



XOMTOUR

Conscious Travel Local Impacts

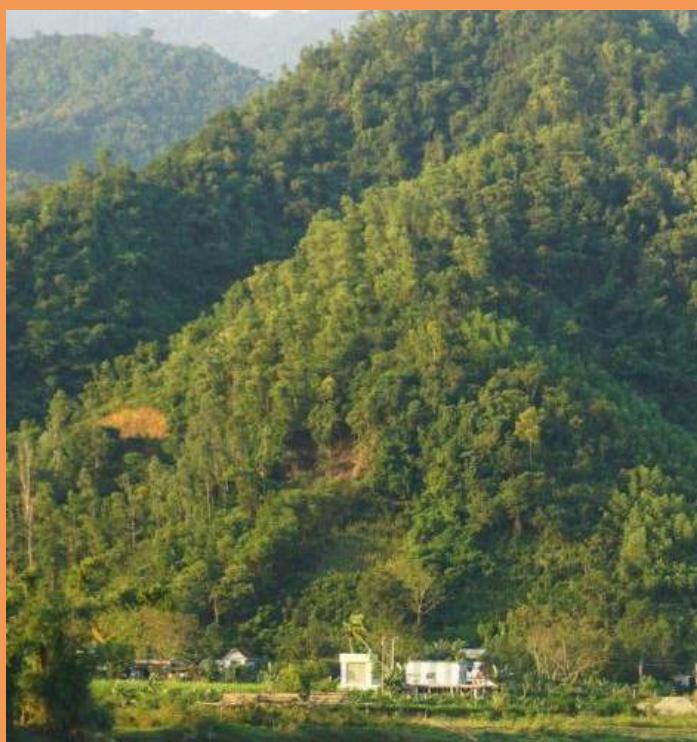
Through XomTour, travel becomes
a catalyst for positive change

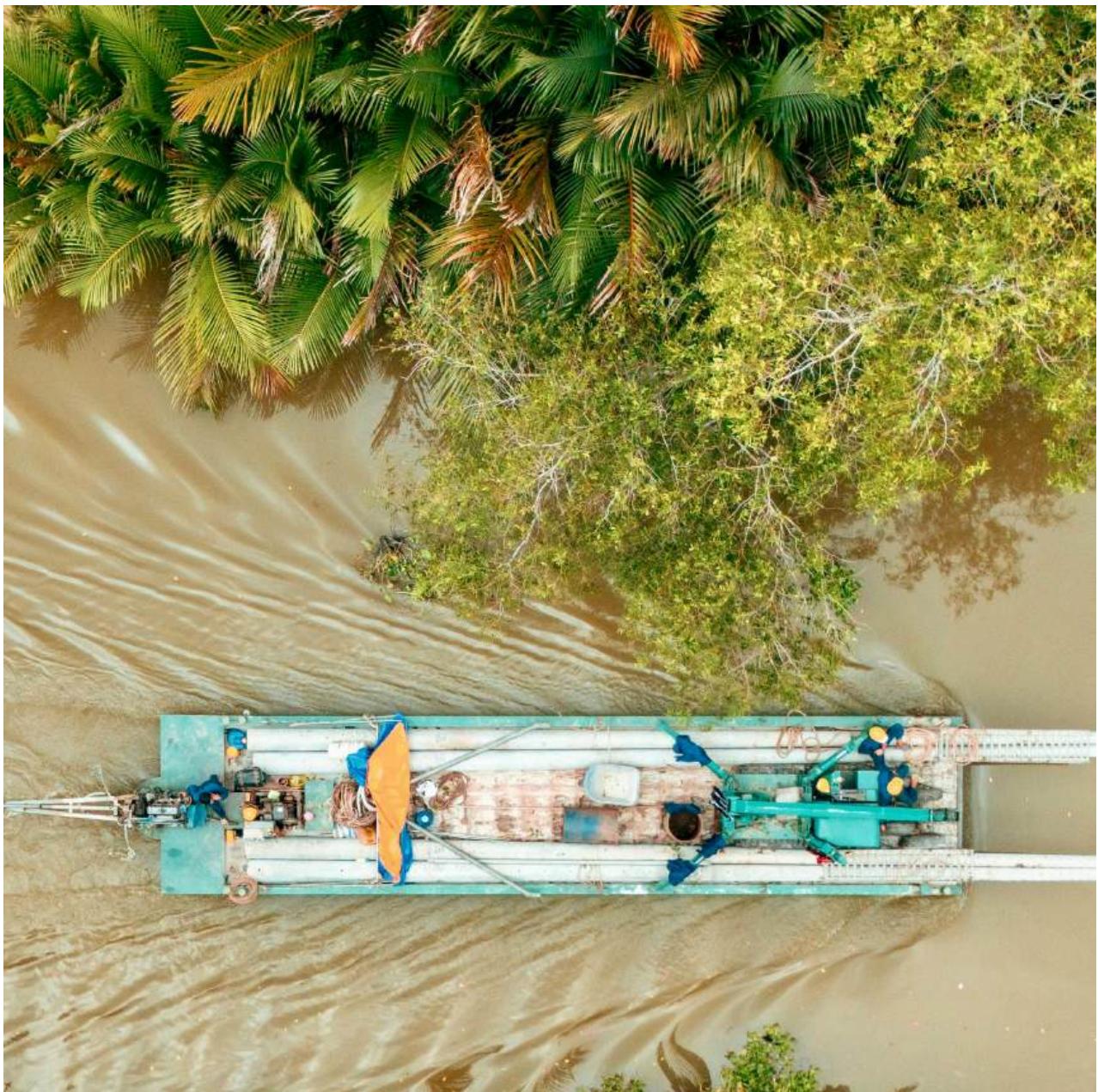


Phone: +84.918580257
Website: Vcil.community
Address: Da Nang, Vietnam

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INTRODUCTION ABOUT XOMTOUR



A BROKEN WAY

of Traveling



Tourism, once a gateway to cultural exchange and natural appreciation, has lost its way. In many of the world's most popular destinations, the industry generates significant economic benefits, yet beneath the surface lies a troubling reality. The rise of mass tourism has led to environmental degradation, cultural erosion, and growing inequality, often at the expense of local communities and ecosystems.

Take Barcelona's historic city as an example. Once a vibrant local hub, areas like the Gothic Quarter and La Barceloneta are now overwhelmed by mass tourism. The city, which receives around 32 million visitors annually—nearly 20 times its local population, pricing out residents as landlords prioritize short-term tourist rentals. Traditional businesses are disappearing, replaced by souvenir shops and global franchises catering to tourists. Even the last bookshop in La Barceloneta recently shut down, replaced by a cannabis shop, marking a stark shift in the city's social fabric.

Beyond cultural changes, tourism puts immense pressure on Barcelona's infrastructure. La Rambla, one of the city's main promenades, sees over 200,000 passersby daily, forcing rubbish bins to be emptied 14 times a day. Cruise ships, often docking for just a few hours, bring thousands of tourists at once, contributing to congestion, pollution, and strain on local services. In response, the city has increased its tourist tax from €3.25 to €4 per night, with plans to raise it further to offset tourism-related costs.

The problem extends beyond economics and the environment. Mass tourism disproportionately benefits large corporations while sidelining locals. Artisans, small shop owners, and long-time residents are being pushed out, with profits flowing to multinational hotel chains and tourism giants.

Barcelona's case underscores the urgent need for a more responsible approach to travel—one that safeguards the city's heritage, protects local livelihoods, and ensures tourism benefits are shared equitably.



Reference:

<https://www.theguardian.com/commentisfree/article/2024/aug/19/barcelona-mass-tourism-visitors-city-industry>

Regenerative Tourism

XOMTOUR'S VISION FOR

XomTour was born to rewrite the story of travel—turning it into a force that heals rather than harms. At its heart, XomTour offers a new way of exploring the world: one that connects travelers to the soul of local communities and the land while restoring the environment and empowering economies.

Stories from the Ground: How XomTour Creates Change

1. Social Economy

By choosing service manage and run by local people or impactful enterprises, the money is directed to the local economy. We ensure fair distribution of income among stakeholders rather than concentration of wealth. The tour guide can also be local farmers, fishermans, artisans, etc. who has their own livelihood. It doesn't make them rely entirely on tourism, but tourism act as an additional support for their sustainable livelihood. Especially, local people who has intimate relationship with the land posses a sacred traditional knowledge on managing the resource sustainably.

XomTour seeks to support those grandma, grandfathers, organic farmers doing what they do best - steward the land.

2. Environment

Consciously choose service providers that is practising reducing waste, circular economy, upcycling, eco-friendly materials.

3. Culture

XomTour encourages local share their authentic way to travelers. It encompasses eating seasonal vegetables or traditional rustic meals, folklore and festivals, caring for the soil and river. By making them a proud of their tradition, XomTour also supports preserving local culture



Riversity: Exploring Life, People, and Livelihoods on Thu Bon river, in Cẩm Kim, Hoi An in November 2023

OUR HOLISTIC APPROACH

Towards Tourism

XomTour connects the principles of regeneration and social entrepreneurship with tourism, ensuring that travel experiences are beneficial both for visitors, the environment and the local communities we engage with. XomTour operates with a framework centered on:

Community-engaged Learning Tourism

XomTour creates immersive experiences where travelers engage directly with locals—farmers, artisans, and small business owners—fostering deep relationships and mutual understanding.

Economic Empowerment

XomTour prioritizes services run by local people and impactful enterprises. The revenue generated directly supports the community, ensuring fair distribution of income and reducing reliance on external tourism operators.

Regenerative Practices

Every activity is designed to restore and revitalize natural ecosystems. Whether it's planting mangroves, reducing waste, or learning traditional water management practices, travelers leave the environment better than they found it.

A NEW STORY OF TRAVEL

Through XomTour, travelers don't just visit a destination—they become part of its story. They leave knowing their trip contributed to cleaner rivers, stronger communities, and a future where tourism uplifts rather than exploits.

XomTour isn't just about sightseeing; it's about re-imagining the way we travel. It's about building connections, fostering understanding, and making every step count—for the land, the people, and the planet.



A NEW WAY FORWARD

Through XomTour, travel becomes a catalyst for positive change. Every step of a XomTour experience is intentional—designed not just to showcase a destination but to create lasting impacts that ripple far beyond the trip.



For communities, it's a way to preserve culture and build pride.

For the environment, it's an opportunity to heal and regenerate.

For travelers, it's a journey of learning, connection, and transformation.

Xomtour is a social initiative advocating for a shift to regenerative tourism. It works as a platform that connects travelers and business with local communities practicing responsible and conscious tourism. In order to re-imagine the way we travel, **XomTour's action includes:**

- Designing and coordinating sustainable, meaningful travel experiences.
- Offering educational programs on community-based/ regenerative tourism.
- Consulting innovative and ethical tourism organization on how to practice regenerative tourism
- Researching and advocating for regenerative tourism.
- Building a multi-stakeholder ecosystem to drive systemic change in the tourism industry.

XomTour operates with a framework centered on:

- **Ecology:** Ecosystem restoration, biodiversity conservation, and waste reduction.
- **Economy:** Fair income distribution, support for local economies, and ethical business models.
- **Culture:** Fostering authentic cultural exchange and supporting cultural preservation.
- **Human connection:** emphasising empathy, mutual understanding and collaboration through meaningful relationship and connection between travelers and local people





OUR NETWORK FOR REGENERATIVE TOURISM





Building a Network for Transformative and Regenerative Tourism

At XomTour, we choose our partners with great care, ensuring they align with our core values of transformative tourism, community empowerment, and sustainability. Our mission is to redefine the travel experience by fostering deeper connections between travelers and local communities, promoting responsible tourism that benefits both the environment and the people we interact with. We believe that travel should not only be about exploration but also about contributing to the well-being and prosperity of local communities.

We prioritize partners who share our commitment to social impact, whether by empowering marginalized groups, promoting local craftsmanship, or supporting small-scale enterprises.

We also focus on businesses that prioritize environmental sustainability in their operations. This includes partners that reduce their ecological footprint through energy-efficient practices, waste reduction, and the use of locally sourced and organic materials. These sustainable practices are key to maintaining the delicate balance between tourism and nature, which is central to XomTour's approach to mindful travel.

Moreover, we collaborate with organizations that offer authentic, community-based experiences, focusing on the preservation of local culture and heritage. Whether it's a traditional village tour or a cooking class featuring indigenous recipes, our partners help provide an immersive experience that allows travelers to engage with local traditions, fostering mutual respect and understanding.

EDUCATIONAL PARTNERS

for regenerative tourism





1

Tư Việt Seasonal Rice Farm (Kien Giang)

Tư Việt Seasonal Rice Farm is a place where the ancient culture of seasonal rice farming is preserved, it's not just about the six-month rice, but we also cherish our national cultural identity. From cultivating rice in harmony with nature, preserving the ecosystem including soil, water, and flora and fauna to nourish the seasonal rice.

Website: <https://luamua.net/>



2

Net Zero Tour by C2T (Ben Tre)

C2T in Ben Tre cultivates sustainable tourism. By minimizing carbon emissions throughout the entire tourism experience, C2T safeguards the environment while enriching the lives of local communities. Through authentic experiences rooted in indigenous culinary culture and the unique ecosystem of Ben Tre, C2T fosters a deeper connection between visitors and the vibrant Mekong Delta.



3

Limart Zero Waste (Ho Chi Minh)

Limart Zero Waste embodies a powerful testament to human resilience and the transformative power of community. Limart Zero Waste was driven by a desire to empower the blind community. Limart not only provides sustainable, eco-friendly products but also creates meaningful employment opportunities for individuals facing significant challenges. By embracing a circular economy model and fostering a strong sense of community, Limart is not only reducing waste and promoting environmental sustainability but also inspiring a new generation of eco-conscious consumers and demonstrating the incredible potential of individuals with disabilities to contribute meaningfully to society.



4

Cam Kim Agricultural and Ecotourism Cooperative (Hoi An, Quang Nam)

Cam Kim Cooperative in Hoi An fosters a vibrant community through responsible tourism. By empowering local villagers to share their unique skills and resources, the cooperative cultivates a deep sense of community pride and ownership. Cam Kim prioritizes environmental stewardship, promoting sustainable agricultural practices that contribute to the region's ecological balance. This holistic approach, which balances economic growth, cultural preservation, and environmental sustainability, makes the Cam Kim Cooperative a shining example of how tourism can be a force for good, enriching both the lives of local residents and the natural beauty of the region.



5

Cam Thanh Cooperative / Thanh Dong Organic Farm (Hoi An, Quang Nam)

Cam Thanh exemplifies a community-driven approach to environmental conservation. The successful nipa palm forest conservation project, a collaborative effort between the community, businesses, local authorities, and researchers, demonstrates the power of collective action. Similarly, Thanh Dong Organic Vegetable Garden, a pioneering farm in Hoi An, exemplifies sustainable agricultural practices. By embracing organic farming methods, the cooperative of 10 households not only produces healthy food but also enhances their livelihoods and contributes to a healthier environment. These initiatives in Cam Thanh demonstrate how sustainable practices can nurture both the environment and the community.



6

Nam O Fish Sauce Craft Village (Da Nang)

Huong Lang Co Fish Sauce preserves a legacy of artisanal craftsmanship in Nam O Fish Sauce Craft Village. This delicate condiment, born from the bounty of the sea and the skillful hands of local artisans, reflects the harmonious interplay of nature and human ingenuity.

Huong Lang Co prioritizes quality at every step, from sourcing the finest raw materials to meticulous processing techniques. Beyond producing exceptional fish sauce, Huong Lang Co fosters a deeper appreciation for this traditional craft by welcoming visitors to witness the production process firsthand. This unique tourism experience not only showcases the artistry behind this beloved condiment but also contributes to the vibrant cultural landscape of Nam O Fish Sauce Craft Village. Website: <https://huonglangco.vn/>



7

Hoa Bac Agricultural and Eco-tourism Cooperative Union (Da Nang)

Hòa Bắc Cooperative Union fosters a vibrant community by weaving together cultural preservation, sustainable livelihoods, and environmental stewardship. By connecting resources and collaborating among cooperatives, Hòa Bắc empowers local communities, particularly the Cơ Tu people, to share their unique cultural heritage through traditional crafts, organic farming, and cultural performances.

Hòa Bắc prioritizes environmental protection by supporting sustainable agricultural practices and forest conservation. This collaborative approach exemplifies how community-driven initiatives can contribute to both cultural enrichment and environmental sustainability, creating a thriving and resilient community.



8

GreenViet (Da Nang)

GreenViet is a Biodiversity Conservation Center that brings together passionate researchers committed to preserving ecosystems and endangered wildlife species in the Central Highlands and Central Coast regions of Vietnam. Beyond research, GreenViet is also a pioneer in implementing various education programs to raise awareness and promote community action in protecting the environment and using natural resources sustainably. Website: <https://greenviet.org/>



9

Tuy Loan rice paper village (Da Nang)

Tuy Loan, a hundred-year-old village renowned for its rice paper-making tradition, preserves a culinary legacy passed down through generations.

Despite facing numerous challenges, the people of Tuy Loan continue to produce rice paper with a unique and unforgettable flavor, a testament to the enduring spirit of Quang-Da culinary culture. This simple yet meaningful craft, with its harmonious blend of rice, sesame, ginger, garlic, fish sauce, salt, and sugar, reflects the unwavering dedication to preserving traditional techniques and sharing this cherished heritage with the world.



10

Cormis - The Center of Research and Community Inclusive Support (Da Nang)

Cormis weaves a tapestry of inclusion for vulnerable groups in Vietnamese society. Through collaborative efforts, Cormis empowers individuals and communities facing challenges by:

- Bolstering resilience: Supporting communities at risk of natural disasters.
- Fostering self-sufficiency: Creating sustainable livelihoods through recycling projects.
- Expanding opportunities: Enhancing the capacity and skills of vulnerable groups through education.
- Promoting holistic well-being: Addressing both physical and mental health needs.

RESTAURANTS

for regenerative tourism



Journey of the Senses

Journey of the Senses is a social enterprise that redefines hospitality. By employing individuals with hearing and visual impairments, we offer unique dining and wellness experiences that challenge societal norms and promote inclusivity. From dining in complete darkness to receiving service through sign language, our innovative approach fosters a community where everyone can contribute. Through our various ventures, we not only provide employment opportunities but also inspire a new generation of conscious consumers and demonstrate the transformative power of diversity.



Kashew

Kashew Cheese challenges conventional wisdom, proving that plant-based delights can rival the finest dairy. We believe in the power of fermentation and aging, using locally sourced, high-quality ingredients to craft exquisite cheeses from the humble cashew. Our commitment to sustainability ensures that these creations not only nourish your palate but also nurture the planet.



KOTO ("Know One, Teach One")

KOTO ("Know One, Teach One") is a pioneering social enterprise founded by Jimmy Pham with a vision to break the cycle of poverty in Vietnam. Since 1999, KOTO has provided over 1,200 at-risk youth with holistic hospitality training, empowering them to build successful careers and contribute to their communities. Through rigorous training programs and a strong emphasis on ethical and responsible practices, KOTO is not only transforming lives but also setting a new standard for social enterprise in Vietnam and beyond.



Rêu Dining

Rêu Dining offers a unique culinary experience that reflects the soul of Hoi An. Inspired by the region's rich history and vibrant culture, Rêu incorporates reclaimed materials and locally sourced ingredients into its ambiance and cuisine. Guests can savor dishes featuring fresh herbs from Tra Que and the finest seafood, all while enjoying the serene atmosphere and appreciating the thoughtful integration of Hoi An's heritage.



Sua Cafe

Sua Cafe offers delicious vegan food and beverages, providing employment opportunities for people with disabilities. A portion of every purchase supports the Ong Van Charity, which provides essential aid to underprivileged communities in the Quang Nam region. Enjoy a delicious meal while contributing to a meaningful cause.



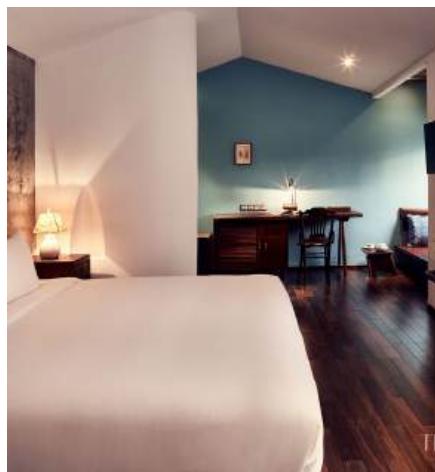
Vietnom Eatery & A Quiet Place

Vietnom offers an authentic taste of Vietnam, prepared and served by a talented team of hearing and speech-impaired individuals. Enjoy delicious Vietnamese cuisine while supporting a meaningful social mission. Experience the warmth of Vietnamese hospitality and contribute to a more inclusive society.



HOTELS

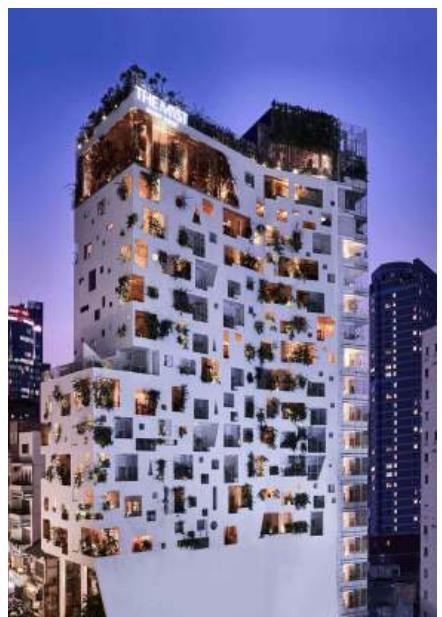
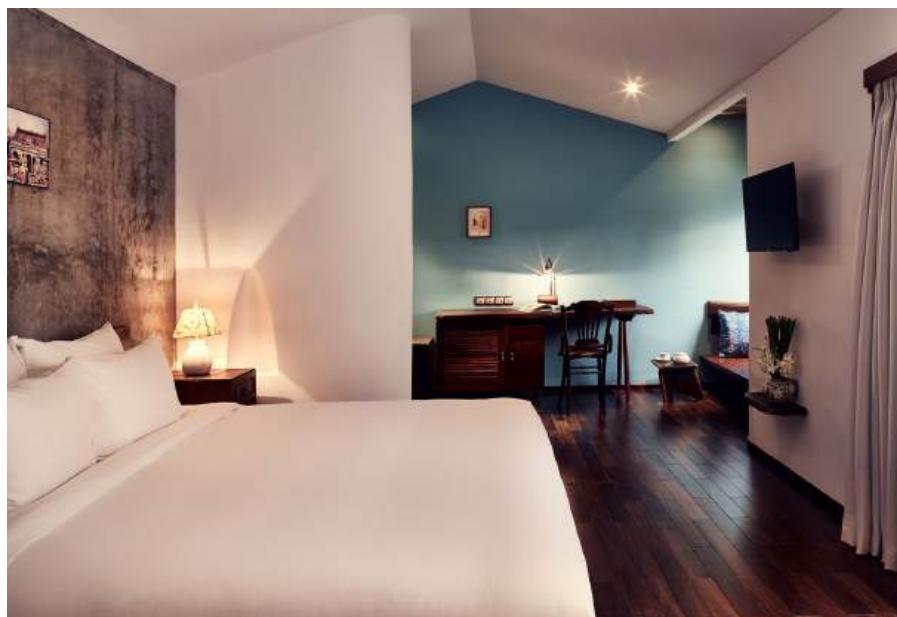
for regenerative tourism



The Myst Dong Khoi: Saigon's Past Meets Modern Luxury

The Myst Dong Khoi Hotel blends Eastern elegance with Western luxury, reflecting Saigon's vibrant history. Dark wood meets warm hues, reminiscent of the city's colonial past, while offering modern comfort. More than a hotel, it's a cultural custodian. Preserved artifacts from the Ba Son Shipyard are displayed throughout, showcasing Saigon's shipbuilding heritage. Even the building incorporates salvaged materials, creating a unique fusion of past and present. Step back in time and experience the soul of Saigon at The Myst Dong Khoi.

The Myst Dong Khoi Hotel offers a unique blend of modern luxury and authentic Saigon experiences. Inspired by the city's "hẻm" (alleys), the hotel encourages guests to explore local life beyond the tourist trail. The design, with its "half-finished" walls and lush greenery, reflects the harmony between nature and urban living. By staying at The Myst Dong Khoi, travelers not only experience a stylish and comfortable stay but also contribute to supporting the local community by exploring nearby cafes, shops, and street food vendors.

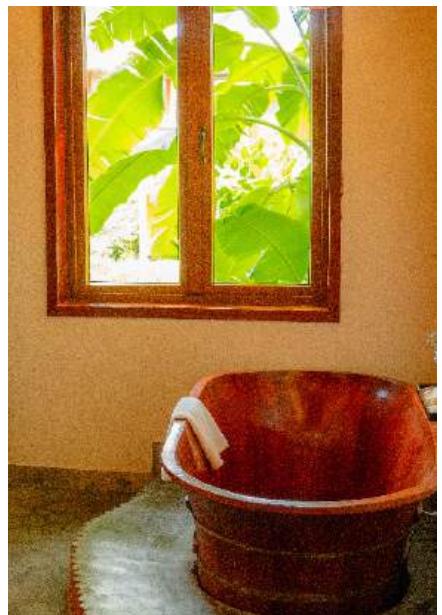


Can Tho Ecolodge: A Sustainable Oasis in the Mekong Delta

Founded by Hoa Nguyen Manh, Can Tho Ecolodge embodies a deep respect for the Mekong Delta and its people. This eco-lodge prioritizes sustainability in every aspect, from its construction using locally sourced materials like wood and bamboo to its reliance on solar and renewable energy.

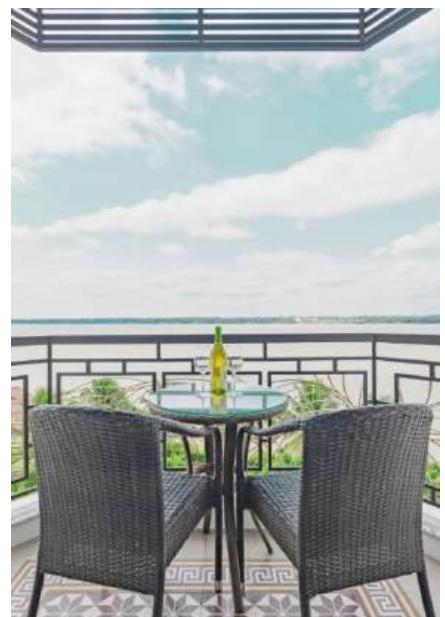
Beyond environmental protection, Can Tho Ecolodge actively engages with the local community. By employing local staff and supporting local artisans, the lodge contributes to the economic well-being of the region. Guests can experience authentic Mekong culture through interactions with local staff, enjoy traditional cuisine, and even plant a tree to further support the lodge's sustainability efforts.

Can Tho Ecolodge offers a unique blend of luxury and eco-consciousness, allowing travelers to immerse themselves in the natural beauty of the Mekong Delta while contributing to a more sustainable future.



Ben Tre Riverside Resort

Ben Tre Riverside Resort offers a unique blend of modern comfort and authentic Mekong Delta charm. Built with locally sourced coconut materials, the resort seamlessly integrates with the surrounding environment. Guests can enjoy stunning river views, savor delicious local delicacies, and experience the peaceful ambiance of this serene region. The resort's focus on local materials and its integration with the natural surroundings contribute to a truly authentic Mekong Delta experience.





SAMPLE PROGRAMS





Explore Our Unique Programs

Discover a diverse range of programs and tours thoughtfully crafted to align with XomTour's mission and vision of transformative and responsible tourism. Whether you have a few hours or several days, our offerings provide meaningful and flexible experiences tailored to enrich both travelers and local communities.

To help you navigate our offerings, we have categorized our programs by time, audience, and themes:

- **By Time:** Half-day, full-day, 1-2 days, or multi-day programs.
- **By Audience:** Business to business, business to customer
- **By Theme:** Cultural Immersion, Sustainability and Regenerative Travel, Educational Experiences, and Radical Tours.



Whatever your interests and goals, our customizable programs are thoughtfully designed to align with our core values of regeneration, encompassing culture, history, ecology, and the local economy.

HALF DAY PROGRAM

Exploring Son Tra Peninsula: admiring Red-shanked Douc and discovering the ecosystem



Son Tra Peninsula is often referred to as the "green lung" of Da Nang city, boasting one of the most diverse and rich ecosystems in Vietnam. It attracts visitors not only for its majestic and pristine natural landscapes but also for its unique ecosystem teeming with rare flora and fauna, particularly the Red-shanked Douc - an extremely endangered primate species.

To date, over 300 Red-shanked Douc individuals have been recorded living on Son Tra. In this educational program, we will embark on a journey to explore the ecosystem and wilderness of Son Tra Peninsula. You will also have the opportunity to trek into the forest, immerse yourself in the awe-inspiring nature, learn about, and spot the Red-shanked Douc.



Itinerary:

- Visit the Nature Dance Education Center and listen to the story of Son Tra's ecosystem and nature
- Admire Son Tra Peninsula from Vong Canh Hill or Ban Co Peak
- Admire Red-shanked Douc



HALF DAY PROGRAM

Nam O Fish Sauce Craft Village: A Culinary Gem by the Sea



Nestled at the foot of Hai Van Pass in Hoa Hiep Nam Ward, Lien Chieu District, Da Nang City lies Nam O Fish Sauce Craft Village, a testament to the enduring legacy of traditional craftsmanship. Renowned for its exquisite flavor and aroma, Nam O fish sauce is a harmonious blend of the bounties of the sea and the meticulous labor of the village's dedicated artisans. This culinary gem has earned its place among the finest fish sauces in Vietnam, captivating taste buds with its unique depth and complexity.



Through the trip, you will learn about the story of fish sauce, which is not only a food or seasoning but also a part of history and culture, containing folk wisdom and reflecting the identity of the local community that is suitable for the region. Additionally, you will learn about the entire process from fishing to the fish sauce making process.



HALF DAY PROGRAM

Exploring Tuy Loan Rice Paper Village: Preserving Traditional Craft Through Generations



Approximately 15 kilometers southwest of Da Nang City lies Tuy Loan Ancient Village, one of the city's oldest villages, nestled within Hoa Phong Commune, Hoa Vang District. Established over 500 years ago, Tuy Loan Village has preserved many cultural and traditional religious beliefs, ancient archaeological relics, and valuable historical and cultural architectures to this day. This place is also renowned for its rice paper making craft.

Tuy Loan Rice Paper is famous for its typical delicious flavor of rice, sesame, ginger, garlic, fish sauce, salt, sugar... When you eat it, you will feel the crunchiness of the rice paper baked on the stove. The fragrant, slightly spicy taste of fresh ginger, garlic and white sesame, the sweet and salty taste of sugar, and fish sauce are very stimulating to the taste buds.

Itinerary:

- Learn about the history of Tuy Loan Rice Paper Village and Tuy Loan communal house
- Understand the significance of rice paper in the cuisine of Quang - Da Nang region.
- Discover the process of making rice paper in Tuy Loan.
- Experience making rice paper yourself.



ONE DAY PROGRAM

Workshop on Mekong Delta Native Rice and Traditional Farming Methods: Preserving Cultural Identity at Lua Mua Tu Viet



Uncle Tu Viet, a farmer born and raised in the traditional rice culture of the Mekong Delta, has witnessed the damaging effects of chemical farming on the environment and the local community. Determined to make a change, he transformed his land into a place to preserve the traditional rice culture, not only 6-month seasonal rice, but we also preserve the cultural identity. From cultivating rice according to nature, preserving the ecosystem including soil, water, flora and fauna to nurture seasonal rice crops.

Through natural farming methods, Uncle Tu Viet not only nurtures rice crops but also protects the surrounding ecosystem, including the soil, water, and diverse plant and animal life. His efforts embody a harmonious balance between humans and nature, reviving a way of life deeply connected to the land.

As part of the XomTour experience, you'll have the opportunity to engage in conservation activities, learn about traditional farming practices, and sit down with Uncle Tu Viet for meaningful conversations. Through these exchanges, you'll gain a deeper understanding of the environmental and social challenges faced by the Mekong Delta while embracing XomTour's spirit of harmony, sustainability, and respect for nature.

Sample Itinerary:

- Immerse Yourself in the Story of Seasonal Rice: Discover the captivating narrative of seasonal rice, its significance in the Mekong Delta's cultural landscape, and the intricate relationship between rice cultivation and the region's ecosystem.
- Embrace Natural Farming Practices: Delve into the principles of natural farming, a holistic approach that harmonizes agricultural practices with the natural environment. Learn how Lua Mua Tu Viet nurtures its rice crops without the use of harmful chemicals, fostering a sustainable and ecologically balanced ecosystem.
- Explore the Khóm Tắc Cậu Model - Three-tiered intercropping model of pineapple, coconut palm, and betel nut tree
- Q&A and conversation on climate change

ONE DAY PROGRAM

Hoi An: Riversity - Life, Learn & Livelihood



On December 4, 1999, Hoi An, a famed tourist destination in Vietnam, reached a historic milestone when it was officially recognized as a UNESCO World Heritage Site. This ancient town has remarkably preserved its rich customs, traditions, cultural rituals, and culinary heritage over centuries, offering visitors a glimpse into its storied past.

Hoi An's charm lies not only in its history but also in its vibrant community. The town thrives through the active engagement of its long-standing residents, who drive sustainable development and foster initiatives that strengthen community bonds.

At the heart of Hoi An's way of life is the Thu Bon River. This vital waterway sustains livelihoods, shapes local traditions, and serves as a lifeline for the community. Its influence can be felt in every corner of Hoi An, from its markets to its festivals.

We invite you to embark on a journey to uncover the captivating story of the Thu Bon River and its profound role in the lives of the people of Hoi An, guided by a local resident who will bring this living heritage to life.

Sample Itinerary:

Morning:

- Explore and experience the art of making mats: Visiting the sedge field/Visiting the mat-making model
- Visit wooden boat building sites and learn about the craft: the story of river transportation/the story of preserving craft villages.
- Visiting the Kim Bồng Woodcarving Village: Story of preserving and upholding traditional crafts/Woodcarving experience
- Lunch

Afternoon:

- Embark on a poetic boat journey along the Thu Bon River, listening to stories about the river, the biosphere reserve of Cù Lao Chàm, and Hoi An shared by local researchers and residents.
- Dinner

TWO DAYS PROGRAM

Wandering Around Hoi An: Community-based Learning and Regenerative Development



What comes to mind when you think of Hoi An? Hoi An is a city of contrasts, blending ancient heritage with forward-thinking innovation. Its Old Town, a UNESCO World Heritage Site, is renowned for its timeless beauty and historical significance. Beyond the Old Town lies a countryside teeming with cultural and ecological treasures, showcasing a harmonious connection between people and nature.

Consistently ranked among the top 10 most wonderful cities in the world by Travel and Leisure magazine, Hoi An has become a global model for conservation and sustainable development. Its efforts extend beyond tourism, attracting students, researchers, and professionals from across Vietnam and the world to explore topics like organic agriculture, waste management, conservation, and community-based learning tourism.

"Wandering Around Hoi An" is more than just a tour—it's a journey of discovery and connection. This immersive experience invites you to explore Hoi An from multiple perspectives: its cultural, historical, and ecological richness, as well as its innovative solutions for a sustainable future. Learn how local farmers and families in Cam Thanh commune are leading efforts in organic agriculture, waste reduction, green space preservation, and sustainable livelihoods through community-based tourism.

What makes this program truly special is the guides: the farmers and local families of Cam Thanh themselves. These "tour guides" share their deep-rooted love and knowledge of their homeland, offering an authentic and heartfelt perspective on Hoi An's way of life.

In addition to gaining insights into sustainable practices, you'll savor delicious "farm-to-table" meals made with organic produce grown by the farmers, and you'll have the opportunity to take home organic vegetables, fruits, and peanut oil straight from their gardens.

"Wandering Around Hoi An" is a chance to not only experience the charm of this iconic city but to actively engage with the people and practices that ensure its sustainable and joyful future.

MULTIPLE DAYS PROGRAM

Eco-Gastronomy Learning Journey in Vietnam (Customized program)



Vietnamese cuisine is a vibrant tapestry of flavors, deeply rooted in centuries-old traditions and shaped by a rich agricultural heritage. This journey delves into the intersection of gastronomy and sustainability in Vietnam, showcasing the practices of responsible producers, social enterprises, ecotourism initiatives, and farm-to-table restaurants.

Sample Itinerary

Day 1: Introduction to Saigon

- Arrival in Ho Chi Minh City.
- Lunch and conversation at a local sustainable dining venue.
- Explore Saigon's heritage through guided tours and stories.
- Dinner at a social enterprise restaurant.

Day 2: Food and Social Impact

- Visit innovative social impact businesses in Saigon, including organic food producers and sensory dining experiences.
- Travel to the Mekong Delta for a sustainable tour, dinner on a boat, and a unique firefly tour.
- Relax at a riverside resort in Ben Tre.

Day 3: The Mekong Delta – A Nexus of Biodiversity and Culture

- Learn about traditional rice farming methods and taste native rice varieties.
- Explore an organic rice farm integrated with diverse crops like pineapple, areca nut, and coconut.
- Engage in discussions about climate change and local farming practices.
- Stay at an eco-lodge and unwind.

Day 4: Local Life and Culinary Adventures

- Visit a floating market and a traditional noodle-making family.
- Travel to central Vietnam, enjoying local meals and exploring sustainable resorts.
- Experience molecular gastronomy and discover Hoi An Ancient Town.

Day 5: Traditional Food and Community Wisdom

- Explore a fishing village and sunrise at a local market (optional).
- Engage in community-based tourism at an organic farm in Cam Thanh Village.
- Visit a traditional fish sauce production site and learn about Vietnam's culinary heritage.

Day 6: Reflection and Departure

- Visit a traditional rice paper-making village.
- Reflect on the journey over lunch and coffee at local venues.
- Free time to explore before departure.

This immersive experience offers an in-depth exploration of Vietnam's culinary heritage and sustainable development efforts, providing participants with a unique opportunity to connect with local communities and their way of life.

MULTIPLE DAYS PROGRAM

Pilgrimage to Vietnam: Journey Back In Time For Peace And Connection (Customized Program)

This unique study tour and exchange program unites Jungto Youth from South Korea and members of the VCIL Community in Vietnam to explore the profound social, historical, and cultural ties between the two nations. Through an in-depth understanding of Vietnam's political, social, and economic structures and shared reflections on the experiences of war, division, and recovery, participants will cultivate meaningful connections and draw inspiration for peace-building efforts on the Korean Peninsula.

The program offers a comprehensive narrative of Vietnam's journey from war devastation to recovery and progress. Participants will engage with stories of resilience, empathize with victims of war, witness its long-lasting impacts, and embrace the universal value of peace. By fostering shared learning, friendships, and mutual understanding, the program highlights the collaborative efforts of Korea and Vietnam in peace-building and social change.



Sample Itinerary

Day 1: Da Nang – Understanding Vietnam's Socio-Economic Context

Morning

- Arrival in Da Nang.
- City tour and introduction to Da Nang.
- Icebreaker activities and program overview.
- Workshop:
 - Vietnam's economy, culture, and society.
 - Diplomatic, economic, and cultural ties between Vietnam and South Korea.
 - Social and ecological challenges faced by Vietnam during its development.

Afternoon

- Introduction to VCIL Community and its initiatives.
- Interactive session with VCIL members

Evening

- Cultural exchange between Vietnamese and Korean youth.

Day 2: Da Nang & Quang Nam – Legacy and Crimes of War

Morning

- Walking tour in Da Nang to understand its historical and cultural context.
- Visit Hà My Massacre Memorial.
- Explore Phong Nhất and Phong Nhị Massacre sites.

Afternoon

- Visit the Agent Orange Victims Support Center to understand the enduring consequences of war.
- Travel to Hue.

MULTIPLE DAYS PROGRAM

Pilgrimage to Vietnam: Journey Back In Time For Peace And Connection (Customized Program)

Day 3: Quang Tri – Legacy and Crimes of War

Morning

- Travel to Quang Tri.
- Visit: Truong Son National Military Cemetery, Mine Action Visitor Center to learn about UXO (unexploded ordnance) clearance efforts.

Afternoon

- Tour historical war sites:
 - Ta Con Airport, a strategic U.S. military base during the Khe Sanh battle.
 - Vietnamese Demilitarized Zone (Hien Luong Bridge, Ben Hai River).
 - Vịnh Mốc Tunnels, a subterranean village that sheltered local people during the war.
 - Quang Tri Citadel, a symbol of resilience and sacrifice.

Day 4: Hue – Peace Movements During Wartime

Morning

- Explore the fall of the Nguyen Dynasty at Hue Historic Citadel.
- Journey to Thiên Mụ Pagoda to reflect on Thích Quảng Đức's self-immolation as an act of protest.

Afternoon

- Visit Tu Hieu Root Temple, the spiritual home of Thich Nhat Hanh.
- Learn about Thich Nhat Hanh's Engaged Buddhism and his lifelong quest for peace.
- Program conclusion and reflection.

Evening

- Travel back to Da Nang.

This pilgrimage is more than a historical tour; it is an opportunity to reflect on shared histories, honor the resilience of communities, and forge a collective vision for peace and understanding between Korea and Vietnam.



MULTIPLE DAYS PROGRAM

FROM THE HISTORY OF WARS TO SUSTAINABLE FUTURES

*How Vietnam has been transforming in recent decades
and how it is navigating in the turbulent world*



Vietnam, a land of extraordinary diversity, is renowned for its rich tapestry of cultures, ecosystems, and culinary traditions. Its abundant biodiversity—nurtured by both land and sea—reflects a deep-rooted agricultural heritage and ecological richness. At the heart of this vibrant nation lies a unique gift culture, where generosity and shared values shape individual and community interactions. In recent years, alternative movements have emerged, championing sustainable and regenerative practices that foster resilience and well-being.

The "From the History of Wars to Sustainable Futures" journey invites participants to immerse themselves in Vietnam's culture, history, and innovative approaches to sustainability. Through engaging educational activities, hands-on experiences, and meaningful interactions with locals, participants will explore three key regions: the vibrant city of Ho Chi Minh City, the serene Mekong Delta, and the historically rich central regions of Da Nang and Hoi An.

This program delves deeply into Vietnam's rich historical narrative, exploring the influence of Chinese immigration and the profound impacts of the Vietnam War. Participants will gain invaluable insights into the country's unique cultural heritage, including its cuisine, religion, customs, natural landscapes, and traditional ways of life. Workshops on farming, including rice cultivation, will provide participants with hands-on opportunities to connect with Vietnam's agricultural traditions.

As participants travel through time and space—from the scars of war to the modern landscape of development—they will gain a comprehensive understanding of Vietnam's journey of resilience and renewal. This immersive experience encourages participants to engage with Vietnam's culture through all their senses: seeing, reading, listening, doing, touching, tasting, smelling, and living.

The program also emphasizes the importance of sustainable practices and community-based tourism initiatives, particularly in the Mekong Delta and central Vietnam. These initiatives work to preserve Vietnam's culture and natural beauty, ensuring its legacy is cherished and enjoyed by future generations.

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Sample Itinerary

Day 1: Arrival in Ho Chi Minh City (HCMC)

Arrival and check-in at the hotel.

Day 2: Welcome to Saigon - The Gateway to Vietnam's Present

Morning: Orientation session: Overview of the program, first impressions, and guidance. City bus tour to observe modern-day Saigon.

Afternoon: Walking tour of Saigon: Explore significant landmarks and hidden gems. Gain deeper insights into the city's rich culture and history, including: Former Manufacturer of Opium, Saigon Opera House, Ho Chi Minh Statue, The Secret CIA Building, Cong Coffee, Saigon Post Office, Notre Dame Cathedral, Independence Palace

Day 3: Vietnam's Resilience - From War to Economic Growth

Morning

- Workshop: "Vietnam's Transformation: From War to Economic Growth." Topics include:
 - Political, social, and economic structures of Vietnam.
 - Overview of the Vietnam War's causes and impacts.

Afternoon

- Visit the War Remnants Museum and Independence Palace for a deeper understanding of Vietnam's history and war's enduring effects.

Evening

- Reflection session.

Day 4: Vietnam's Recovery - New Beginnings

Morning

- Visits to social enterprises in HCMC:
 - Kasewh Cheese: A plant-based artisan cheese maker focusing on sustainability.
 - Limart Zero Waste: A social enterprise fostering environmental change and creating jobs for underprivileged communities.

Afternoon

- Free time to explore HCMC.

Day 5: The Bounty of Ben Tre - Regeneration in the Coconut Kingdom

Morning

- Travel to Ben Tre and learn about regenerative tourism practices.

Afternoon

- Explore Ben Tre's sustainable coconut-based economy.

Evening

- Travel to Can Tho for an overnight stay.

Day 6: Life on the Mekong - Markets, Medicine, and Rice Traditions

Morning: Visit the floating market in Can Tho and a traditional medicine center.

Afternoon: Learn about traditional rice farming at Uncle Tú Lúa Mùa's farm, which focuses on biodiversity and cultural preservation.

Evening: Rest in Can Tho.

Day 7: Traditional Farming and Modern Struggles

Morning: Continue exploring traditional rice farming practices.

Afternoon: Travel back to Saigon.

Evening: Take an overnight train to Da Nang.

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Day 8: The Journey North - Train to Da Nang and Hoi An

Morning: Arrive in Da Nang.

Afternoon: Free time to explore Da Nang.

Evening: Optional visit to An Thuong Western Street.

Day 9: Nature and Nurture - Preserving Biodiversity in Da Nang

Morning: Visit the Nature Education Center (NEC) in Da Nang to learn about local conservation efforts.

Afternoon: Walking tour: "How Da Nang Became Vietnam's Most Livable City." Learn about the city's transformation initiatives like the "5 No, 3 Yes" program.

Evening: Travel to Hoi An.

Day 10: Tourism's Impact - Mass Tourism vs. Community-Based Solutions

Morning

- Observe mass tourism at Bay Mau Coconut Forest.
- Discussion on the challenges of modern development and mass tourism.

Afternoon

- Experience community-based tourism in Hoi An:
 - Visit the Women's Alliance Zero Waste Vegetable Garden.
 - Explore the Thanh Dong Organic Vegetable Garden.
 - Learn about waste management practices with the local community.

Evening

- Cultural exchange with local residents.

Sample Itinerary

Day 11: Community Power - Carpentry, Culture, and Regeneration in Hoi An

Morning

- Boat ride along the Thu Bon River, exploring the culture and livelihoods of local communities.
- Workshop: Community-based tourism and asset-based community development in Cam Kim Village.

Afternoon

- Explore Kim Bong Carpentry Village.
- Visit local rice fields and learn about the transition to organic farming.
- Farm-to-table experience: Prepare your dinner using local produce.

Evening

- Return to Da Nang.



Day 12: Traditional Craft and New Movements

Morning

- Visit Nam O Village, a 400-year-old fish sauce craft village, to observe the impact of privatization and mass tourism on traditional practices.

Afternoon

- Session on VCIL Community and Vietnam's social movements.

Evening

- Program conclusion and closing remarks.

Day 13: Departure

Morning

- Departure from Da Nang.

Radical Tours

At XomTour, tourism isn't just about seeing new places—it's about experiencing profound connections, challenging perspectives, and gaining a deeper understanding of the social, economic, ecological, and historical contexts of the destinations we explore. Our Radical Tours are thoughtfully designed to provoke thought, spark conversations, and encourage travelers to rethink complex issues that shape the places they visit.

Here are some examples of how we take tourism beyond the ordinary:

- **The Journey of Trash**

Trace the lifecycle of trash from its origins to its final destinations. This eye-opening tour delves into the linear economic system, overconsumption, and environmental challenges, uncovering the multifaceted causes of waste issues and their impact on local communities.

- **Historical Cemeteries Tour**

Explore the untold stories of wars, heritage, and local history through the lens of historical cemeteries, uncovering narratives that shaped the identity of the region.



- **Da Nang: The Most Livable City in Vietnam**

Discover why Da Nang has earned this title by exploring its history, urban development, and policies that prioritize the well-being of its people. Learn about the elements contributing to its success as a model city in Vietnam.

- **Alternative Education Movement**

Dive into the initiatives driving alternative education in Da Nang and Vietnam. Engage with pioneers in the movement, understand their approaches, and discuss the socio-economic backdrop fueling this transformative trend.

- **Urban Planning in Da Nang**

Uncover the city's vision for sustainable urban development through a deep dive into its planning strategies, infrastructure, and the challenges of balancing growth with preservation.



- **The Immigrants of Da Nang**

Hear the unheard stories of immigrants who have shaped and influenced Da Nang. Learn how their presence contributes to the city's cultural and social fabric

- **The Journey of Cu Đê River**

Experience the vital role of the Cu Đê River in sustaining livelihoods and its broader ecological importance to Da Nang.

- **Vietnam's Neoliberal Shift**

Examine the effects of neoliberal policies on Vietnam's development, understanding their socio-economic implications on local communities and industries.

- **Social and Solidarity Economy in Vietnam**

Engage with models of social and solidarity economies, exploring how they provide sustainable and inclusive alternatives to conventional economic systems.

- **The History of Da Nang**

Walk through time to understand Da Nang's transformation, from its historical roots to its present-day achievements as a thriving and innovative hub.

Through these tours, XomTour aims to foster greater awareness, encourage critical thinking, and create lasting connections between travelers and the places they explore. It's more than a journey—it's an opportunity to witness, learn, and engage with the world in transformative ways.

Regenerative Tourism Training Program



Tourism is a powerful driver of economic growth and livelihoods, especially in countries like Vietnam. Yet, when tourism prioritizes profit over responsibility, it risks exploiting local resources and communities, leaving lasting damage. At XomTour, we believe tourism can—and should—be a force for transformation.

By placing communities at the center of the experience, regenerative tourism empowers locals to shape how tourism supports their lives. It creates meaningful economic opportunities, such as income from homestays, local storytelling, and cultural crafts, while fostering pride in heritage. It also promotes environmental conservation and encourages sustainable practices for both locals and travelers.

To enable this shift, XomTour offers training programs for individuals, businesses, and organizations eager to adopt regenerative tourism principles in their work. These programs equip participants with practical tools, real-world insights, and the inspiration to rethink tourism as a driver of cultural preservation, ecological stewardship, and sustainable development.

Whether you're a travel enthusiast, a hospitality provider, or a changemaker in the industry, our training programs empower you to contribute to a tourism model that enriches communities, protects the environment, and builds meaningful connections.

Join us in transforming the tourism industry—together, we can redefine how we explore and engage with the world.

Sample Itinerary

Day 1: Introduction to Community Learning Tourism (CLT)

- Welcome and orientation at Nam Yên Homestay in Hòa Bắc, Đà Nẵng.
- Overview of Hòa Bắc, its history, and the Hòa Bắc Cooperative's approach to CLT.
- Explore the Cu Đê River community and learn about traditional fishing and water conservation practices.
- Engage in discussions, write personal reflections, and connect with local hosts.

Day 2: Water Resources and Traditional Agriculture

- Morning walking and cycling tours in Nam Yên to explore natural and agricultural landscapes.
- Learn about the connection between forests, water, and traditional farming systems.
- Experience village life, including night tours of rice fields and personal journaling.

Day 3: Cultural Heritage of the Cơ Tu Ethnic Group

- Visit the Cơ Tu community to understand their deep connection to forests and traditional lifestyles.
- Immerse in Cơ Tu culture through guided forest walks and storytelling.
- Reflect on cultural insights during group discussions and journaling.

Day 4: Sustainable Development Principles

- Engage in sustainable development theory and project design sessions.
- Discover practical applications of sustainability through cycling tours in Phò Nam village.
- Work in teams to develop CLT-focused sustainable development projects.

Day 5: Exploring the Cu Đê River Basin

- Study the Cu Đê River's ecosystem, from upstream to coastal areas.
- Observe how natural resources shape local livelihoods.
- Gather information and insights for group projects.

Day 6: Community Resource Discovery

- Explore new areas to identify untapped community resources.
- Engage in collaborative discussions to refine group projects.
- Enjoy an evening of cultural exchange and journaling.

Day 7: Final Presentations and Reflection

- Present group projects focused on sustainable tourism and community development.
- Share insights and experiences from the program.
- Wrap up with collective reflections, knowledge-sharing, and closing ceremonies.

This hands-on training equips participants with the knowledge and tools to apply regenerative tourism principles, fostering cultural preservation, ecological balance, and community empowerment.





Why Choose XomTour as Your Partner in Regenerative Tourism?

Partnering with XomTour means joining a movement that prioritizes regeneration, sustainability, and creating meaningful impact. Together, we can redefine tourism as a force for good—benefiting local communities, the environment, and travelers alike.

For Partners

Join hands with us to create meaningful journeys that honor the planet and its people. Together, we can connect with mindful travelers, foster community resilience, and reimagine tourism as a force for regeneration.

For Travelers

Step into stories that matter. Our journeys invite you to connect deeply—with people, the land, and yourself. Explore meaningful experiences that not only reveal the essence of a place but also contribute to its regeneration—supporting local livelihoods, preserving traditions, and nurturing shared environments.



Connect with us

Let's Redefine Travel—Together.

Be part of a journey that connects people, places, and purpose. Whether you're a traveler seeking meaningful experiences or a partner envisioning impactful collaborations, XomTour welcomes you to join us in transforming tourism.

Let's co-create a regenerative way of traveling that leaves a lasting positive impact.

Phone/Whatsapp

(+84) 918580257 (Trinh Thai)

Website

<https://xomtour.com/>

Email

xomtour@gmail.com

Facebook

XomTour - Responsible Tourism & Conscious Travel



Thank You

XomTour

CONSCIOUS
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IMPACTS

Contact

Da Nang, Vietnam
(+84) 918580257 (Trinh Thai)
or (+84) 768 217 586 (Vu Truong)
xomtour@gmail.com