

*A sustainable travel guide to*

# VIET NAM NOW



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# What is sustainable tourism?

The growing need for sustainable travel stems from tourism's untamed growth over the past few decades. Even without intending to, large numbers of travellers quite often bring unwanted side effects as their travel partners.

This growing awareness about the side effects of tourism has given birth to more conscientious types of tourism. The goal is to ensure visitors as well as their host communities will be able to enjoy and benefit from tourism attractions now and in the future.

## **3 PILLARS OF SUSTAINABLE TOURISM:**

**1**

### **PEOPLE**

Local communities

**2**

### **PLANET**

Nature and environment

**3**

### **PROFIT**

Economic sustainability



# SUSTAINABLE HOTSPOTS



## Ba Be

The largest natural lake in Vietnam, perfect for animal lovers

## Cao Bang

A mountain town that once served as Ho Chi Minh's hide out



## Pu Luong

Cascading rice terraces and ethnic minority villages



## Ninh Binh

Limestone karsts, ancient pagodas, and cave town by paddle boat

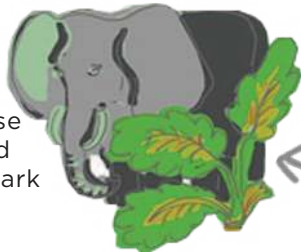


## Phong Nha

Caves, caves and more caves in Phong Nha - Ke Bang National Park

## Dak Lak

Home of Vietnamese coffee, water fall and Yok Don national park



## Quy Nhon

A fishing town with beautiful beaches and laid back vibes



## Cai Be

A colourful river town where local life still plays out on the river



## Con Dao

An archipelago of 15 islets with beautiful reefs and parks



# 5 ideas for sustainable holidays

Create a positive impact in the places you go by following these tips.

**1 Support ethical tours** - All across Vietnam you'll find responsible tour providers who offer interesting experiences for travellers. Many also give back to the community by creating income for locals.

**2 Book a homestay** - Homestays provide close-up encounters with local culture. Vietnamese homestay hosts are incredibly generous and will happily organise unforgettable tours and workshops for you.

**3 Buy sustainable souvenirs** - Vietnam will give you many chances to buy beautiful goods that also support local artisans and craftsmen. Lacquerware, ceramics, and textiles are excellent take-home mementos.

**4 Help preserve culture** - Did you know Vietnam has hundreds of craft villages? Touring these traditional craft villages is a great way to see Vietnam's countryside and contribute to the preservation of culture.

**5 Visit lesser-known locations** - Vietnam has many islands, frontier towns and nature reserves that are relatively unknown but worth seeing. Going to new destinations reduces pressure on high-profile attractions.





# Sustainable stays

Vietnam presents responsible travellers with countless options to connect with the country's nature, culture and people, in a way that creates a positive impact. You may be surprised to know that there are eco-friendly, sustainable places to holiday sprinkled up and down the country.

Vietnam's homestays are amazing value for money, and they also offer the chance to make friends with your host family, see local life, and support communities in Vietnam's remote and rural areas. Vietnamese homestay hosts are incredibly generous and will happily organise unforgettable tours, sumptuous meals, and insightful workshops for you.



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# Sustainable activities

## **Ethnic culture**



Vietnam is home to 54 ethnic groups. Get to know them by visiting our ethnology museums, spending time in ethnic homestays and villages, and learning about ethnic crafts and traditions.


## **Smart souvenirs**



Lovely lacquerware, ceramics, and textiles are excellent take-home mementos. You can help preserve Vietnamese culture by buying your souvenirs from local artisans and craftsmen.

## **Eco-tours**

Vietnam has many eco-friendly tours that highlight nature and culture. Try a coffee farm tour in Da Lat, a paddleboat tour along a river in Ninh Binh, or an ethical elephant tour in Dak Lak.



## **WHERE TO START**



Find a list of eco-tours, sustainable lodgings, and trip ideas on our “Green Travel” page at [vietnam.travel/sustainability](http://vietnam.travel/sustainability)



# Culture & Etiquette

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Show your respect for the Vietnamese way of life by following these simple tips.

## ALTAR WORSHIP

Family altars are sacred spaces. Be careful not to block or leave things in front of an altar.

## DRESS CODE

Most Vietnamese are modest dressers. Always cover up when visiting religious sites.

## SAVING FACE

As a general rule, keep your cool, and avoid loud arguments and public displays of affection.

## EASY PHRASES

'Xin chào' is the Vietnamese way to say 'hello', and 'cam on' is how we say 'thank you'.

## TAKING PHOTOS

Many Vietnamese like to have their picture taken, but always ask for permission first.





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### Our partners

