

*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



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# SUSTAINABLE HOTSPOTS



# 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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The page is decorated with various green line-art illustrations of leaves and ferns. In the top left, there is a large monstera leaf. In the top right, there are two smaller leaves, one of which is a monstera. In the middle right, there is a fern frond. In the middle left, there is another fern frond. In the bottom left, there is a large monstera leaf. In the bottom right, there is a fern frond. The background is a solid light green color.

# 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 ‘cám ơn’ 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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