Viet Nam is rich in natural resources and geographical diversity, with a long coastline and abundant marine life. However, the country faces significant challenges in sustainable tourism management, particularly in preserving the integrity of its marine ecosystems. The Vietnamese government has implemented various initiatives to protect the coastal environment, including the establishment of marine protected areas and the promotion of ecotourism practices that minimize environmental impact. The government has also invested in research and education to raise awareness among the local community and tourists about the importance of sustainable tourism and the conservation of marine biodiversity.

Viet Nam's commitment to sustainable tourism is evident in its participation in international conservation programs and its efforts to align with global standards. The country has recognized the critical role of marine conservation in sustaining its tourism industry, and it is actively working towards achieving more sustainable and environmentally friendly tourism practices. The Vietnamese government is focused on balancing economic growth with the preservation of its natural heritage, ensuring that tourism development does not come at the expense of the country's marine ecosystems and biodiversity.