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# Tourism in Transition

## Empowering Sustainability through Digital and Green Innovation

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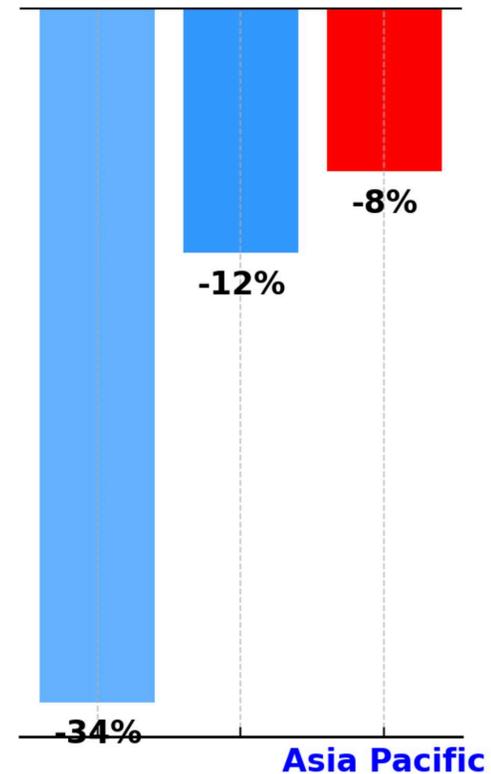
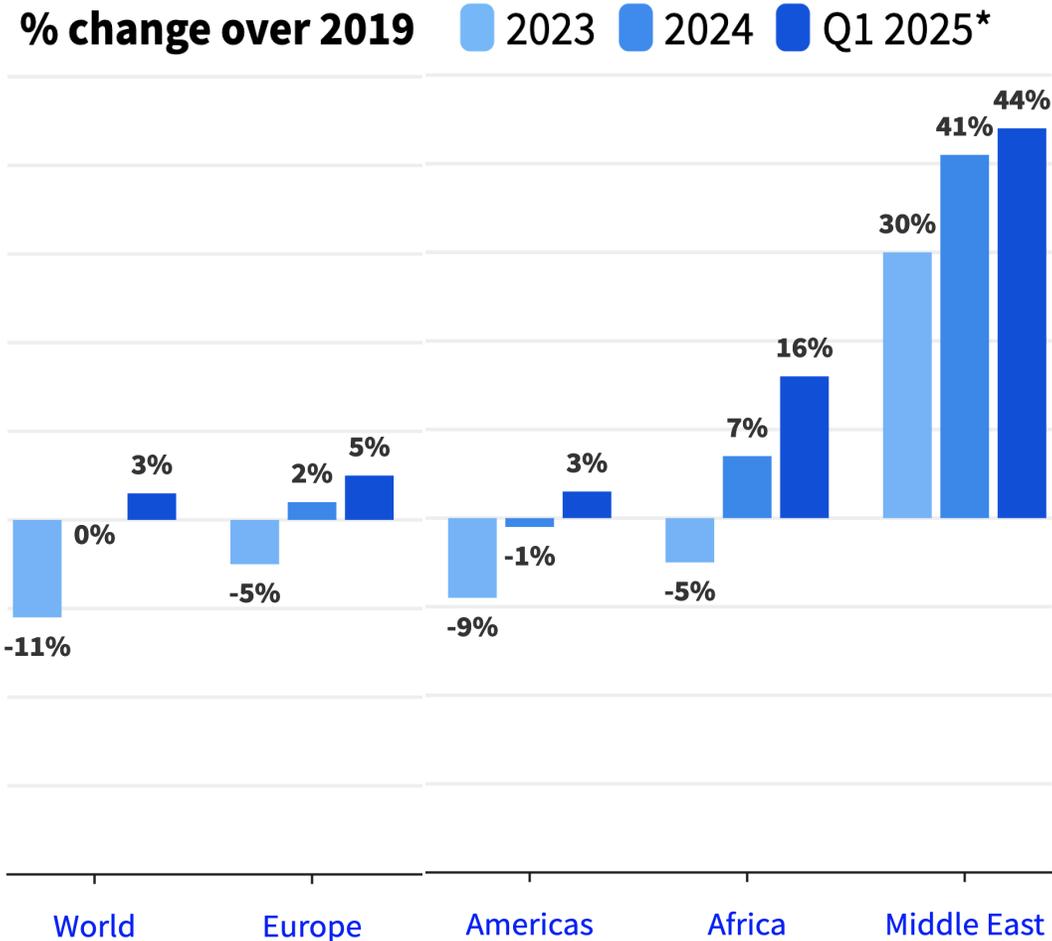
# International arrivals overview



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# International tourist arrivals grew 5% in Q1 2025



Arrivals in **Asia and the Pacific** grew 12%, reaching 92% of pre-pandemic numbers. North-East Asia saw the strongest performance among world subregions with a 23% rebound in Q1 2025 to reach 91% of 2019 levels.



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# **Vietnam's Tourism: 15 Years of Unprecedented Growth**

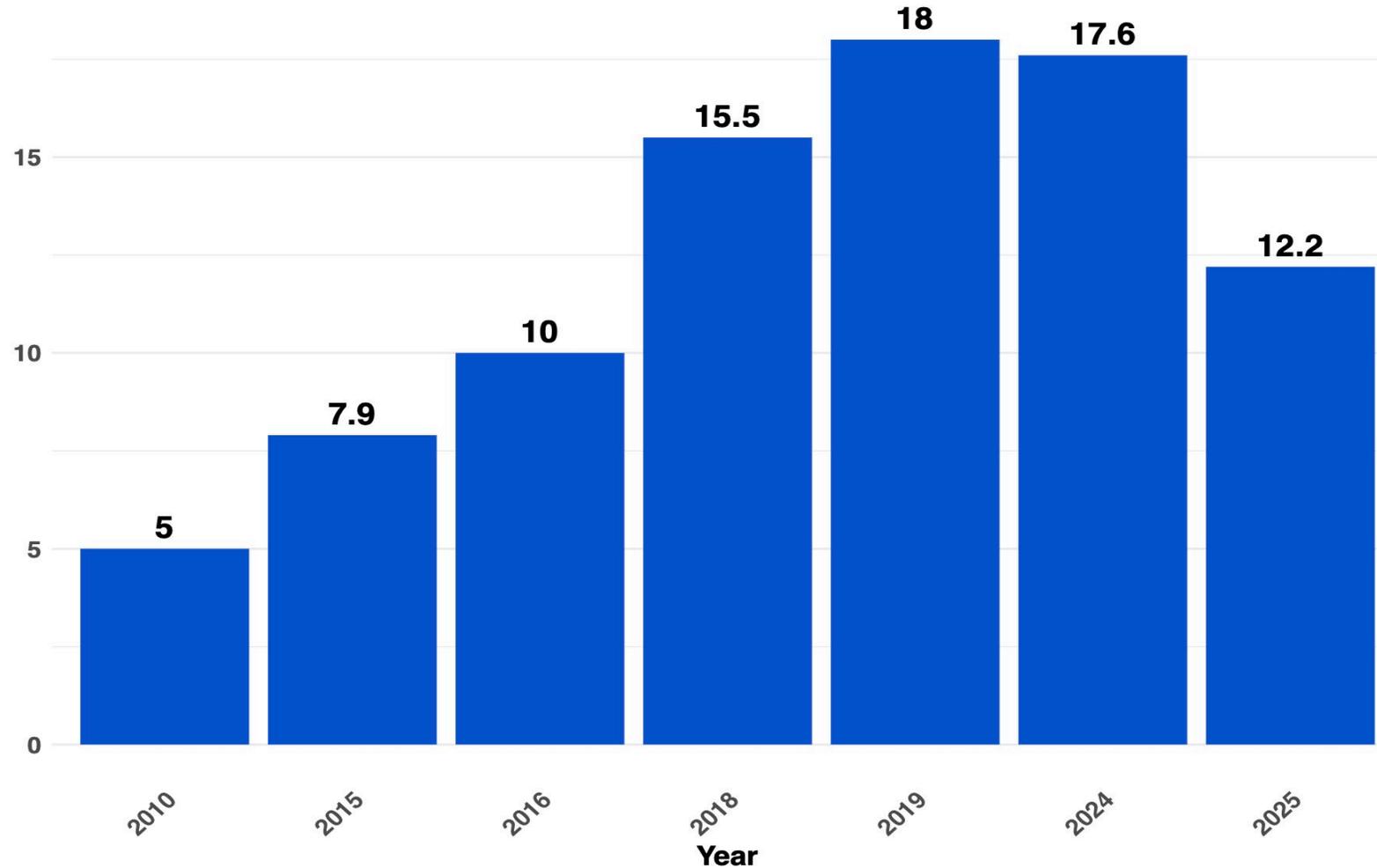


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# Unprecedented Growth in Vietnam Tourism over 15 Years

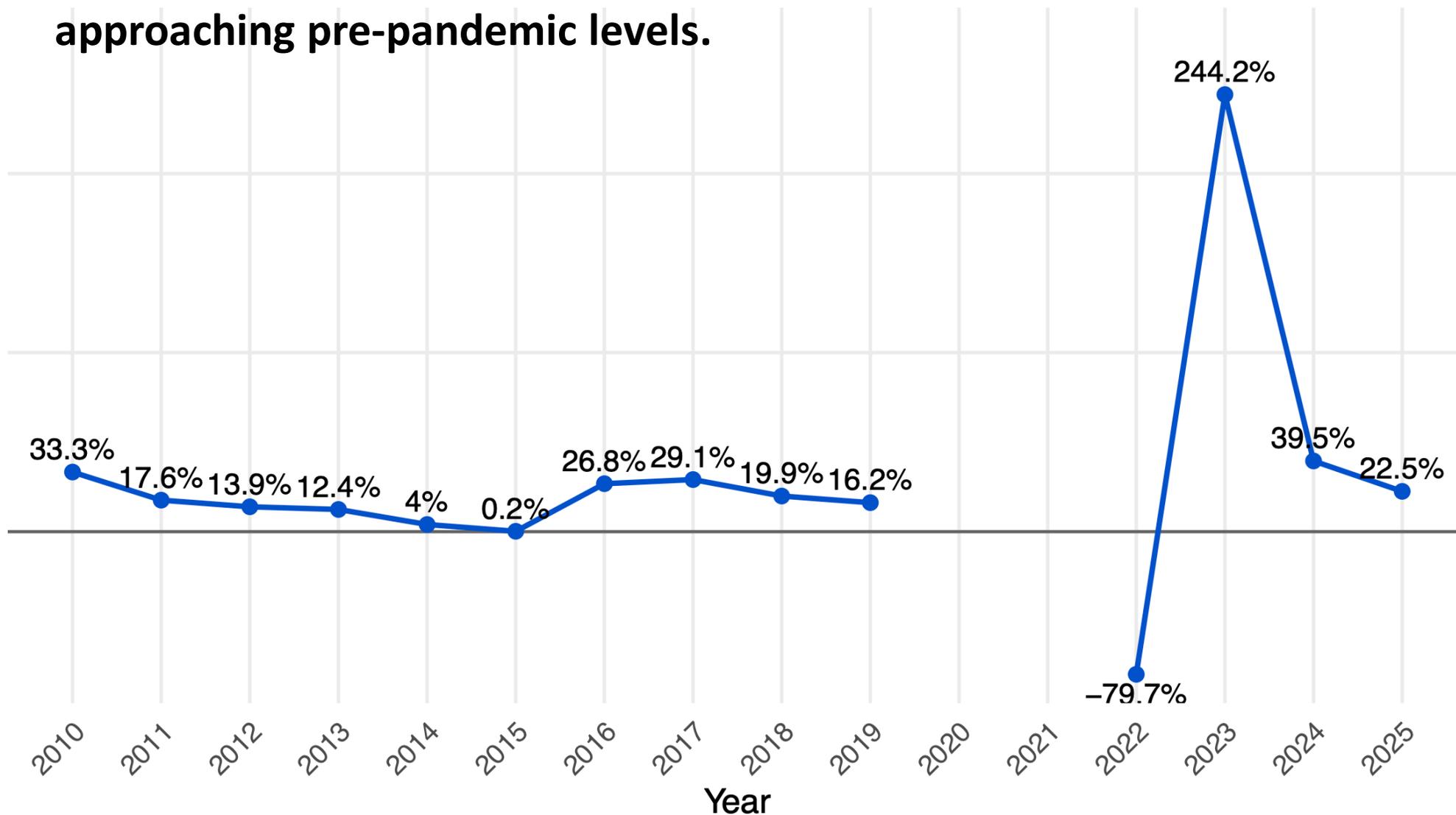
International Arrivals in Millions (2010-2025)

2025 is YTD (Jan-Jul)



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**Vietnam's tourism sector has demonstrated remarkable resilience and long-term strength, with sustained double-digit growth prior to COVID-19, a world-leading rebound in 2023, and a continued strong recovery approaching pre-pandemic levels.**



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# Key factors behind Vietnam's tourism development



**Bold Government  
Visa Policy**

**Impressive  
Infrastructure Investment**



**Strong National Tourism  
Branding & Promotion**

**Ambitious Strategic  
Tourism Planning**



**Commitment to Digital Transformation and Green Growth**



# UN Tourism Perspectives in Digital Innovation



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# Perspective of UN Tourism Digital Innovation

## UN Tourism Data Dashboards

UN Tourism Data Dashboard – provides monthly and annual data and insights. It covers key indicators for inbound and outbound tourism at the global, regional, and national levels

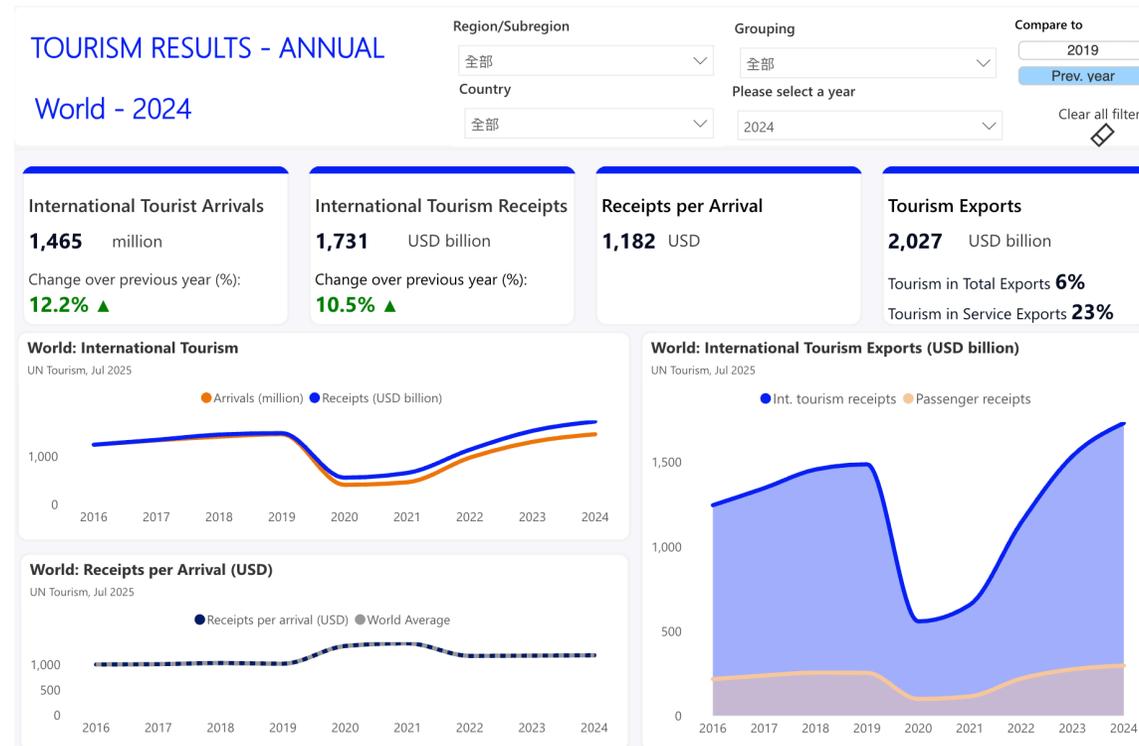


### UN Tourism

The UN Tourism Data Dashboard – provides monthly and annual data and insights. It covers key indicators for inbound and outbound tourism at the global, regional and national levels including international tourist arrivals, tourism receipts, tourism share of exports, seasonality, contribution to GDP as well as data on air transport, occupancy rates, short term rentals demand and travel sentiment

- Overview
- Int. Tourism Expenditure
- Compare Indicators
- Int. Tourist Arrivals
- Economic Indicators
- Methodological Notes
- Int. Tourism Receipts
- Industry Indicators

03/07/2025  
Latest update



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# Perspective of UN Tourism Digital Innovation

## Digital Transformation Initiatives & Events

## The 16th UTM-UN Tourism Training Programme Opens in Macao, Spotlighting Technology and Digital Transformation



# Perspective of UN Tourism Digital Innovation

## The 2025 Competitions



Un Tourism safe Destinations Challenges



UN Tourism Artificial Intelligence Challenge



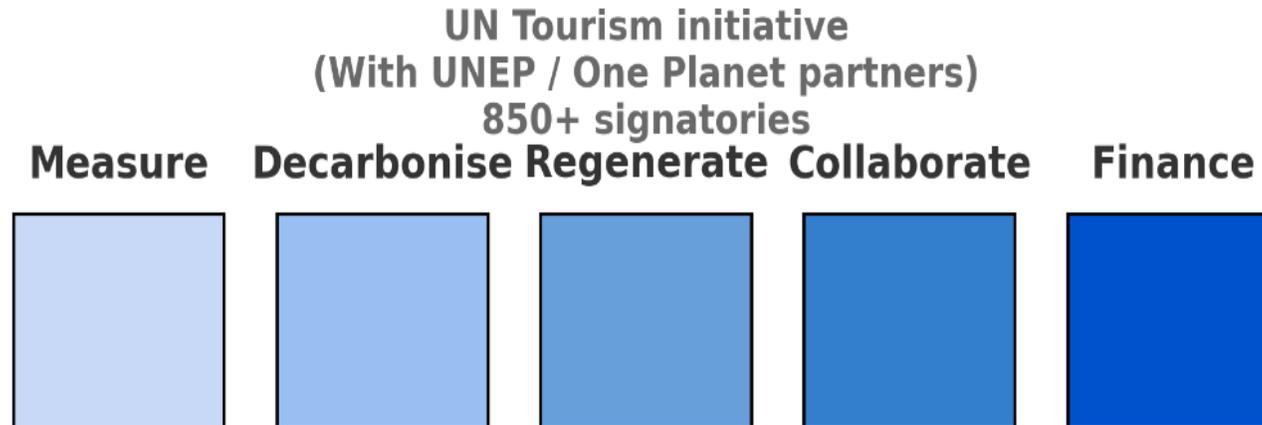
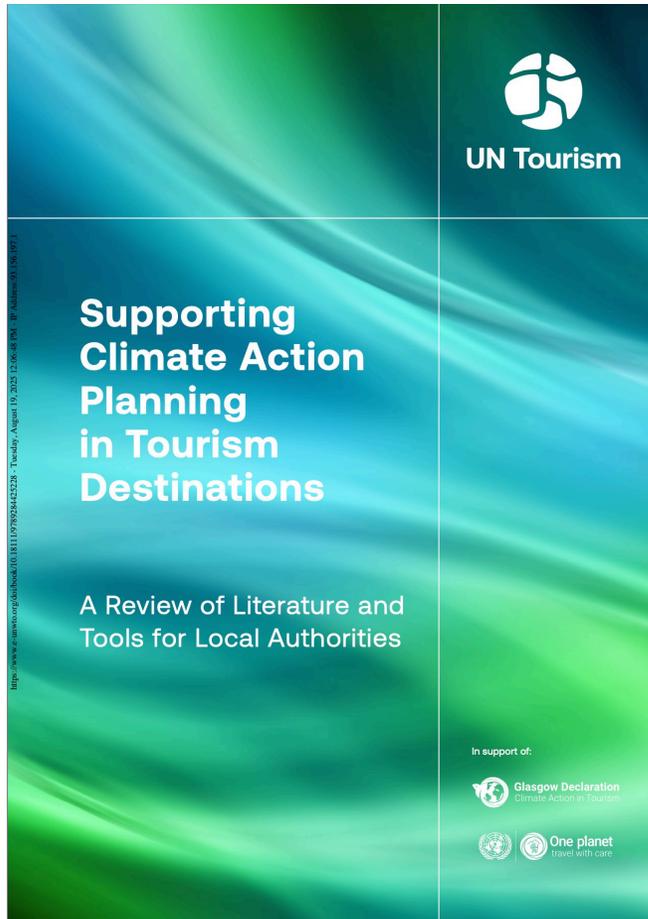
# UN Tourism Perspectives in Green Innovation



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# Perspective of UN Tourism Green Innovation

## Flagship initiatives, Climate Change

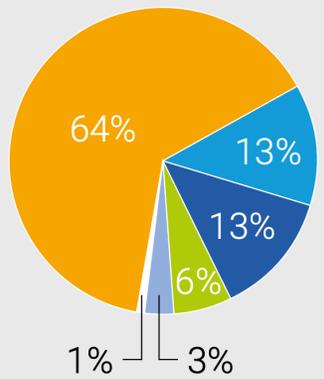


# Perspective of UN Tourism Green Innovation

GLOBAL TOURISM  
PLASTICS INITIATIVE  
2022 ANNUAL PROGRESS REPORT

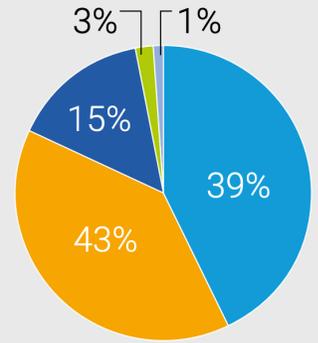


FIGURE 2:  
**Signatories by organisation type**



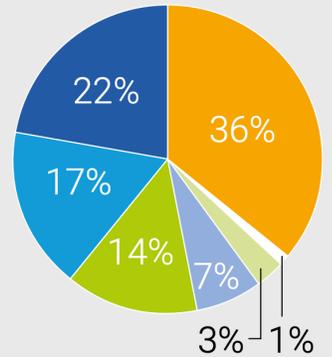
- Business
- Association
- NGO
- Other
- DMO
- Business Network

FIGURE 3:  
**Signatories by category**



- Destinations
- Accommodation providers, cruise line & vertically integrated businesses
- Supporting organisations
- Tour operators, travel agent & platforms
- Suppliers

FIGURE 4:  
**Signatories by region**



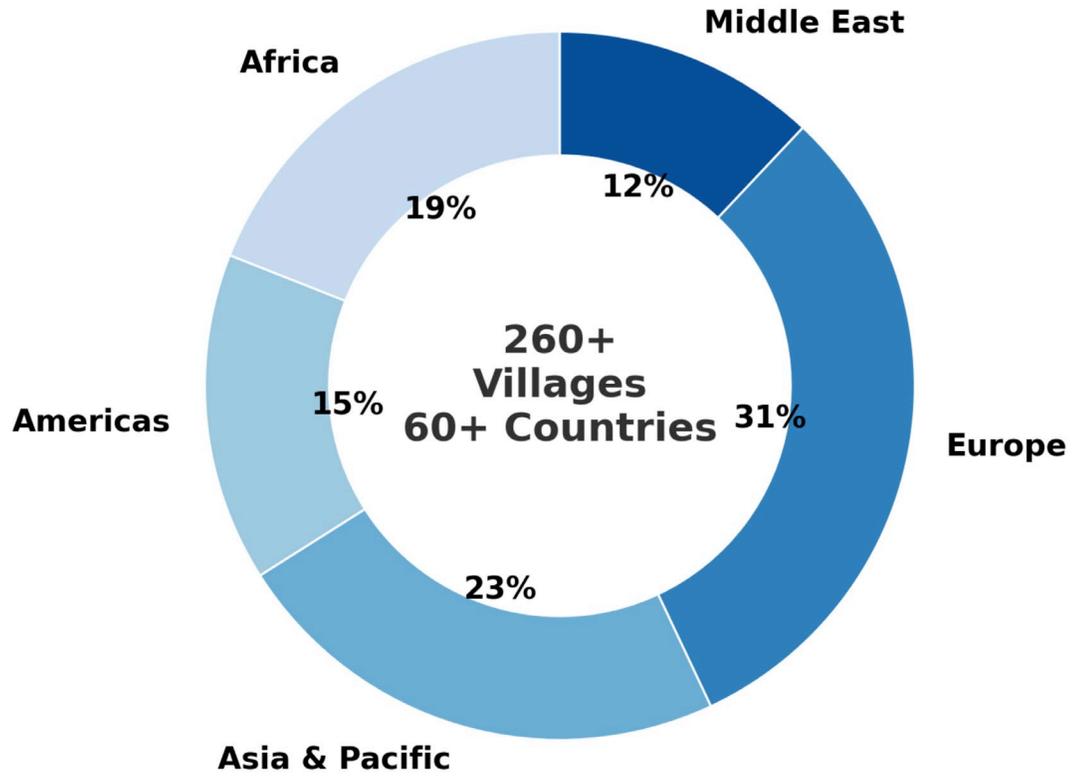
- Global
- Middle East
- North America
- Africa
- Latin America & Caribbean
- Europe & Central Asia
- Asia & Pacific

Signatories = organizations that have committed to the Global Tourism Plastics Initiative and pledged to reduce plastic waste in tourism.

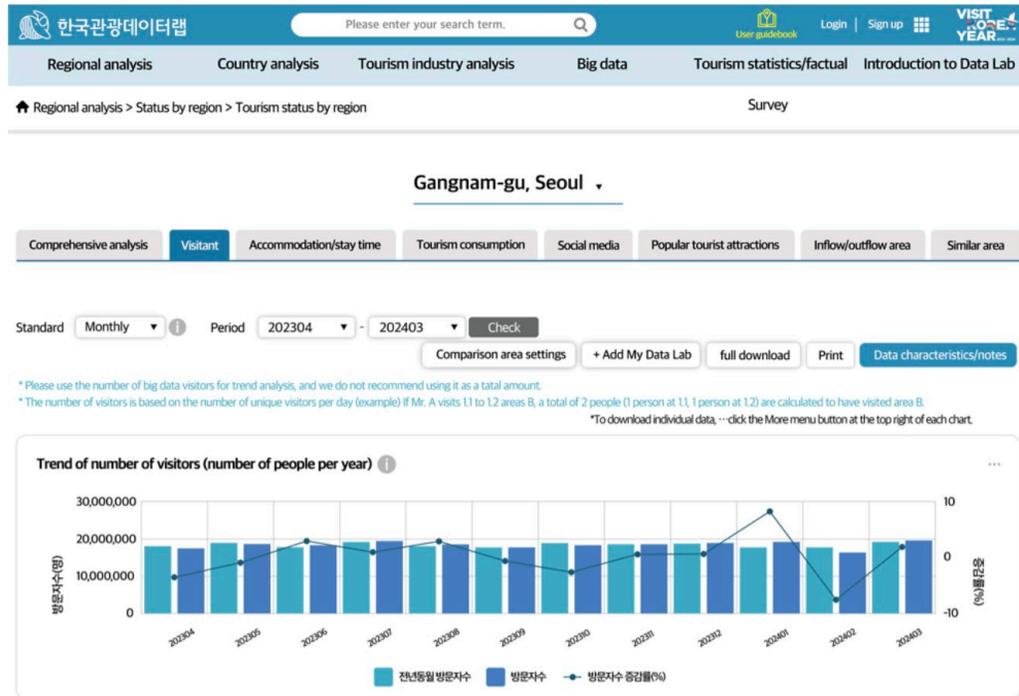


# Perspective of UN Tourism Green Innovation

**Best Tourism Villages (BTV) by UN Tourism**  
Annual initiative recognizing rural destinations for sustainability across economic, social, and environmental dimensions;



# Good practices Global Destinations Are Shaping Sustainable Tourism in 2025



The **Korea Tourism Data Lab**, launched in February 2021, aggregates both public and private data—ranging from mobile positioning to credit card transactions—offering analytics services to policymakers, tourism businesses, academics, and regional organizations

**Impact:**

**Korea Tourism Data Lab – Data-Driven Policy & Tourism Management**



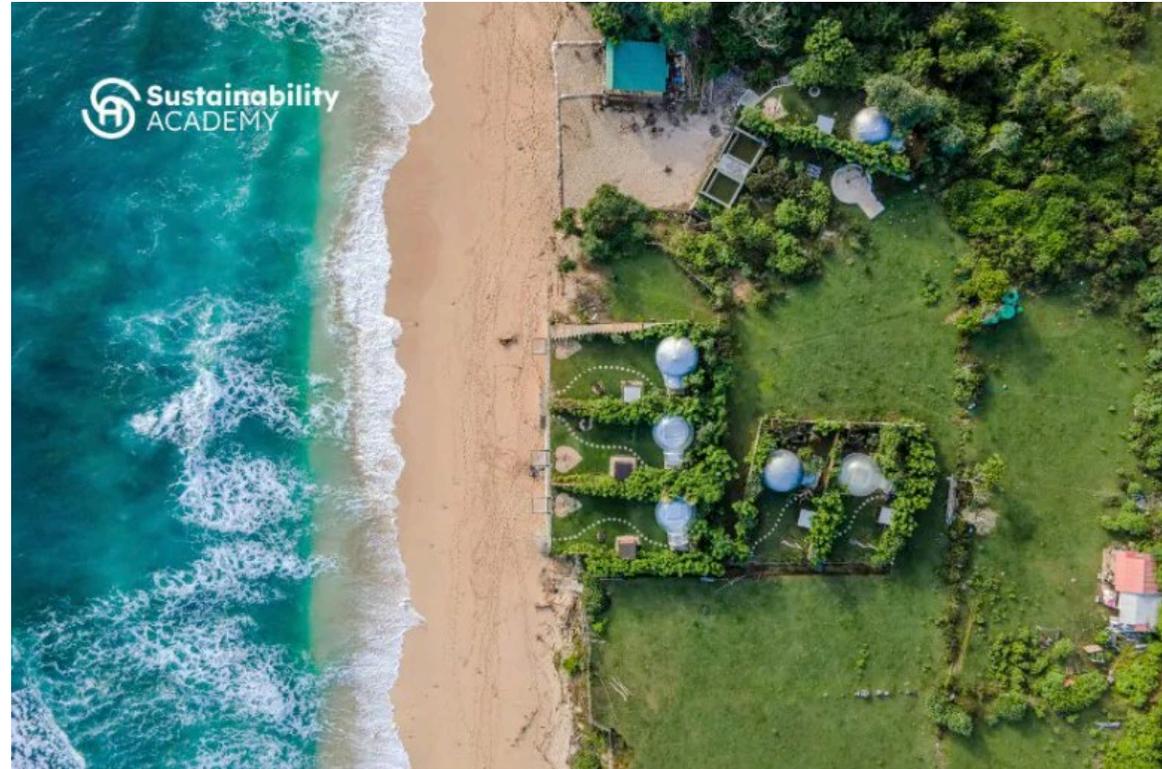
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# Good practices Global Destinations Are Shaping Sustainable Tourism in 2025

According to <https://sustainability-academy.org/leading-sustainable-tourism-2025/>  
Sustainability academy

## Vietnam: Addressing Environmental Challenges

Vietnam tackles coral reef degradation in areas like Nha Trang Bay through:  
Marine protected areas  
Reef-safe product education  
Visitor behavior change campaigns



# Conclusion



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# Conclusions & Policy Recommendation

Digital Innovation

SME Digital Futures

Innovation Ecosystem

Development

Data & Smart Destinations



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# Conclusions Policy Recommendation

## Overall Framing

Vietnam has experienced unprecedented growth in international arrivals (pre-COVID rising nearly fourfold from 2010–2019). The transition now is about quality, resilience, and sustainability.

## Green Innovation

Rural & Community-led Development with the Best Tourism Village.

Measuring the Sustainability of Tourism



# Thank you

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