Review of: "Ancient Houses in Ben Tre City: A Multifaceted Approach to Preserve Artistic Architectural Heritage and Boost Local Tourism"

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The subject of the article is very interesting and topical. Many of the world's tourist destinations are trying to link aspects of the culture and identity of the territories with the tourist experiences of visitors.

That said, I would like to highlight some concepts that may help to improve the proposal.

First, at the beginning of the article (in the introduction), there is talk of sustainable tourism development. Nowadays, many stakeholders try to use the word "sustainable" for all areas. From an academic point of view, one could question what sustainable tourism means, starting from the question, is tourism a sustainable activity? I have some links with the business world, and I can tell you that not everything is sustainable.

Secondly, if the aim of the proposal is to carry out a practical intervention, I would like you to accept some advice. On the one hand, when a heritage space is restored, it should be provided with a maintenance budget over time; I always see mistakes where all the resources are dedicated solely to restoration. There should also be an alignment with how that experience is offered. And on the other hand, the role of the locals, which in my opinion is very little studied in the literature. What do local people think about this? Do they see advantages in the proposal?

Third, I believe that the ideas should be reinforced with a much larger theoretical framework. The Journal of Heritage Tourism has very interesting case studies of such initiatives in different parts of the world.

Having said that, I encourage you in your interesting work, and I hope that you will be able to encourage a collective to put it into practice.