

Current situation of community-based tourism development toward sustainable development in Tuyen Quang Province, Vietnam

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Abstract

Community-based tourism (CBT) is considered one of the tourism development models that promotes sustainability through the integration of economic growth, cultural preservation, and environmental protection. This study analyzes the current situation of community-based tourism development toward sustainable development in Tuyen Quang Province, Vietnam. Research data were collected from official statistical sources, sectoral reports, and relevant scientific studies. The study employed data collection, synthesis, analysis, and comparison methods to evaluate the major aspects of community-based tourism development. The findings indicate that community-based tourism in Tuyen Quang Province has achieved many positive outcomes, reflected in the increasing number of community tourism destinations, accommodation establishments, tourist arrivals, and tourism revenue, thereby contributing to job creation, income improvement, and the preservation of traditional cultural values. However, the development process still faces several limitations, including inadequate tourism infrastructure, low-quality human resources, limited diversification of tourism products, and growing pressure on environmental resources and cultural identity. Based on these findings, the study proposes several policy implications to enhance the effectiveness of community-based tourism development toward sustainability in Tuyen Quang Province in the coming years.

Keywords: Community-Based Tourism; Sustainable Development; Tourism Development; Local Community; Tuyen Quang Province

1. Introduction

In the context of globalization and the growing prominence of sustainable development as a priority orientation for many countries, community-based tourism (CBT) has been regarded as a tourism development model capable of harmonizing economic growth, cultural preservation, and environmental protection. Since the 1980s, this model has been studied and implemented in many countries such as Thailand, Nepal, Indonesia, Costa Rica, and Peru with the aim of creating livelihoods for local communities, reducing poverty, conserving natural resources, and promoting indigenous cultural values. International organizations such as UN Tourism, UNDP, WWF, and ASEAN have all affirmed that community-based tourism is one of the important solutions for achieving the Sustainable Development Goals (SDGs), particularly those related to poverty reduction, decent work, responsible consumption and production, ecosystem conservation, and local community development. Recent international studies have not only focused on assessing the economic efficiency of community-based tourism but have also emphasized the roles of local governance, community participation, climate change adaptation, digital transformation, and green tourism development as key determinants of the sustainability of this model.

In Vietnam, along with the rapid growth of the tourism industry over the past two decades, community-based tourism has become a development orientation that has attracted considerable attention in many localities with advantages in natural resources and ethnic cultural heritage. The 2017 Tourism Law officially defines community-based tourism as a

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type of tourism developed on the basis of community cultural values and managed, organized, exploited, and benefited from by local communities. At the same time, many national tourism development strategies and plans emphasize the requirement of developing tourism in a green and sustainable manner while strengthening the role of local communities. In practice, many community-based tourism models in destinations such as Sa Pa, Mai Chau, Moc Chau, Pu Luong, Hoi An, and Dong Van have contributed to job creation, income improvement, cultural identity preservation, and rural economic development. In addition, an increasing number of domestic studies have analyzed issues related to management, product development, community participation, livelihoods, and cultural preservation in community-based tourism development. However, most studies have focused on individual localities or examined only specific aspects, whereas comprehensive studies assessing the current situation of community-based tourism development from a sustainable development perspective, integrating economic, social, cultural, environmental, and governance dimensions in newly emerging tourism areas, remain relatively limited.

Following the recent provincial administrative reorganization, Tuyen Quang Province possesses a vast tourism space characterized by outstanding natural landscapes, ecosystems, revolutionary historical sites, and the cultural identities of various ethnic minority groups. These conditions provide favorable opportunities for developing a diverse network of community-based tourism destinations, thereby creating momentum for local economic development and improving community livelihoods. In recent years, community-based tourism in the province has shown positive changes, with increases in the number of community tourism villages, homestay establishments, tourist arrivals, and tourism revenue, while several destinations have gained recognition and awards both nationally and internationally. Nevertheless, the development process still reveals many limitations, including inadequate infrastructure, low-quality human resources, insufficiently diversified tourism products, environmental pressures, and the risk of commercialization of traditional cultural values. These issues highlight the need for comprehensive assessments of community-based tourism development from a sustainable development perspective in order to clarify achievements, identify existing limitations, and determine priority issues to be addressed in the coming period.

Based on these considerations, this study focuses on analyzing the current situation of community-based tourism development toward sustainable development in Tuyen Quang Province through key aspects such as tourism infrastructure and facilities, human resources, local community participation, tourist arrivals and tourism revenue, and an assessment of the achievements and limitations of the development process. The research findings not only contribute to enriching the scientific basis for studying sustainable community-based tourism development in Vietnam but also provide practical evidence for policy formulation, management, and the organization of community-based tourism development in Tuyen Quang Province in the new development stage.

2. Data and Research Methods

2.1. Data Sources

This study primarily employed secondary data collected from official and reliable sources. Specifically, data on tourism infrastructure, accommodation establishments, tourism employment, tourist arrivals, tourism revenue, and other related indicators were obtained from the Tuyen Quang Provincial Statistics Office, the Department of Culture, Sports and Tourism of Tuyen Quang Province, local socio-economic development reports, as well as provincial tourism planning documents and development strategies. In addition, relevant scientific publications, journal articles, books, and domestic and international studies on community-based tourism and sustainable tourism development were reviewed to establish the theoretical framework and provide a basis for comparison and interpretation of the research findings.

2.2. Research Methods

This study adopted a combination of research methods commonly employed in socio-economic geography and tourism studies to ensure a comprehensive assessment of community-based tourism development toward sustainability.

Data Collection: Secondary data were collected from statistical yearbooks, official reports, government documents, and other relevant publications concerning community-based tourism development in Tuyen Quang Province. These sources provided essential information on tourism infrastructure, accommodation facilities, tourism labor, tourist arrivals, tourism revenue, and related development indicators.

Data Synthesis: The collected information was systematically classified, organized, and synthesized into thematic categories, including tourism infrastructure, accommodation facilities, tourism human resources, local community

participation, tourist arrivals, and tourism revenue. This process facilitated the establishment of a comprehensive database for subsequent analysis.

Data Analysis: Descriptive analysis and comparative analysis were employed to examine the current status of community-based tourism development from a sustainable development perspective. Relevant indicators were analyzed and compared to identify major achievements, existing limitations, and development trends. The analysis focused on the economic, social, cultural, environmental, and governance dimensions of sustainable community-based tourism development in Tuyen Quang Province.

The integration of these research methods enhances the reliability, objectivity, and scientific rigor of the study, thereby providing a comprehensive evaluation of the current status of community-based tourism development toward sustainable development in the study area.

3. Results and Discussion

3.1. Conceptual Framework

3.1.1. Community-Based Tourism

According to the international perspective, community-based tourism (CBT) is a form of tourism that empowers local communities to manage tourism development in order to achieve community aspirations and benefits, including sustainable economic, social, and environmental development. Accordingly, CBT extends beyond a mutually beneficial partnership between tourism enterprises and local residents. It also encompasses cooperation among communities, both internally and externally, and small tourism businesses, while encouraging financial support for local development initiatives aimed at improving community well-being (APEC Tourism Working Group, 2010).

According to the ASEAN Community-Based Tourism Standard, community-based tourism is defined as tourism that is owned and operated by local communities and managed or coordinated at the community level. It contributes to community prosperity by supporting sustainable livelihoods while safeguarding valuable socio-cultural traditions and natural and cultural heritage resources (ASEAN, 2016).

In Vietnam, the Tourism Law (2017) defines community-based tourism as a form of tourism developed on the basis of community cultural values and managed, operated, and benefited from by local communities.

3.1.2. Sustainable Tourism Development

According to the Tourism Law of Vietnam (2017), sustainable tourism development refers to tourism development that simultaneously satisfies economic, social, and environmental requirements while ensuring a balanced distribution of benefits among tourism stakeholders without compromising the ability of future generations to meet their tourism needs.

3.2. Current Situation of Community-Based Tourism Development toward Sustainable Development in Tuyen Quang Province

3.2.1. Tourism Infrastructure and Facilities

Transportation Infrastructure

Transportation infrastructure plays a fundamental role in determining the accessibility and mobility of tourists. In Tuyen Quang Province, the external transport network has undergone remarkable improvements in recent years. One of the most significant infrastructure projects is the Tuyen Quang–Ha Giang Expressway, which extends approximately 118 km and is designed for operating speeds of 80–100 km/h. Beyond its transportation function, this expressway serves as a strategic tourism and economic corridor connecting mountainous communities with major tourism markets. The project has reduced travel time from Hanoi to approximately three hours, thereby substantially improving destination accessibility.

In addition, the intersection of National Highways No. 2, No. 37, and No. 279 has created an integrated transportation network linking lowland and highland tourism destinations. This network facilitates the development of circular tourism routes and enhances travel efficiency for visitors.

At the local level, commune and village roads constitute the final transport links connecting tourists with community-based tourism destinations. In major CBT areas such as Lam Binh and Na Hang, significant investments have been made in upgrading rural roads through asphalt and concrete paving. Nevertheless, transportation infrastructure continues to face considerable challenges due to the mountainous terrain. Provincial road density remains relatively low (approximately 0.4–0.6 km/km²), while many access roads are narrow (3.5–5.0 m wide) and characterized by steep gradients exceeding 10%. These conditions restrict the operation of large tourist vehicles and consequently limit the development of mass tourism, making community-based tourism in these areas more suitable for individual travelers and small- to medium-sized tour groups.

Accommodation Facilities

Tuyen Quang Province currently possesses 72 potential community-based tourism villages, of which 28 villages have officially met the standards required for serving tourists. Several of these villages have emerged as representative tourism destinations attracting both domestic and international visitors.

Community-based accommodation has experienced remarkable growth in both quantity and quality. During the 2021–2025 period, the province recorded approximately 2,421 accommodation establishments with a total capacity exceeding 40,000 beds, including 223 star-rated hotels, 456 guesthouses, 1,742 homestays, 645 food service establishments, 147 tourist boats, and 57 travel agencies. The transition from conventional guesthouses to architecturally distinctive homestays demonstrates the increasing adaptability of local communities to the demands of the modern tourism economy. Current accommodation capacity can serve approximately 45,000–50,000 overnight visitors, providing sufficient capacity not only during peak tourism seasons but also for large-scale national and international cultural events.

The number of accommodation establishments involved in community-based tourism has increased steadily over recent years, reflecting the sector's recovery following the COVID-19 pandemic. Between 2021 and 2022, community-based tourism accommodation expanded by 11.9%, primarily due to the reopening of existing establishments. Growth accelerated further in 2023, reaching 1,365 accommodation facilities, representing an increase of 14.5% compared with the previous year. This expansion was particularly evident in the homestay sector, where many households in Na Hang, Lam Binh, and neighboring communities converted their traditional houses into tourism accommodation to meet the growing demand for nature- and culture-based tourism experiences.

Despite these encouraging developments, accommodation establishments remain predominantly small in scale. Consequently, Tuyen Quang Province still requires greater investment in larger and higher-standard accommodation facilities to improve tourism competitiveness and better satisfy the needs of an expanding visitor market.

Food and beverage services also constitute an essential component of community-based tourism. In most destinations, dining services are integrated into homestay operations, enabling visitors to experience authentic local cuisine through traditional family meals. In villages such as Lo Lo Chai and Na Tong, dining areas are commonly designed around traditional kitchens, creating a warm and culturally immersive atmosphere. Ingredients are sourced primarily from local producers and include free-range chicken, indigenous black pigs, freshwater fish, and wild vegetables harvested from surrounding forests. Although food service facilities have expanded rapidly, service quality remains inconsistent. Many homestays are located in remote villages with limited road access, making it difficult to accommodate large tourist groups. Furthermore, the service capacity of local households remains highly seasonal, with peak operations occurring mainly during festivals and the buckwheat flower season.

3.2.2. Tourism Human Resources and Local Community Participation

Tourism Human Resources

Tuyen Quang Province possesses a relatively large tourism workforce, with the tourism sector generating an estimated 27,000 direct and indirect jobs. However, the workforce structure remains unbalanced, as direct tourism employees account for only approximately 23% of total tourism-related employment, while the majority consists of indirect workers.

Most tourism workers originate from local communities. Their familiarity with indigenous culture, traditional customs, and local resources provides an important comparative advantage for community-based tourism development. Nevertheless, a substantial proportion of the workforce remains self-trained and lacks formal education and professional training in tourism. Consequently, the overall quality of tourism human resources has yet to meet the increasing demands of sustainable tourism development.

Regarding professional qualifications, the shortage of formally trained tourism professionals continues to represent one of the major constraints on tourism development in the province. Only a small proportion of employees possess university or college degrees in tourism-related disciplines, whereas most workers have transitioned from agriculture or other occupations into tourism services. Of the total tourism workforce, only approximately 7,000 employees (25.9%) have received formal vocational training. Essential competencies including foreign language proficiency, communication skills, hospitality management, destination interpretation, marketing, and customer service remain inadequate for many tourism practitioners.

Human resource training activities have gradually expanded in recent years. The provincial government has organized various training programs covering front-office operations, community-based tourism management, culinary services, hospitality skills, and waterway transportation services for tourists. Tourism officials and employees have also participated in professional development courses to update their managerial knowledge and operational competencies. These initiatives have contributed to improving workforce capacity and service quality, thereby enhancing visitor satisfaction throughout the province.

The digital competence of tourism workers has also shown encouraging progress, although significant disparities remain among destinations. At several well-established community-based tourism sites, tourism service providers have rapidly adapted to digital technologies by adopting cashless payment systems, online booking platforms, and digital marketing tools. Nevertheless, digital transformation has not yet been implemented consistently across the province. Recognizing this challenge, provincial authorities have identified digital literacy as a strategic priority for strengthening local participation in the digital economy and improving the competitiveness of community-based tourism.

Local Community Participation

Local community participation has evolved from a spontaneous activity into a more organized, proactive, and professional model, largely owing to comprehensive policy support from provincial authorities. Currently, approximately 350–400 households are directly involved in standardized homestay services, while several thousand additional households participate indirectly through tourism-related supply chains.

Representative examples can be observed in several community-based tourism villages. In Nam Hong Village (Hoang Su Phi District), 37 Dao ethnic households have developed tourism activities associated with the famous terraced rice fields. In Nam Dip Residential Area (Lam Binh District), 15 households operate homestay services. Meanwhile, in Lo Lo Chai Village (Lung Cu Commune), nearly all households participate in tourism by providing accommodation, food services, handicrafts, cultural performances, or souvenir sales.

Local residents have increasingly become the central actors in tourism development rather than merely beneficiaries. Many households have renovated traditional stilt houses and rammed-earth houses into culturally authentic homestay accommodations while preserving their original architectural characteristics. Community members have also established traditional performing arts groups to preserve and showcase intangible cultural heritage, including Then singing, traditional folk dances, and fire-dancing ceremonies. Furthermore, local residents serve as indigenous tour guides, introducing visitors to authentic cultural experiences such as bamboo rafting, Shan Tuyet tea harvesting, traditional agricultural practices, and daily village life.

The increasing participation of local communities has generated significant socio-economic benefits while strengthening community ownership of tourism resources. More importantly, this participatory approach has contributed to safeguarding traditional cultural values, enhancing community cohesion, diversifying rural livelihoods, and promoting inclusive tourism development. These outcomes are consistent with the core principles of sustainable community-based tourism advocated by international organizations, particularly the emphasis on empowering local communities to manage tourism resources and equitably share the economic benefits generated by tourism activities.

3.2.3. Tourist Arrivals and Tourism Revenue

Tourist Arrivals

In recent years, community-based tourism destinations in Tuyen Quang Province have experienced continuous growth in tourist arrivals. According to official statistics, the province welcomed more than one million visitors in 2025, including approximately 180,000 international tourists and 865,000 domestic visitors. This upward trend reflects the increasing attractiveness and competitiveness of community-based tourism as an important component of the province's tourism industry.

International Tourist Market

Between 2020 and 2025, Tuyen Quang received international visitors from 192 countries and territories, demonstrating the province's expanding presence in the global tourism market. The principal source markets included Western Europe, North America, East Asia (excluding China), Eastern Europe, and Oceania. The largest numbers of international visitors originated from the United Kingdom, France, Germany, China, the Netherlands, the United States, Australia, Canada, Ireland, Israel, Spain, Denmark, Sweden, and Switzerland, while the remaining visitors came from numerous other countries and territories.

The diversity of international source markets indicates that community-based tourism in Tuyen Quang has gradually gained international recognition, particularly among tourists seeking authentic cultural experiences, natural landscapes, and indigenous heritage.

Domestic Tourist Market

Domestic tourists visiting Tuyen Quang originate from virtually all regions of Vietnam, particularly major urban and economic centers such as Ho Chi Minh City, Hanoi, Quang Ninh, Thanh Hoa, Nghe An, Ha Tinh, Da Nang, Khanh Hoa, Binh Duong, Dong Nai, Can Tho, Kien Giang, and Tien Giang.

The domestic market continues to represent the dominant segment of tourist demand and provides a stable source of visitors throughout the year. This market has played an important role in supporting the recovery and sustained growth of community-based tourism following the COVID-19 pandemic. Moreover, the increasing popularity of experiential tourism, ecotourism, and cultural tourism among domestic travelers has created favorable conditions for the further expansion of community-based tourism destinations across the province.

Tourism Revenue

Tourism revenue generated by community-based tourism in Tuyen Quang Province has increased considerably in recent years, reflecting the growing contribution of this tourism model to local socio-economic development. Although community-based tourism accounts for only approximately 3.5–4.1% of the province's total tourism revenue, its most significant contribution lies in the equitable distribution of economic benefits within local communities. Unlike conventional tourism models, nearly all tourism income generated through community-based tourism remains within the local economy and is directly distributed among households participating in tourism-related activities.

The income structure of households engaged in community-based tourism consists of four principal sources.

Accommodation services account for approximately 20–25% of household tourism income. Revenue is generated from both traditional communal stilt-house accommodation, typically priced at VND 100,000–150,000 per guest, and private rooms designed primarily for international visitors, with prices ranging from VND 400,000 to 600,000 per night.

Food and beverage services constitute the largest source of income, contributing approximately 50–55% of total tourism earnings. Most visitors dine at homestays to experience authentic local cuisine prepared from locally sourced ingredients, including indigenous black pigs, free-range chickens, freshwater fish, and wild vegetables. This revenue stream also creates indirect economic benefits for surrounding households through the sale of agricultural products, even for families that do not directly participate in tourism activities.

Transportation and experiential tourism services contribute approximately 15% of household income. These services include motorcycle rentals, bamboo-raft excursions on the lake, guided trekking tours through Cham Chu Nature Reserve and the Lam Binh primary forest, and other outdoor recreational activities led by local residents.

Finally, cultural performances and souvenir sales account for approximately 5–10% of tourism revenue. Local cultural groups organize traditional performances featuring Then singing, bamboo dancing, and campfire activities, typically generating VND 800,000–1,200,000 per performance. Additional income is obtained through the sale of locally produced handicrafts, traditional brocade textiles, forest honey, and Khau Mut tea, thereby enhancing the economic value of indigenous cultural resources while diversifying household livelihoods.

Overall, the diversified income structure demonstrates that community-based tourism not only creates direct employment opportunities but also stimulates broader local economic linkages. By integrating accommodation, gastronomy, transportation, cultural experiences, and agricultural products into a comprehensive tourism value chain,

community-based tourism has become an effective mechanism for promoting inclusive rural development and improving household resilience.

3.2.4. Assessment of Community-Based Tourism Development toward Sustainable Development in Tuyen Quang Province

Community-based tourism in Tuyen Quang Province has achieved remarkable progress in recent years; however, several challenges remain to be addressed in order to ensure its long-term sustainability.

Achievements

The province has gradually established a relatively comprehensive policy framework and strategic orientation for community-based tourism development, creating favorable conditions for the effective utilization of tourism resources while preserving indigenous cultural values. Policies supporting investment, the conservation of traditional architecture, homestay development, the revitalization of traditional craft villages, and the preservation of folk cultural practices have significantly strengthened community participation and reinforced the integration of tourism development with cultural heritage conservation.

At the destination level, the number and quality of community-based tourism villages have steadily increased, resulting in an increasingly interconnected tourism network that has diversified tourism products and enhanced the overall attractiveness of the province's tourism offerings.

Community-based tourism has also generated substantial socio-economic benefits. Continuous growth in tourist arrivals and tourism revenue has created stable income opportunities for local residents through accommodation services, food and beverage businesses, tour guiding, OCOP products, and traditional handicrafts. Consequently, local livelihoods have improved, employment opportunities have expanded, rural outmigration has been reduced, and the entrepreneurial capacity of local communities has gradually strengthened.

Equally important, the development of community-based tourism has contributed significantly to safeguarding the traditional cultural heritage of ethnic minority communities. Increased public awareness of environmental protection, landscape conservation, and responsible tourism practices has further promoted the transition toward greener and more sustainable tourism development. Several community-based tourism destinations in Tuyen Quang have received recognition and awards at both national and international levels, thereby enhancing the province's tourism image and competitiveness.

Limitations

Despite these encouraging achievements, community-based tourism development continues to face several structural challenges.

First, tourism planning and policy implementation remain uneven across localities. In several areas, development strategies have yet to be effectively translated into practice, while coordination mechanisms and inter-destination linkages remain relatively weak.

Second, tourism infrastructure and supporting facilities are still underdeveloped in many destinations. Inadequate transportation networks, parking facilities, directional signage, standardized accommodation, and tourism support services continue to constrain visitor experiences and limit the effective utilization of tourism resources.

Third, the quality of tourism human resources remains relatively low. Many tourism workers have not received formal training in hospitality management, foreign languages, digital technologies, or destination management. Consequently, service quality remains inconsistent, reducing the competitiveness of community-based tourism products.

In addition, the rapid growth of tourism has placed increasing pressure on environmental resources and natural landscapes. Waste management systems, visitor carrying-capacity management, and environmental protection measures have not always kept pace with the increasing number of tourists. At the same time, certain traditional cultural practices are facing risks of commercialization and excessive staging to satisfy tourism demand, potentially undermining their authenticity and cultural significance.

Finally, destination governance remains constrained by limited financial resources and management capacity. Current investment has yet to adequately support infrastructure modernization, tourism product innovation, human resource

development, digital transformation, and destination marketing. These constraints represent significant barriers to achieving a balanced integration of economic development, cultural preservation, and environmental sustainability.

Overall, while community-based tourism has become an important driver of rural development in Tuyen Quang Province, strengthening governance, improving infrastructure, enhancing human resource capacity, promoting digital transformation, and safeguarding cultural and environmental resources will be essential for ensuring its sustainable development in the years ahead.

4. Conclusion

This study examined the current status of community-based tourism development toward sustainable development in Tuyen Quang Province by analyzing several key dimensions, including tourism infrastructure and facilities, tourism human resources, local community participation, tourist arrivals, tourism revenue, and the major achievements and challenges associated with the development process.

The findings indicate that community-based tourism has increasingly become an important driving force for local socio-economic development. The continuous expansion of community-based tourism destinations, homestay establishments, tourist arrivals, and tourism revenue, together with the growing participation of local communities, has generated substantial economic and social benefits. Community-based tourism has created employment opportunities, improved household incomes, promoted the conservation of traditional cultural values, and enhanced the utilization of local tourism resources. These outcomes demonstrate the important role of community-based tourism in supporting inclusive rural development while contributing to the broader objectives of sustainable tourism development.

Despite these positive achievements, community-based tourism in Tuyen Quang Province continues to face several significant challenges. Tourism infrastructure remains unevenly developed, the quality of tourism human resources is still limited, tourism products require further diversification, and the application of digital technologies remains insufficient. Furthermore, the rapid growth of tourism has placed increasing pressure on environmental resources and the preservation of indigenous cultural heritage. These challenges highlight the necessity of adopting more integrated and sustainable approaches to tourism planning, management, and destination governance in the coming years.

This study contributes to the growing body of literature on sustainable community-based tourism by providing empirical evidence from a mountainous province in northern Vietnam. The findings enrich current knowledge regarding the relationship between community participation, tourism development, and sustainability while offering practical insights for tourism policy formulation and destination management in emerging tourism regions.

Based on the research findings, several policy implications can be proposed to enhance the sustainable development of community-based tourism in Tuyen Quang Province. Priority should be given to improving tourism planning in conjunction with the conservation of natural resources and cultural heritage; investing in integrated physical and digital infrastructure; enhancing the quality of tourism human resources through professional training and digital skills development; diversifying tourism products by promoting indigenous cultural values, OCOP products, and authentic community experiences; strengthening destination marketing and regional tourism linkages; and, most importantly, reinforcing the central role of local communities in tourism governance, resource management, benefit-sharing, and decision-making processes. These measures will contribute to improving the competitiveness, resilience, and long-term sustainability of community-based tourism in Tuyen Quang Province.

Finally, although this study provides a comprehensive assessment of the current situation of community-based tourism development in Tuyen Quang Province, several limitations should be acknowledged. The analysis relies primarily on secondary data collected from official statistical sources and government reports. Future studies could incorporate primary survey data from local residents, tourists, tourism enterprises, and policymakers to provide a more comprehensive understanding of stakeholder perspectives and the long-term impacts of community-based tourism on sustainable regional development.

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