



Leveraging or directly measured sustainability outcomes. The findings provide practical insights for strengthening

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Abstract:

an analytical perspective on sustainable tourism development without claiming causal relationships or directly measured sustainability outcomes. The findings provide practical insights for strengthening coordination and community involvement in Na Hang.

Keywords: Social resource mobilisation; Sustainable tourism; Community participation; Stakeholder collaboration; Na Hang.

1. Introduction

Sustainable tourism development increasingly depends on the capacity of destinations to mobilise local resources, coordinate stakeholder interests and ensure that tourism benefits contribute to long-term community well-being. While natural landscapes and cultural heritage provide the foundations for destination attractiveness, their contribution to sustainable development is shaped by the social relationships, institutional arrangements and collective capacities