Num 30:1(ESV) Moses spoke to the heads of the tribes of the people of Israel, saying, "This is what the Lord has commanded. 2 If a man vows a vow to the Lord, or swears an oath to bind himself by a pledge, he shall not break his word. He shall do according to all that proceeds out of his mouth.

We have to remember how important solemn vows and other oral contracts were in the ancient worlds. Written records were very expensive, difficult to write and hard to store. Accurate witnesses and elaborate oral traditions were, therefore, the only way to transact business. Fulfillment of the contract, as a result, was a must. Our modern casual attitude to oral contracts would have made life in the ancient world very difficult indeed. So this law about fulfilling vows, then, was absolutely essential. If it was important to keep other contracts and commitments (and it was), then it was all the more important to keep your word to God.