

Research Article

Public Relations in Promoting Cultural Tourism in Vietnam

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Abstract: Public Relations (PR) is a foundation in advancing cultural tourism in Vietnam, playing the role of both a strategic communication tool and an impetus in sustainable tourism development. Through the molding of the country's image and projection of its cultural identity, PR activities endeavor to draw international tourists in while promoting an appreciation of Vietnam's heritage among local people. This research examines the strategies and success of PR campaigns undertaken by Vietnamese tourism officials, cultural organizations, and private travel companies. Key strategies include proactive media contact, social media promotion, participation in international tourism exhibitions, staging of cultural festivals, and inter-ministerial collaborations. These programs highlight Vietnam's rich history, intangible cultural heritage, festive occasions, and unique local experiences, thus establishing strong narratives that appeal to various target markets. Particular attention is paid to the role of positive storytelling in shaping tourist attitudes, enhancing brand equity, and improving Vietnam's competitive standing in the international tourism market. The findings emphasize that combining cutting-edge PR practices like influencer collaborations, interactive digital content, and data-driven audience targeting with true local cultural values can strongly enhance Vietnam's cultural tourism appeal. In addition, the research underlines the significance of long-term, relationship-based communication approaches that not only generate visitation but also foster sustainable and responsible traveler behavior. Finally, successful PR in cultural tourism depends on the holistic integration of universal marketing tendencies with the maintenance of cultural authenticity.

Keywords: Public Relations, Cultural Tourism, Vietnam.

I. INTRODUCTION

Public relations (PR) has become a potent instrument for influencing opinions, establishing reputations, and encouraging interaction between businesses and their target markets in an increasingly linked world. In the tourism industry, public relations is essential for developing gripping stories, establishing emotional bonds, and enticing tourists to visit new places. Travel that is primarily driven by the desire to experience and learn about a destination's culture, heritage, and artistic expressions is known as cultural tourism. It includes a wide range of activities, including traditional crafts, gastronomy, cultural festivals, heritage tourism, and the performing arts. Cultural tourism, one of the tourism industries with the fastest rate of growth in the world, promotes intercultural understanding and the preservation of regional customs in addition to economic growth. The popularity of experiential travel and the desire for more profound, meaningful travel experiences have led to a growing desire for real, immersive cultural experiences in today's world.

Vietnam has enormous potential for cultural tourism because of its rich and varied cultural legacy. The nation offers a rare fusion of historical richness and modern cultural vitality, with UNESCO World Heritage Sites like Hả Long Bay and Hoi An Ancient Town as well as rich ethnic customs, folk arts, and unique cuisine. Since tourism is a major factor in sustainable socioeconomic development, the Vietnamese government has launched a number of programs and policies to encourage it in recent years. However, in spite of these initiatives, Vietnam's cultural tourism potential is still underutilised, in part because of a lack of focused and strategic public relations strategies.

Vietnam has made significant strides in promoting tourism and has a wealth of cultural assets, but its PR strategies for cultural tourism are still fragmented and lacking. The cultural dimension, a crucial differentiator in the global tourism market, is often overlooked in favour of general tourism marketing, which frequently places a strong emphasis on natural landscapes or economic factors. Additionally, Vietnam's reputation as a top cultural destination has suffered from a lack of unified storytelling, integrated media campaigns, and focused engagement tactics. Many cultural tourism projects are event- or short-term in nature, with little continuity or strategic coordination between local communities, government agencies, tourism boards, and cultural institutions.

These shortcomings in PR strategy and execution make it more difficult for Vietnam to establish a strong reputation among foreign tourists and reach its full potential in the field of cultural tourism, especially in light of the growing competition



among travel destinations globally and the growing desire for genuine cultural experiences. This study explores how PR can be leveraged to strengthen Vietnam's image as a cultural tourism destination, examines current PR practices, and identifies areas for improvement to better engage both domestic and international audiences. This study aims to analyze the current state of PR activities in promoting cultural tourism in Vietnam, including key stakeholders, media channels, and campaign strategies; Identify strengths, weaknesses, opportunities, and challenges in existing PR approaches for cultural tourism; Examine international best practices in cultural tourism PR and assess their applicability to the Vietnamese context and propose strategic PR recommendations to enhance Vietnam's image and competitiveness as a leading cultural tourism destination in the global market.

II. LITERATURE REVIEW

Public Relations (PR) is widely recognized as a strategic communication tool that shapes public perception, builds destination image, and fosters stakeholder engagement in tourism (Hall, 2013). In the tourism context, PR goes beyond media relations to include event coordination, digital storytelling, and community outreach, creating a persuasive narrative that connects potential visitors to the destination's unique offerings (Moss, 2011). Studies have shown that effective PR can significantly influence travel decisions, especially when promoting niche tourism products such as cultural tourism (Avraham, 2016).

Travel driven by the desire to experience and discover a destination's culture, heritage, and artistic endeavours is known as cultural tourism. It includes gastronomy, crafts, festivals, heritage tourism, and the arts and performance (Richards, 2018). Due to travellers' desire for authenticity, one-of-a-kind experiences, and a closer connection with local communities, cultural tourism is one of the industries with the fastest rate of growth worldwide (OECD, 2023). Its dual benefits of cultural preservation and economic development are highlighted by research (McKercher & Du Cros, 2002).

Public Relations (PR) is an organized process of communication that establishes mutually satisfying relationships between organizations and their publics (Grunig&Grunig, 2013). PR in cultural tourism is vital in linking destinations with potential tourists, shaping their perceptions, attitudes, and holiday choices. This study's theoretical basis relies on three approaches. Excellence Theory prioritizes two-way symmetrical communication by emphasizing dialogue and consensus between organizations and stakeholders, in this case, tourists, local communities, and authorities to promote Vietnam's cultural heritage in a sustainable way (Grunig&Grunig, 2013). Destination Image Theory posits that tourist perceptions and attitudes play a major role in influencing destination selection (Gallarza et al, 2002). PR tactics such as media outreach, social media campaigns, and cultural events contribute to a favorable image of Vietnam by highlighting its historical sites, cultural festivals, and individualistic cultural experiences. The Integrated Marketing Communication (IMC) model also promotes repetitive messaging across several avenues so that PR campaigns, electronic marketing, and public engagement activities all work together to build the nation's cultural tourism brand (Schultz & Schultz, 1998). Collectively, these approaches demonstrate that PR is a strategic mechanism to communicate cultural values, foster stakeholder relations, create destination image, and drive sustainable tourism development, forming a holistic approach to reviewing PR effectiveness in promoting Vietnam's cultural tourism.

Vietnam has an extensive cultural heritage with eight UNESCO World Heritage Sites, more than 50 ethnic minority cultures, rich traditional arts, and celebrated culinary traditions (VNAT, 2023). Cultural tourism has been recognized as a priority for tourism development strategy in the country (Vietnam Government, 2021). Academic research, however, suggests that promotional activities tend to be isolated, with inadequate integration of cultural storytelling into large-scale tourism marketing initiatives (Nguyen et al, 2025). Globally, effective cultural tourism PR campaigns utilize integrated marketing communication, cross-platform narrative, and tie-ups with media influencers to engage with the targeted market (Hudson & Thal, 2013). Vietnam's cultural tourism PR practice, on the other hand, is still limited, mostly consisting of short-term campaigns and event-based promotions instead of long-term brand positioning. Comparative analyses indicate that having a consistent PR approach with a very clear cultural brand message can increase destination competitiveness (Kotler, 2022). While international literature widely covers the role of PR in tourism marketing, few studies directly examine the possibility of applying PR systematically in cultural tourism in Vietnam. Previous research has been oriented towards overall tourism marketing, with a lack of understanding in the area where PR interacts with promoting cultural heritage and destination branding in Vietnam. This research aims to address that gap by examining Vietnam's existing PR strategies for cultural tourism and making recommendations based on international best practices.

III. RESULTS AND DISCUSSION

The Public relations (PR) for cultural tourism in Vietnam uses a mix of traditional and modern methods to promote the country's rich heritage. The goal is to build a positive image, attract visitors, and encourage them to engage with Vietnamese culture.

Table 1. Public Relations in Vietnam for cultural tourism

PR	Function	Example
Media Relations	Build awareness and credibility through traditional media channels	Press releases about cultural festivals in Hanoi or Hue; TV features on heritage sites
Digital & Social Media PR	Engage audiences directly, promote destinations, and share storytelling	Instagram campaigns showcasing Hoi An Lantern Festival; TikTok videos of local crafts
Event Management & Experiential PR	Create immersive experiences to strengthen destination image and word-of-mouth.	Organizing cultural festivals, heritage tours, and traditional music performances
Corporate Social Responsibility (CSR) & Community Engagement	Enhance trust, support local communities, and promote sustainable tourism	Supporting artisan villages or preserving historical landmarks in rural areas
Tourism Promotion & Destination Branding	Position Vietnam as a cultural tourism destination, attract domestic and international tourists	Participation in international tourism fairs, online campaigns highlighting cultural heritage
Crisis & Reputation Management	Maintain public trust during crises affecting tourism	Handling communication during natural disasters, public health issues, or environmental concerns

Source: Authors compiled

A) Government-led PR Initiatives

The Vietnam National Administration of Tourism (VNAT) has been the main institution tasked with developing and executing national-level public relations strategies within the tourism industry. Since the rebranding of VNAT in 2012 through the introduction of the multi-colored five-petal lotus logo and the slogan "Vietnam-Timeless Charm," VNAT has attempted to present an integrated national image that showcases the cultural diversity, warmth of people, and tourism diversity of the country (VNAT, 2012). Every petal on the logo represents a tourism market: heritage and culture, nature and ecotourism, sea and islands, adventure travel, and hospitality, offering a visual story that has been used consistently since then on campaigns, exhibitions, and marketing materials. After the COVID-19 pandemic, VNAT launched the "Live Fully in Vietnam" campaign, combining traditional advertising techniques with online marketing tools to regain international traveler confidence. The campaign incorporated search engine optimization (SEO), social media advertising, and culturally themed video content, resulting in significant online engagement. The official tourism portal vietnam.travel recorded approximately 4 million visits in the first ten months of 2022, a sharp increase from 1.9 million in 2021, with 88.25% of traffic from overseas markets (Phuong, 2022).

VNAT is also actively undertaking international outreach by attending world tourism fairs. For instance, at MICE EXPO 2025, under the theme "Heritage & Technology in the New Era," Vietnam pavilion garnered interest from over 1,500 delegates from 800 businesses across the globe (VietnamPlus, 2025). Also, VNAT has utilized high-profile individuals as Tourism Ambassadors, e.g., Australian golf legend Greg Norman (2025–2030), to market Vietnam in priority markets such as Australia and the United States (VNAT, 2025). These efforts evidence a strategic mix of branding continuity, event promotion, and celebrity endorsement as primary instruments in Vietnam's cultural tourism PR effort.

B) Private Sector PR Activities

Aside from government initiatives, Vietnam's private tourism industry, comprising tour operators, hotels, and travel agencies, has emerged as a vital source of public relations activity in cultural tourism. These businesses tend to be more nimble and market-oriented in their strategies than public agencies, enabling them to customize promotional messaging to targeted customer groups and new travel trends (Nguyen et al, 2025). Major tour operators like VietSense Travel and BestPrice Travel have invested significantly in online platforms to boost their cultural tourism packages. VietSense Travel's TV-247 YouTube channel publishes daily videos featuring Vietnamese heritage sites, festivals, and local cuisine, while BestPrice Travel has integrated AI-powered chatbots to improve visitor engagement during the pre-travel planning phase. Similarly, many hotels and resorts have incorporated digital concierge systems and virtual tour features, enhancing both the customer experience and brand perception.

Social media marketing has emerged as a cornerstone of private-sector PR. A 2023 tourism behavior survey indicated that 69% of Generation Z travelers obtain destination inspiration from platforms such as Instagram, TikTok, Facebook, and YouTube (OECD, 2023). Leveraging this trend, private tourism enterprises frequently collaborate with key opinion leaders (KOLs) and influencers. For example, influencer-led campaigns in Ninh Binh have been credited with increasing tourist arrivals by 15-20% over three years (VNAT, 2024). The hospitality sector has also benefited from celebrity exposure, as high-

profile visits by South Korean actors to destinations like Sapa and Phu Quoc have attracted significant international media coverage. These private-sector efforts not only diversify the channels and narratives through which Vietnam's cultural tourism is promoted but also complement state-led campaigns. The sector's growing emphasis on storytelling, experiential content, and direct engagement aligns with global best practices in tourism PR, suggesting a gradual convergence toward integrated public-private promotion strategies (Hall, 2013; Richards, 2018).

C) Media Landscape in Vietnam

The media ecosystem in Vietnam presents a hybrid model in which traditional channels coexist with rapidly expanding digital platforms, both playing critical roles in public relations (PR) for cultural tourism. Traditional mass media such as television, radio, and print remain highly influential in shaping domestic tourism perceptions. Vietnam Television (VTV) maintains a nationwide reach, with over 90% of households reporting access to at least one VTV channel (General Statistics Office of Vietnam [GSO], 2023). Cultural tourism content, such as VTV4's Vietnam Discovery and S-Vietnam, averages 2.5 million domestic viewers per episode and has been rebroadcast internationally via satellite partnerships with 32 countries (VTV, 2023). Likewise, Voice of Vietnam (VOV) reaches an estimated 80% of the rural population, making it a key platform for heritage promotion in regions with limited internet access.

Print media also plays a strategic role in destination branding. National newspapers like Vietnam News and Tuoi Tre regularly publish dedicated travel supplements, with tourism-related articles accounting for 7-9% of total editorial space in 2022 (Nguyen et al, 2025). These supplements frequently collaborate with VNAT to feature cultural festivals, UNESCO heritage sites, and regional gastronomy events. The digital segment has expanded even more dramatically. VNAT's official tourism portal (vietnam.travel) reported 4 million visits in the first ten months of 2022, up from 1.9 million in 2021, with 88.25% of traffic originating from overseas markets (Phuong, 2022). Social media platforms have become essential tools for targeting younger demographics: Vietnam's Facebook user base reached 77 million in 2023, representing approximately 77% of the total population, while TikTok reported 50 million monthly active users, many of whom engage with travel-related hashtags such as #VietnamTravel, which amassed over 2.5 billion views by late 2023 (We Are Social, 2024). Emerging technologies are increasingly embedded in cultural tourism storytelling. Quang Ninh's "Virtual Ha Long" VR project attracted 120,000 online visits within six months of launch, while Hue's "3D Imperial Citadel" recorded 85,000 virtual tours between 2022 and 2023 (VNAT, 2024). These innovations not only enhance global visibility but also serve as contingency tools during crises that limit physical travel, aligning with global trends toward immersive, experience-based tourism marketing (OECD, 2024). Yet, fragmentation is a lingering issue. Traditional media campaigns concentrate on cultural authenticity and heritage preservation, while digital marketing tends to focus on entertainment-oriented imagery that is meant for virality, causing disjointed messaging. Furthermore, discrepancies in the standard of digital production capabilities between urban hubs and rural provinces cause uneven content quality as well as limited multilingual coverage, potentially limiting Vietnam's potential for competing with regional tourism giants like Thailand and Indonesia.

Vietnam's cultural tourism industry is marked by a special mix of strengths and weaknesses, promising substantial opportunities while presenting serious threats. Vietnam's strengths are most fundamentally its extensive and diverse cultural heritage, with many UNESCO World Heritage Sites such as the Complex of Hue Monuments and Hoi An Ancient Town, and the rich cultural traditions of its 54 ethnic groups. This is further supported by its world-famous cuisine and increasingly developing reputation as a prime cultural destination, acknowledged by international honors. Even with these strengths, Vietnam's cultural tourism has some weaknesses. Most destinations have insufficient special, innovative products and poorly developed infrastructure, especially in rural areas, which can negatively affect the tourist experience. Moreover, the protection of cultural heritage sites from the impacts of mass tourism is also a challenging issue, usually attributed to lack of proper management and a relatively low marketing budget amid regional competitors such as Thailand. Opportunities in the sector are numerous, attributed to contemporary trends and changing consumers' tastes. The growth of information technology presents an opportunity to increase visitor interaction via virtual tours and digital campaigns, while the universal demand for niche tourism activities, such as religious and food tours, is a compelling route toward development. In addition, close cooperation with local society and increased interest from the foreign Vietnamese diaspora can lead to more genuine and sustainable models of tourism. Yet these chances are beset by a number of factors. The most urgent concerns are the threat of over-tourism, which has the potential to cause degradation of the environment and loss of cultural identity at these major attractions. Vietnam further suffers from stiff competition from established tourism economies in the region. The commodification of cultural practices to satisfy tourist appetites and the intrinsic susceptibility of the tourism sector to global economic and health crises also add to these challenges, making strategic planning imperative in sustaining its culture in the long run.

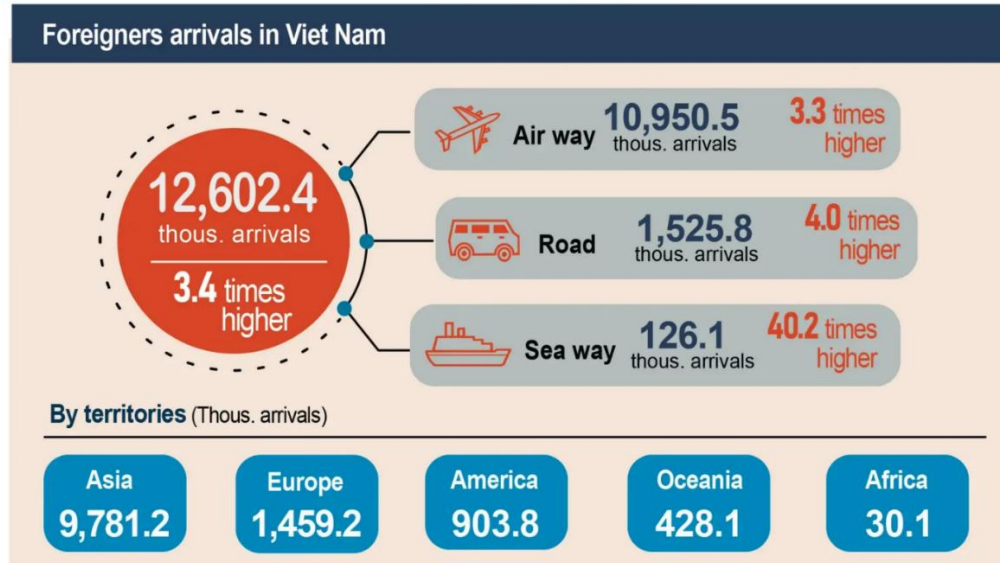


Figure 1. International visitors to Vietnam in 2023

Source: GSO

D) Current Challenges in PR for Cultural Tourism

Despite steady growth in both domestic and international visitor numbers, Vietnam's public relations (PR) framework for cultural tourism faces structural and operational constraints that hinder its full competitive potential. Limited budget and resource allocation remain one of the most pressing issues. In 2022, VNAT's promotional budget was approximately VND 120 billion (USD 5.1 million), a fraction of the allocations of regional competitors such as Thailand (USD 87 million) and Malaysia (USD 38 million) (PATA, 2023). This financial disparity limits the scale of international campaigns, particularly in high-cost markets such as Europe and North America, and restricts the ability to sustain long-term destination branding efforts. A shortage of professional PR expertise also constrains campaign effectiveness. A 2023 survey by the Vietnam Tourism Association found that only 28% of tourism businesses employed dedicated PR staff with formal training in communications or marketing (Vietnam Tourism Association, 2023). Many regional tourism offices rely on general administrative personnel to manage PR tasks, leading to content that lacks strategic targeting or cross-platform consistency.

Inconsistent messaging and fragmented branding further dilute Vietnam's cultural tourism appeal. While national-level branding, such as Vietnam-Timeless Charm emphasizes heritage, authenticity, and hospitality, provincial campaigns often focus on isolated events or attractions without aligning with the overarching narrative. This results in uneven messaging across domestic and international media channels, reducing the cumulative impact of promotional efforts (Nguyen, 2024). Challenges in reaching international audiences are compounded by linguistic and technological barriers. Although vietnam travel is available in multiple languages, only 42% of provincial tourism websites offer full bilingual or multilingual content, and many remain inaccessible on mobile devices (VNAT, 2023). Social media content targeting international travelers is also disproportionately concentrated on English-speaking markets, leaving Japanese, Korean, and French-speaking audiences under-engaged despite their growing arrival numbers (OECD, 2023).

Finally, the impact of global crises, particularly the COVID-19 pandemic, has exposed vulnerabilities in Vietnam's tourism PR resilience. International arrivals fell by 79.5% in 2020 compared to 2019 (GSO, 2021), forcing a pivot to domestic promotion. While some campaigns successfully maintained destination visibility through digital means, the lack of established crisis communication protocols delayed coordinated responses during the initial months of the pandemic (Hall, 2010). Similar vulnerabilities could emerge in the face of geopolitical instability, natural disasters, or climate-related disruptions, underscoring the need for a more agile and data-driven PR infrastructure. Addressing these challenges will require sustained investment in professional training, greater integration between national and regional branding, and the adoption of advanced analytics to measure and refine campaign effectiveness. Without such measures, Vietnam risks underleveraging its rich cultural assets in an increasingly competitive global tourism market.

Building on the theoretical framework of Public Relations in promoting cultural tourism, several strategies can enhance the effectiveness of PR in Vietnam. Based on the Excellence Theory, promoting two-way communication through inter-agency collaboration between government agencies, host communities, and private tourism businesses ensures that promotional strategies are culturally responsive, inclusive, and conducive to sustainable tourism practice, while engaging stakeholders in

live cultural experiences. In line with Destination Image Theory, cross-platform PR campaigns using mainstream media, social media, and influencer networks, in conjunction with narrative techniques, can effectively build up Vietnam's image by showcasing its offbeat cultural traditions, historic landmarks, and celebrations, which can stimulate tourists' perceptions and travel decisions. Following the Integrated Marketing Communication (IMC) paradigm, professional development and capacity building of PR practitioners, along with digital technologies and data analysis applications, can maximize messaging, improve audience targeting, and permit real-time campaign tweaking to drive engagement. Lastly, prioritizing sustainable and responsible tourism messages integrates PR practices into long-term cultural resource conservation, reinforcing a favorable destination image and enhancing Vietnam's image as an ethically and culturally rich tourist destination. All these solutions put into practice the theoretical concepts of PR, showing how strategic communication, stakeholder interaction, and consistent messaging can best advance cultural tourism while promoting sustainable development.

Vietnam's cultural tourism industry is encouraged to adopt a strategic and integrated Public Relations approach. The tourism government and industry players should give major focus on collaborative collaboration with local communities and private businesses to create culturally appropriate and authentic advertising campaigns. Integrated campaigns using traditional media, social media, and storytelling should be utilized to build the nation's cultural destination brand. Besides that, ongoing professional training and development for PR professionals, along with leveraging digital tools and data analysis, can maximize campaign impact and targeting. Last but not least, responsible and sustainable tourism messaging should be prioritized to keep cultural heritage intact and uphold Vietnam's image as a culturally rich and ethically aware destination. Applying these suggestions has the potential to enhance the effectiveness of PR, bring about various tourist segments, and promote Vietnam's cultural tourism industry for sustainable development.

Public relations (PR) has a key function in influencing perceptions and generating demand for cultural tourism in Vietnam. With its diverse array of tangible and intangible cultural heritage, proper PR measures are important in converting these natural advantages into enthralling tourist experiences. Perhaps the most important in the development of cultural tourism is the adoption of digital PR. As international tourism becomes more dependent on online data and word of mouth, Vietnam has taken advantage of social media and influencer marketing. Promotions like "Live fully in Vietnam" and the viral TikTok and Instagram phenomenon "Vietnam is calling" are exemplary of this strategy. These campaigns take advantage of user-generated content and the credibility of travel bloggers and content creators in promoting Vietnam's cultural diversity, from its varied landscapes to its world-famous cuisine. Such a digital shift overcomes the limitation of conventional marketing budget constraints by allowing wider reach and more focused communication to younger consumers who increasingly depend on social media for travel planning.

Outside of digital media, good old-fashioned media relations are still the basis. Hosting foreign journalists and media around Vietnam's cultural attractions first-hand creates credible and substantive coverage that can create long-term trust and reputation (Avraham, 2016). Large-scale cultural events and festivals, for example the Hue Festival, are also important PR vehicles and create global visibility and positioning of Vietnam as having the ability to host large-scale international events. Such events not only endorse certain cultural traditions but are also part of a more extensive nation-branding approach, with values such as peace and cultural identity being highlighted.

Forward, PR in Vietnam's cultural tourism will keep transforming with digitalization and sustainability focus. The strategic emphasis of the government on building cultural tourism into a major economic sector, while promoting smart tourism and digitizing heritage, promises to be a rich foundation for creative PR practices. Through building closer partnerships between government agencies, tourist enterprises, and local residents, PR has the ability not merely to bring more tourists but to ensure that cultural tourism benefits the People of Vietnam and helps safeguard Vietnam's precious heritage. This involves a collective effort to develop a coherent and powerful story that will appeal to a range of international audiences while being faithful to what makes Vietnamese culture distinct.

IV. CONCLUSION

Public Relations (PR) is a key driver of cultural tourism in Vietnam because it influences perceptions, raises visibility, and ensures sustainable interaction between tourists, local communities, and tourism stakeholders. This research shows that PR is not just a propaganda tool but is also an instrument of strategic communication with the capability to influence tourist behavior, promote positive destination image, and facilitate cultural preservation. Theoretical framework, with roots in the Excellence Theory, Destination Image Theory, and Integrated Marketing Communication (IMC) framework, offers a framework that allows us to appreciate the efficacy of PR in cultural tourism. The Excellence Theory focuses on two-way communication and stakeholder interaction, underlining the necessity for engaging the local community and governments to ascertain authenticity and cultural sensitivity in advertisement campaigns. Destination Image Theory emphasizes the role of PR efforts such as media relations, social media narratives, and cultural festivals in influencing tourists' attitudes and choices and projecting Vietnam as a culturally diverse and appealing destination. The IMC model also supports maintaining consistent,

coordinated messaging across numerous channels to build a strong country cultural tourism brand and communicate with various segments of tourists effectively.

Drawing on these theoretical foundations, this research determines practical solutions to reinforce the position of PR in Vietnam's cultural tourism. Combined campaigns that integrate conventional media, social media, and influencer marketing can boost visibility and engagement while employing storytelling to promote the country's distinctive heritage, festivals, and historical landmarks. Cooperation between government organizations, private businesses, and local communities ensures that PR efforts are culturally inclusive, sustainable, and reciprocal. Professional training and development for PR professionals, combined with digital tools and data analysis, can streamline campaign planning, audience identification, and real-time strategy revision. Furthermore, a focus on sustainable and responsible tourism messages attunes PR efforts to the long-term conservation of cultural heritage, supports ethical tourism practice, and reinforces Vietnam's image as a culturally aware destination. Public Relations is a very important means for the promotion of cultural tourism in Vietnam, not just to bring in tourists but also to help maintain cultural heritage, foster community involvement, and ensure sustainable tourism growth. With the application of combined, data-based, and culturally responsive PR efforts, Vietnam can well-position itself as a prime international destination for cultural tourism, resonating with both local and international markets. The convergence of theory and practice exhibited in this research underscores the capability of PR to play a critical role in the development and sustenance of Vietnam's cultural tourism industry, such that the nation's rich cultural heritage can be nurtured and sustained for future generations.

Interest Conflicts

The authors declare that there is no conflict of interest concerning the publishing of this paper.

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