



CALL FOR PAPERS International Scientific Conference

“Cultural industry with sustainable tourism development in Vietnam in the context of international integration”.

Dear Esteemed Scholars, Researchers, Educators, and Practitioners,

The Vietnam Tourism Training Association, in collaboration with the Vietnam Tourism Association, the Cultural Tourism Talent Incubator Project, Chan Tam Service and Tourism Co., Ltd. and the International Institute in Geneva (IIG), cordially invites you to submit papers and participate in the upcoming International Scientific Conference on: ***“Cultural industry with sustainable tourism development in Vietnam in the context of international integration”***

This conference aims to create a forum for academic exchange and practical discussion on promoting the role of cultural industry in sustainable tourism development, thereby contributing to orienting Vietnam's sustainable cultural and tourism development strategy in the period of international integration.

1. Expected time: October 30, 2025

2. Expected location: Tam Chuc, Ninh Binh province

3. Participants:

The workshop is expected to welcome 100–150 delegates, including:

- Representatives of leaders of central agencies: Ministry of Culture, Sports and Tourism, Vietnam National Administration of Tourism, Vietnam Tourism Association;
- Leaders of Departments of Culture and Tourism of provinces and cities;
- Leaders of universities, tourism businesses, international organizations and authors whose articles are accepted for publication in the proceedings.

4. Organization and publication costs:

- The workshop is organized according to the socialized model.
- No fee is charged for articles accepted for publication in the Workshop Proceedings.

5. Conference Themes:

The conference welcomes papers addressing the following thematic areas:

Theme 1: The role of cultural industry in sustainable tourism development in Vietnam. Linking cultural industry and tourism value chain in the context of international integration

- Contributions of cultural industry to sustainable tourism growth.
- Key sectors in cultural industry (music, fine arts, design, crafts, performing arts, etc.) and the value created for tourism.
- Current status and potential for developing cultural industry associated with tourism.
- Value chain linkage model between artists, creative enterprises and tourism enterprises.

- International experience in building cultural - tourism value chain, etc.

Theme 2: Exploiting indigenous cultural resources to build creative tourism products. Preserving cultural heritage and developing sustainable tourism: Balancing between conservation and exploitation

- Developing tourism products from tangible and intangible cultural heritage.
- The role of local communities in preserving and renewing indigenous culture.
- Lessons from the creative community tourism model.
- Experience in exploiting and managing cultural heritage, etc.

Theme 3: Developing high-quality cultural and tourism human resources in the digital age

- Demands and capacity standards of the workforce in the field of cultural and tourism exchange.
- Current status of cultural industry training at universities.
- Interdisciplinary training model and business-school cooperation.
- Foreign language proficiency, digitalization and soft skills of industry personnel, etc.

Theme 4: The role of performing arts, cinema and fashion in attracting international tourists. Developing the night-time economy from the perspective of the cultural and tourism industry

- Analyzing the appeal of contemporary and traditional art shows.
- Tourism combining the experience of performing arts, cinema and fashion.
- Potential to exploit art forms, cuisine, and nighttime performances.
- Models of walking-streets, night markets, and creative spaces at night.
- Urban management and security in nighttime tourism development.

Theme 5: International cooperation in developing cultural and tourism industries in Vietnam; and other issues

- Bilateral and multilateral cooperation models in developing cultural and tourism products.
 - Technology transfer and experience from countries with developed cultural industries.
- Building national brands from cultural and tourism industries.
- Startup ecosystem in the field of cultural and tourism industries.
 - Sustainable development of tourism types, etc.

6. Rules for submitting papers to the Conference:

6.1. Registering the article title and submitting the abstract:

- Time: before August 25, 2025;
- Length of abstract: maximum 350 words, in English and Vietnamese;
- The Organizing Committee will respond to accept the registration within 15 days from the date of receiving the registration.

6.2. Full-text report:

- Deadline: before September 25, 2025;
- Address for submission: HOITHAO.VITEA2025@gmail.com.

6.3. Article requirements:

- The article format according to scientific research article standards;
- The article can be in Vietnamese or English;
- The article title in uppercase, bold, font size 14;
- The article is typed on A4 paper, 5,000 words, in the following format: Times New Roman font, size 13, line spacing 1.5 lines, top, bottom, right margins: 2cm, left margins: 3cm;
- Abstract in Vietnamese and English (maximum 350 words) placed at the beginning of the article, with 3 - 5 keywords;

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- References and cited sources are presented according to the regulations of a scientific article, APA7 citation standard, reference list at the end of the article;
- At the end of the article, please clearly state the full name of the author (or authors), academic title, degree, work unit, contact address, phone number and email;
- The article has not been submitted or published in journals, conference proceedings or other relevant scientific activities at the same time.

7. Review and publication of the Conference Proceedings:

Articles that are independently reviewed, if qualified, will be published in full in the Conference Proceedings, printed and published by a reputable publisher with an ISBN registration. Articles that are not published will not be returned.

8. Contact Information:

For further details, please contact:

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We look forward to your valuable contributions to this important academic event. Your insights and research will play a vital role in shaping the future of spiritual cultural tourism in the context of international integration.

Sincerely,

**Viet Nam Tourism Training Association
Chairperson**

Distribution:

- As addressed
- Leadership of VITA (for reporting)
- Conference Organizing Committee (for coordination)
- Co-organizing institutions (for implementation)
- VITEA Office



Prof. Dr. Dao Manh Hung