**Abstract.** The paper describes how the importance of experiential learning and the context of site visit as an informal learning environments correspond towards enhancing the informal education. Sociocultural theory suggests that understanding a phenomenon entails understanding its development. Thus understanding learning means studying in detail how it unfolds. This includes queries on the kinds of activities supported in the learning place, and how the means as well as symbols support forms of thinking. Learning on the importance of innovation and sustainability in traditional arts and crafts, culture and design environment is to unfold the way of cultural art and expressions of one’s society. The cultural heritage of tangible and intangible attributes of the Vietnamese society were inherited from past generations. The observational case study is through identification of places, objects, artistic expressions and cultural values in Hanoi. The concept and design were documented in the forms of sketches, photographs, and videos of the selected subject matters. The studies expand knowledge on the significance and resilience of cultural materials used, the making processes and techniques in developing tangible cultural heritage objects. Heritage Contemporary Studies is a planned programme of pre-trip, in-trip and post-trip activities encouraging reflection upon experiences based upon an explicit course outline with students to engage in sociocultural learning as a central aspect of the visit.

Keywords: cultural heritage, experiential learning, resilience of cultural materials, tangible and intangible attributes.