**Urban Heritage Under Pressure of Transferring Towards**

**Industry 4.0**

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**Abstract.** The cause of the loss of identity in many Vietnamese cities is primarily consciousness. Identity is the factor promoting economic development in all cities, especially cities with historical elements. Identity cities often exploit the tourism factor. However, due to not dizzying tourism development, many cities gradually lose their identities. Currently, in Vietnam, historic cities are facing many challenges because they carry many legacies but they still have to meet local economic development expectations. The research objective is to propose a balanced development model between economy and heritage conservation. This step begins with multi-disciplinary thinking and bottom-up thinking. This study defines the vision and direction for heritage and historic cities with steps such as surveying, analyzing indigenous values, developing general rules to protect special features, exploiting the core values, and proposing a sensible but effective idea.

**Keywords:** urban heritage, industry 4.0, historic city.