

PHILOSOPHY

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Community tourism as a tool for preserving ethnic identity

In recent decades, sustainable tourism development has become a key focus of government policy in many countries, including those in the Asia-Pacific region. The aim of this study is a comprehensive analysis of the current state of sustainable tourism development in Vietnam, taking into account economic, environmental, and social factors, as well as a characterization of the phenomenon of community-based tourism in Vietnam as an effective mechanism for transmitting ethnic cultural identity. The study analyzes the role of tourism activities in Vietnam, organized at the local community level, in preserving the traditions of ethnic groups.

Key words: tourism, sustainable development, Vietnam, community tourism, tourist attraction.

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