), Denmark (+47.4%), Sweden (+41.9%), Norway (+41.2%). These markets are in the group that will benefit from the new visa policy applied from August 15, 2023, in which the temporary stay period has been increased from 15 days to 45 days.

The Australian market has completely recovered and increased slightly (+2%) compared to 2019. At the end of 2023, Vietnam and Australia upgraded their relationship to a comprehensive Strategic Partnership, agreeing to promote the signing of the agreement. cooperate in the field of tourism, striving to be each other's leading tourism market. This event opens up great prospects for increasing tourist exchange between Vietnam and Australia in the near future.

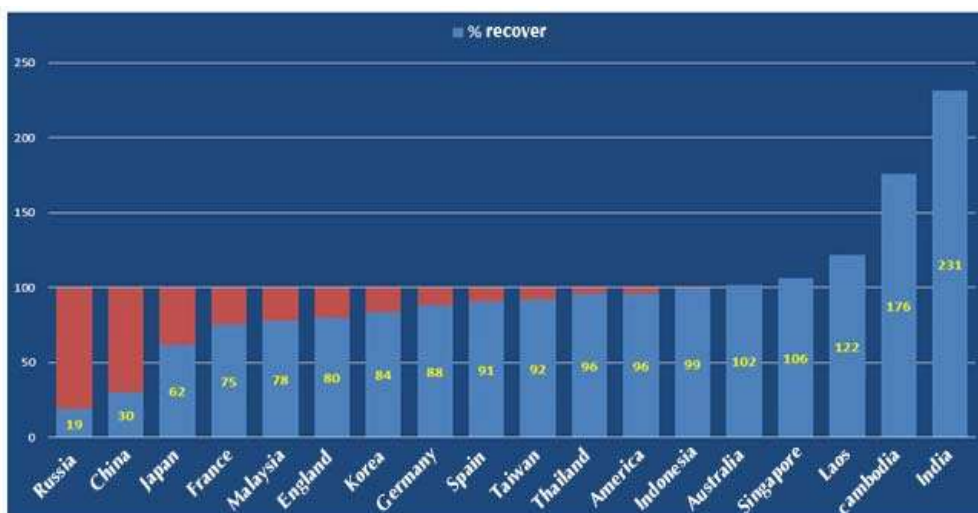


Figure 3. Recovery level in 2023 compared to 2019 of some markets

Source: Compiled from General Statistics Office data

According to forecasts by the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC), international tourism activities can fully recover by the end of 2024, on par with the level reached in 2019. However, the level of recovery is not uniform across regions. The needs of international tourists are constantly changing, demanding increasingly higher product quality, experience, diversity and uniqueness. The trend of applying information technology, artificial intelligence and digital transformation will promote the formation of new ways of tourism; The process of entrepreneurship and innovation in tourism activities will become increasingly clear. With those analyzes and forecasts, along with the positive results of the past 2 years, it is the foundation for the tourism industry to continue efforts to implement solutions so that Vietnam's tourism in 2024 aims to strive to welcome 17- 18 million international visitors; serving 110 million domestic tourists; Total revenue from tourists reached about 840 trillion VND.

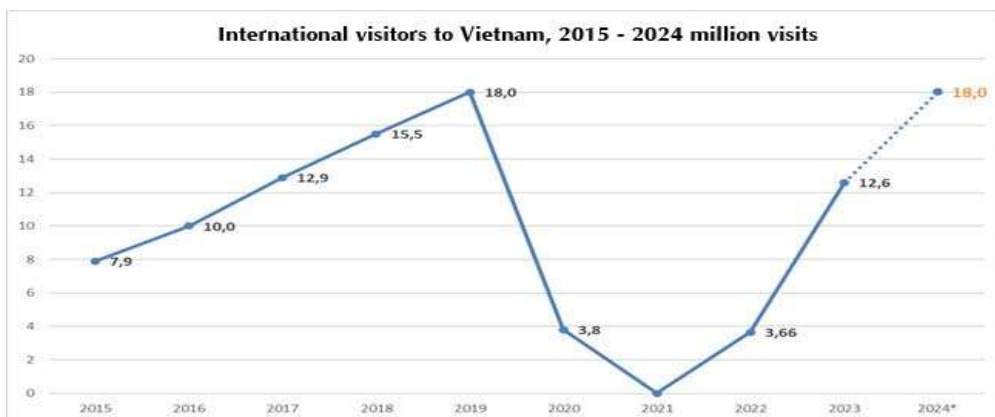


Figure 4. Forecast of international visitors to Vietnam in 2024

Source: Compiled from General Statistics Office data

The above achievements have helped improve the image of Vietnamese tourism in the world. Communication, promotion, and tourist attraction work are promoted through outstanding events such as the National Tourism Year in localities such as Quang Nam (2022), Binh Thuan (2023), Dien Bien (2024).). Along with that, the tourism industry has proactively organized image and brand promotion in foreign markets and at major international tourism events such as the Mekong Tourism Forum, the ASEAN Tourism Forum and the ASEAN Tourism Forum. TRAVEX market, ITB Berlin International Travel Fair (Germany), WTM London (UK)... Domestically are the international travel fairs VITM Hanoi and ITE Ho Chi Minh City. At the same time, Vietnam tourism expands cooperation and connection with international partners in bilateral and multilateral cooperation mechanisms such as ASEAN, APEC, UNWTO, PATA,

In particular, policy communication and promotion on digital platforms are focused on strengthening through websites and social networks of the Vietnam National Tourism Administration such as Facebook, Zalo, Youtube, Instagram; forming core digital platforms such as: "Tourism management and business" platform to connect managers with businesses; National tourism application "Vietnam Travel - Vietnam Travel" supports tourists; "Vietnamese Card - Smart Travel Card" promotes non-cash payments; "Vietnam Tourism Database System" to form industry big data; Electronic ticket system "Online - Interconnected - Multi-modal" and Multi-media interpretation system "Multi-media Guide" to apply at tourist areas, monuments, museums...; Website <https://vietnam.travel> promotes Vietnamese tourism abroad, attracting more and more international visitors, continuously improving rankings on global website rankings, ranking equivalent to Thai tourism websites .

With the efforts of the entire industry, Vietnamese tourism is honored to receive the trust, love and appreciation of the international community. In

2023, Vietnam was honored in 19 World Top Award categories and 54 Asia Top Award categories awarded by the World Travel Awards organization. Notably, Vietnam was honored as "The World's Leading Heritage Destination" for the 4th time, and was voted "Asia's Leading Destination" for the 5th consecutive time. The Vietnam National Tourism Administration, with its efforts to restore and rebuild the tourism industry, was awarded the title of "Asia's leading tourism management agency" for the fourth time.

3.1. Tourism trends have been popular in Vietnam

3.1.1. Outstanding tourism trends in Vietnam in 2023

Currently, the trend of population aging, the need for quality of life, tourism, rest, medical treatment, and health care is increasingly focused and requires more satisfaction in terms of quality as well as health care. quantity. Besides, after the covid 19 pandemic, many people choose to travel to places that are close, easy to move and have many health and spiritual resort values.

In Vietnam, the tourism industry focuses on building the image of a safe and attractive destination; Promote domestic market development through domestic tourism stimulus programs such as "Vietnam, a safe, attractive destination", "Vietnam, go to experience" ... Below are some trends highlights of Vietnam's tourism industry in the past year

The first trend is: choosing safe and friendly tourist destinations as the top priority of tourists when the epidemic is controlled and all daily activities return to a new normal state.

The second trend is: travel being more secure in terms of insurance and health care. The Covid-19 pandemic has been over for more than 2 years, but because of its potential risks, it is unknown when similar epidemics will return, so tourists need to know detailed information about the care system. Destination health care and travel insurance packages in addition to information about destinations and services... Such information will help tourists reduce worries and feel secure to make their trips.

The third trend is: shifting from international travel needs to domestic travel needs, using package travel products, pre-designed combo packages for small groups or family travel will also be one of the optimal choices of tourists. Originating from travel restrictions and social distancing directives, along with people's desire to travel and interact when restricted in movement and financial constraints...

The fourth trend is: applying information technology, artificial intelligence, and the internet to learn more before the trip. This includes virtual reality (VR) travel experiences. Visitors participate in a multi-day virtual reality travel experience that not only “try before you buy,” but also educates, entertains and inspires people, opening doors the door to unlimited adventures. Visitors can try different travel experiences in a VR world that recreates real-

life destinations with realistic tactile sensations, such as simulating the feeling of touching soft grains of sand or the warmth of the sun. .

The fifth trend is: being flexible in using services. Accordingly, tourists will give more priority to service providers with many flexible options and reasonable policies in changing dates, postponing or canceling reservations at the last minute. These policies play an important role in limiting risks that may occur during travel.

The sixth trend is: short-term travel, in small groups or families, to rural areas, mountainous areas, islands, and areas with few people. This is a popular trend that has appeared recently to ensure the safety of tourists and relatives during travel. Therefore, this is an opportunity for suburbs, city edges, rural areas, mountainous areas, and islands to promote tourist attraction and accelerate the development of tourism activities. Here, visitors can explore culinary experiences, participate in cooking classes from local people as well as activities to enhance real-life experiences in localities. More emphasis on personal travel experiences.

The seventh trend is: green tourism and healing tourism. Tourists tend to look for destinations that are less crowded and closer to nature to restore health from within. Resort spots help balance the mind, have space for meditation... such as: hot mineral water springs, natural mineral mud, providing services such as sauna, massage, meditation, yoga... or Spiritual destinations such as communal houses, temples, pagodas, monasteries, especially places that provide overnight stays and deeper spiritual experiences, spiritual recovery. Along with that is the mindset of protecting and learning about the environment. In addition, healing foreign tours are also widely promoted, including the Bhutan pilgrimage tour with trekking (hiking) activities, sightseeing, walking among Buddhist architecture; Destinations such as India and Thailand are also considered to have diverse and attractive treatment services, suitable for many spending levels of tourists.

Finally, there is the trend of survival tourism, escaping the comfort zone in a controlled way. Instead of enjoying resort services, tourists will look for unique, surprising and enjoyable vacations such as: Setting up tents, cooking by campfire and following the compass. Most tourists want to experience travel "outside the safe zone", "outside the coverage area" to reach their own limits, they want to experience basic living conditions, just ensuring comfort. At certain times, temporarily disconnecting gives them a feeling of "escape from reality". Some tourists following this trend often like to travel alone so they can proactively and freely explore new lands with many interesting experiences, and are even willing to establish new relationships and seek new relationships. lover or partner.

3.1.2. Forecasting some trends in Vietnam tourism development in 2024

If 2023 highlights the trend of experiential tourism, with more than 40% of tourists wanting to spend time on experiences that nourish the mind, body and spirit, tourists want to find a peaceful place to enjoy every moment of life. Living and enjoying happiness with your family, the year 2024 is forecast to explode with many travel trends like a colorful picture of life.

Representative of Southeast Asia's leading tourism platform - President of Traveloka, Mr. Caesar Indra, pointed out the trends that have and will continue to "shape the Vietnamese tourism market" in 2024. He said these predictions based on the database and user experience on the application.

Tourism associated with events, music nights, and movie tourism is one of the prominent trends in 2023. Concert of the band Blackpink in Hanoi, music night of the band Westlife in Ho Chi Minh City, effects of scenes shot in blockbuster movie "Kong-Skul Islands"... "are typical examples". The event attracted double the number of bookings on the Traveloka app compared to a week before the event, or the number of flight bookings to Hanoi at that time increased 10 times, ... Blackpink's two concert nights, the band Westlife not only attracts tourists from other provinces and cities in Vietnam but also attracts visitors from Asian countries. According to estimates by the Hanoi Department of Tourism, during the two nights of BlackPink's concert, the total number of tourists coming to Hanoi was about more than 170,000, tourism revenue reached more than 600 billion VND. "Event tourism brings the industry tourism has great opportunities, attracting the majority of young tourist groups," Mr. Caesar said. He expressed his hope that in the coming time, there will be many international stars coming to Vietnam, promoting tourism through music nights, and many world-famous movies set in Vietnam....

The sustainable tourism trend is also on the rise, this is considered a positive tourism trend, showing a notable change in tourist preferences. "Young travelers tend to minimize their impact on the environment, looking for green experiences and accommodations during their trips," Mr. Caesar commented. Popular destinations are locales with natural beauty, preserved cultural heritage, environmentally friendly accommodation, and engaging experiences with local people. The term "sustainable tourism" is hardly new to the world tourism industry in general and Vietnam in particular. During their trips, tourists will focus on environmentally friendly travel activities and experiences, not on going out to check-in, they will minimize the luggage they carry, and choose places to stay. close to local people, take train instead of plane. The international tourist community to Vietnam also actively participates in this sustainable tourism trend, as more and more international tourists are interested in and choose outdoor tourism activities in Vietnam such as: walking, climbing mountains, swimming..., thereby combining enjoying nature and improving health, contributing to reducing harmful impacts on natural resources.

The trend of tourism associated with cultural learning is also a key trend in Vietnam. The Ministry of Culture, Sports and Tourism of Vietnam has initiated a project to build a national cultural tourism brand. The specific goal in the "Strategy for developing Vietnam's cultural industries to 2020, vision to 2030" determines that cultural tourism development accounts for 10-15% of the 8 billion USD of total tourism revenue and Strive by 2030, to account for 15-20% of the 40 billion USD in total tourism revenue.

Health and beauty tourism trends - an untapped "gold mine".

According to Business Insider, the global health care economy is forecast to reach 6,000 billion USD in 2024. Grand View Research estimates that the global health tourism market is expected to exceed 1,000 USD. billion USD by 2030, with an annual growth rate of nearly 10% over the next 6 years. Survey results of the Global Wellness Institute (Global Health Institute of Yale University - USA) show that up to 76% of respondents want to spend more on travel to improve their health, 55% are willing to pay extra for psychotherapy services or activities. Experts assess that Vietnam has enough potential to strongly develop health care tourism, because it has a coastline of more than 3,200 km with many beautiful beaches and thousands of large and small islands suitable for tourists. resort schedule and about 400 sources of hot mineral water that have healing and conditioning effects on the body. Catching up with the trend of health care tourism, many businesses have invested in building resorts and hot mineral spring tourist areas. Many resorts offer meditation classes, healing yoga, stress reduction workshops, and even sleep therapy consultations. Incorporating healthy and locally sourced food options has become a priority for many hotels, as customers become more conscious of their dietary choices.

With global temperatures continuing to rise, travelers are looking for destinations that help them escape the heat, choosing to stay in cooler places. Stay near the sea or places near rivers so they can relax under the natural cool breeze and the breath of cool river breezes. When vacations near water sources become a top priority, resort and relaxation services with water are forecast to rise, including underwater meditation, floating yoga, water therapy, along with mountain resorts, especially those covered in snow, or hotels under the sea.

Slow travel trend: Slow travel is understood as experiential travel, leisurely sightseeing, and relaxation-oriented travel, helping visitors have a deep connection with the trip. Instead of rushing to visit every destination and try every activity, slow travelers consider each experience as an opportunity to learn, feel and connect more deeply with the language, people, and culture. culture and cuisine of the place they come from. Slow tourism is one of the fastest growing tourism markets and is considered a form of sustainable tourism. Here are some forms of slow travel:

Trekking: requires participants to have good health and perseverance to overcome challenges along the way. Trekking often takes place in mountain, forest or desert areas, and participants need to wear appropriate clothing and equipment to protect their health and safety. Trekking also brings great experiences. for participants, as you enjoy beautiful natural scenery and explore new lands.

Backpacking is a form of travel characterized by long stays, reliance on public transportation, and cheap accommodation. It fits well with the concept of slow travel because backpacking is often based on adventure, self-discovery, and meaningful experiences. Their needs will change in the direction of learning and experiencing more deeply about the culture, cuisine and life of that tourist destination, learning more deeply about the ecosystem and vegetation; Connect and interact more with the local community. Their trips may be spontaneous, unplanned before going on vacation, and may have a flexible plan to change schedules at any time desired.

Food tour: often considered a slow travel style, because enjoying food often requires more time and concentration than visiting other tourist destinations. Tourists often want to indulge in exploring and enjoying local dishes and typical menus of that region. Besides, culinary tourism also brings experiences about culture, history and lifestyle of local people.

Volunteer tourism is a form of travel to visit a destination for the purpose of performing volunteer work. Tourists can participate in environmental or local community projects. These projects often last for a specific period of time, which is also a condition for tourists to learn and experience many things about the culture, customs and traditions of each location and land.

Bicycle tours and trips travel at a slower pace than other forms of travel such as flying or trains.

Off-season travel - Economical travel: Traveling in low season is to avoid crowds during peak travel seasons, such as holidays, Tet and summer. Many tourists plan their travel finances more closely by planning their trip several months in advance to take advantage of incentives, timing booking cheap rooms, choosing when to travel, and paying attention to discount and loyalty programs. Tourists also tend to travel and enjoy non-alcoholic parties. To adapt to this trend, many venues have created safe and fun experiences like mocktail mixing.

It is forecasted that Vietnamese domestic tourists will increase and play a more important role in the development of the tourism industry.

3.2. Orientation for Vietnam tourism development in 2024

Vietnam's tourism development strategy to 2030, with a vision to 2050, still determines to increase the number of domestic tourists and attract international tourists to Vietnam on the basis of promoting internal resources

and expanding international diplomatic relations, unilateral and bilateral visa exemption... as has been done traditionally for over 60 years. However, facing strong changes in the world economy and global tourism development trends, especially after the severe effects of the Covid-19 pandemic, the Government identifies tourism as an important economy of the country and has set the goal of developing Vietnam's tourism industry in an urgent situation with many modern orientations as follows:

3.2.1. Orientation for sustainable community-based tourism development

In recent years, the rapid development of world tourism has hidden serious threats to the lives and living environments of people and things: Floods, earthquakes, environmental pollution, housing effects. Glass, climate change... From there, there is a need to change the direction of tourism development, and the trend of sustainable tourism development is applied by many countries, including Vietnam. With the desire to reduce natural dangers, raise awareness of protecting natural resources, bring practical benefits to the local community and respect indigenous culture, develop community tourism in a sustainable direction is both a strategic choice and a challenge not only for Vietnam Tourism but for every country in a tourism context that is still in the recovery phase after the Covid-19 pandemic.

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 (SGD) 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”.

Vietnam is one of the countries with the strongest commitment to implementing the 17 sustainable development goals of the United Nations based on specific application to the actual situation of each field and industry in Vietnam. which pays special attention to the goals of poverty eradication, ensuring gender equality and environmental protection.



Figure 5: 17 sustainable development goals until 2030

Source: The United Nations

Vietnam has 63 provinces and cities, home to 54 ethnic groups in more than 80 thousand hamlets, villages, communes, hamlets, etc. (collectively referred to as villages) with many attractive tourist factors. both natural and cultural. Tourism activities in villages, based on local communities, will bring benefits to localities and villages, contribute positively to hunger eradication and poverty reduction, and contribute to economic development goals general economy of the country

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.



Figure 6. The National strategy on green growth, vision to 2050

Source: The Government of Vietnam

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.

3.2.1. 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.

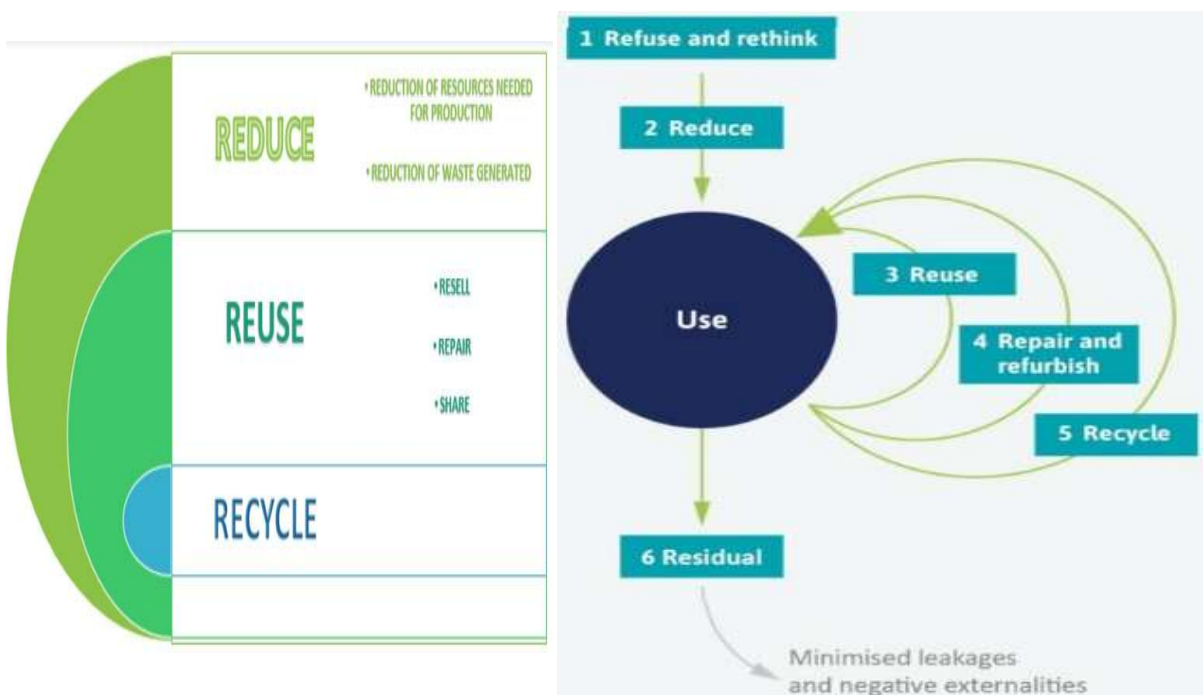


Figure 7. The circular economy model 3R & 6R

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. To

effectively apply the circular economy model to sustainable green tourism development, community tourism, especially craft village tourism in particular, and the entire Vietnamese tourism industry in general. It is necessary to calculate and choose the most optimal solution to solve all problems of costs, production, recovery costs, reuse, recycling and disposal throughout the entire life cycle of tourism products.

3.2.2. Widely applying artificial intelligence in tourism

In recent years, developments in technology have changed the way consumers and travelers plan their vacations. Artificial intelligence in the tourism industry brings a wave of innovation, creating unexpected opportunities and benefits for both travelers and businesses. AI applications are more than just support tools, they promote convenience and create unique travel experiences.

AI technology in the travel industry features advanced personalization, AI travel assistants, AI-driven apps for flight forecasting, chatbots and live online messaging, and tracking data analytics tourism trends. Creative AI will reach customers using the words and languages most related to the customer journey, providing good support in searching for information and evaluating the quality of products and services, that is, solving problems. Make a good decision to prepare for the trip. This will take data analytics to a whole new level, where companies can reach their customers with language segments related to their travel experiences, helping businesses build their products. tourism products, making predictions about future tourism trends such as: tourist tastes, culinary trends, experience trends and more convenient customer care.

When problems occur, AI can be used to convey messages to travelers. Automated emails and text messages can be sent when delays are expected, and AI is also capable of calculating how long those delays may occur. Meanwhile, AI-powered chatbots are used throughout the travel and tourism industry, answering travelers' questions.

Today, the goal of every tourist destination and travel business is to not only attract visitors but also create unforgettable experiences. Artificial intelligence with natural language generation, virtual assistants, biometrics, machine learning, robotic process automation, deep learning platforms, AI-optimized hardware on the platform Applications such as Chat GTP, Whisper, Codex, Rytr, Jasper Art... have contributed significantly to making this a reality.

3.2.3. Focus on developing event tourism associated with entertainment technology and health care and beauty technology.

According to the Vietnam Tourism Association, MICE tourism is a very popular type of tourism in the world. In Southeast Asia, Singapore is the leading country in this type of tourism. Meanwhile, in Vietnam this type of tourism is still quite new, but is being focused on development and has great potential to bring in large revenues for the entire industry. Most businesses participating in Vietnam Report's survey believe that MICE tourism will become a trend in 2024. According to estimated statistics from businesses operating in the domestic tourism sector, MICE visitors account for about 15 - 20% of the total number of visitors and sometimes up to 60% for some large tourism units during peak periods. About 20% of MICE visitors come from the European market, this is the high-end tourist line, with large spending levels, from 700 - 1,000 USD/day. Meanwhile, MICE visitors from the Asian market spend about 400 USD/day. This is a high amount of money to pay, when the average spending of a tourist coming to Vietnam for 9 days is 1,200 USD. In recent years, in many localities, infrastructure to serve tourism development has received attention and strong investment, especially in many high-end resorts and complex tourist areas serving tourism. serving the diverse needs of MICE guests. Outside Hanoi and City. Ho Chi Minh is one of the two major tourism centers of the country, Ha Long, Da Nang, Nha Trang, Phu Quoc... are MICE tourism locations chosen by many businesses.

In addition, the trend of traveling based on movies, traveling associated with music events, entertainment and health care - beauty is also predicted to be the Hot Trend of 2024. The development of MICE tourism is associated with Entertainment technology and health care - beauty technology will certainly be the smart choices for all event centers in Vietnam.

4. Conclusion

Vietnam travel trends for 2024 will be more advanced, visitors will love personalised experiences suitable for health, such as eco-tourism, sports and adventure and entertainment fused with traditional values and modernity. From bustling cities to countryside escapes, the allure of varied landscapes shapes a narrative of sustainable tourism, technology integration, and enriching cultural experiences. Gastronomic adventures invite travelers to savor yummy street foods and participate in hands-on culinary experiences.

Offbeat destinations beckon with promises of urban delights, cultural homestays, and untouched natural wonders. Thriving wellness tourism, marked by spa retreats and the fusion of adventure with wellness, enriches the experience amidst Vietnam's enchanting landscapes. The anticipation of future trends underscores Vietnam's commitment to evolving as a premier destination, signifying an exciting and transformative future for exploration. The tourism

industry will also witness the trend of integrating artificial intelligence (AI) applications to support the capabilities and enhance the position of travel agents in 2024.

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