

## **Digital Marketing in World Heritage for Tourism: Evidence From Vietnam**

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**ABSTRACT** This paper aims to better understand digital marketing practices in Vietnamese heritage sites, focusing on practical research using digital marketing tools and critical obstacles in digital marketing implementation. Qualitative research methods (interviews and field surveys) have been applied in this research. It found that digital marketing activities have been initially used in heritage sites in Vietnam, and it has a positive impact on tourist attractions. However, this application is still minimal due to many financial, cognitive, human, and old technological infrastructure obstacles that need to be removed. The research results are considered a valuable reference for heritage managers in finding new marketing solutions to increase tourist attraction, create motivation for conservation, and promote heritage values in the context of digital transformation.