

Solutions to Improve the Quality of Tourism Activities for Some Trade Villages Rural Rural District Can Gio District, Ho Chi Minh City



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ABSTRACT: The tourism industry contributes a significant portion of the gross national economic product in many countries. Especially, for Vietnam, the tourism industry is now considered as one of the three key economic sectors; focused on investment; constantly developing and making positive contributions to the national economy. Tourism development promotes economic sectors that support development such as transportation; post and Telecommunication; insurance; Financial services; accommodation and food services. The developed tourism industry also brings a large commodity consumption market; thereby promoting rapid growth of gross national economic product. Craft village tourism in Ho Chi Minh City, especially traditional craft villages in suburban rural areas such as Can Gio district, has become a new trend of the world. The article focuses on clarifying tourism activities for a number of rural craft villages and proposes some solutions to improve the quality of tourism activities in Can Gio district, Ho Chi Minh City.

KEYWORDS: Development policy, tourism, craft villages, Can Gio

1. MAKE A PROBLEM

The development of craft village tourism will help craft villages restore and develop folklore values, create a cultural tourism environment, and help better improve the infrastructure associated with the protection. environment in the craft village. Aware of this great potential, traditional craft villages in Ho Chi Minh City in general and rural craft villages in Can Gio district in particular initially consciously exploit their uniqueness and attractiveness. of traditional products that they create to attract tourists. However, the reality shows that only a few traditional craft villages have initially exploited the tourism potential of craft villages, while in general, craft village tourism has not yet achieved certain results. In-depth marketing and promotion measures to attract tourists are only spontaneous and fragmented, so they have not successfully exploited the potential of traditional products as well as socio-cultural values. of craft villages to associate with tourism. The article assesses the current situation of the development of craft village tourism in Can Gio district, Ho Chi Minh City, from which to propose some solutions to improve the quality of tourism activities for a number of rural craft villages. village in Can Gio district.

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2.1. Some Concepts

2.1.1. Craft Village Concept

In 2006, the Ministry of Agriculture and Rural Development issued Circular No. 116/2006/TT-BNN dated December 18, 2006 stipulating the content and criteria for recognition of traditional occupations, craft villages and traditional craft villages system (**Ministry of Agriculture and Rural Development, 2006**). Accordingly: A traditional profession is a profession that has been formed for a long time, creating unique products with distinct properties, handed down and developed to this day, or in danger of being lost or lost. In this article, we would like to quote the concept of Le Thi Minh Ly: "A craft village is a physical and mental entity that is geographically fixed, occupationally stable or a group of occupations with closely related to each other to make a product, has a long history and is handed down in folklore" (**Le Thi Minh Ly, 2003**)

Craft village is one or more population clusters at village level, hamlet, hamlet, village, hamlet, phum, squirrel or similar residential areas in the area of a commune or township, engaged in rural and manufacturing activities. produce one or more different products. A traditional craft village is a craft village with a long-standing tradition of crafting. A traditional craft village must have all the criteria of a craft village and at the same time must have at least one traditional profession. Craft villages can

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be divided into 14 groups: bamboo and rattan, including woven and handmade products (including tables and chairs, conical hats); sedge; ceramics; lacquered, inlaid with pearls; embroidery lace; textiles (fabric, handkerchiefs, shirts, scarves, including brocade weaving); wooden furniture (civil carpentry, fine art wood, wood carving, drum making); fine art stone; handmade paper; art paintings with dried flowers, smoked bamboo, dried leaves, snails...), flowers of all kinds made of fabric, silk, paper; folk games (production and performance and performances of free time, water puppetry, to he); products metallurgy (bronze, iron, aluminum...); processing agricultural products and food (all kinds of sauces, vermicelli, vermicelli, wine, tea, malt, honey...); ornamental plants (growing and trading) The above grouping is just a convention because so far there has not been a complete study on the methodology of grouping craft villages. pottery, porcelain, crystal; mulberry; embroidery, weaving, silk; fishing, seafood processing; bronze casting, silver carving; ship building and repair; production of civil goods; flowers, ornamental plants; mat making ; handicrafts; sculpture, wood carving; lacquer; paper making; drum making; food processing (**Nguyen Nhu Binh, 2017**)

2.1.2. Careers Village Travel

Craft village tourism is a business activity in craft villages with many benefits: improving tourists' understanding of the history of formation and development of craft villages, contributing to increasing love for the country ; bring economic benefits to society (**Nguyen Nhu Binh, 2017**)

2.1.3. Meaning and effects of developing craft village tourism in the current situation

Firstly, creating jobs for a large part of laborers, especially rural workers. According to an incomplete statistic, craft villages in the country are currently providing regular jobs for more than 11 million workers in households, cooperatives, companies and private enterprises... In addition, craft villages also lead to the development of other services, thereby creating more jobs and income.

Secondly, contributing to economic restructuring, building new countryside and increasing export turnover, increasing income for the country. Vietnamese handicraft exports are present in more than 100 countries and territories around the world.

Third, promote local cultural values. Each craft village has its own history of formation and development and its own tangible and intangible products, so the cultural quintessence of the region, region, and nation is always present on each product. This is the factor that attracts domestic and foreign customers. Village artisans are honored as "living human treasures", who hold the cultural values of their products and also play a decisive role in imparting vocational training to future generations. The craft villages also have festivals and anniversaries of the craft ancestors to show the spirit of drinking water and remembering the source of the ancestors. This is a unique cultural activity of the craft village.

Fourth, tourism development, social development. Today, grasping the increasing needs of tourists, many organizations, craft villages, units and companies have focused on exploiting craft village tourism in many different forms. In fact, there have been many successful craft village tourism programs, creating jobs for a part of the labor force, contributing to local economic and social development.

2.2. Current status of Rural Craft Village Tourism in Can Gio district, Ho Chi Minh City

2.2.1. About Ho Chi Minh City Craft Village Tourism

Tourism in craft villages in Ho Chi Minh City is very diverse and rich in types, specifically: Tan Thong Hoi bamboo curtain village; Tam Lanh hat village; Mui Lon basketry village, Thai My; Phuoc Vinh An bamboo village; Phu Hoa Dong rice paper village; An Nhon Tay knitting village in Cu Chi. Binh Chanh district with Tan Tuc knitting village; Nam Da Phuoc mat weaving village; An Phu Tay wine village. District 8 has Binh An mat weaving village; Binh Dong paper bag village; Boat repair village Rach Ong Bridge. Tan Binh district has Bay Hien weaving village; Phu Tho leather village; Phu Tho glass village; Phu Binh lantern village (partly in Tan Binh district, partly in district 11). Go Vap district has An Hoi bronze urn casting village; Ben Hai mat weaving village. District 12 has Trung My Tay wood carving village. District 4 has Khanh Hoi shoe village. District 6 has a cotton broom village; chicken feather broom. District 9 has a village of bricks and ceramics in Long Binh. Thu Duc district is famous for Thu Duc spring rolls (**Nguyen Nhu Binh, 2017**). Above are some craft and craft villages in Ho Chi Minh City, although not the most complete, but also show us the potential of craft village tourism in Vietnam. Ho Chi Minh City is very rich and diverse, can organize more frequent craft village tours.

2.2.2. Rural Craft Village Tourism in Can Gio district, Ho Chi Minh City

Can Gio is the only district of Ho Chi Minh City adjacent to the sea, with a coastline of 23km, more than 22,000ha of rivers and streams. The interlaced river system gives Can Gio the advantage of developing fisheries and aquaculture, agricultural production, salt production, associated with river, sea and resort eco-tourism services. nursing. Can Gio district is a locality with

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a unique culture with 07 ranked relics and heritages and 01 traditional craft village - the salt village of Ly Nhon commune. In which, there are 02 national relics (Archaeological relic Giong Ca Vo, historical relic of Sac Can Gio Forest War Zone); 01 national intangible cultural heritage - Nghinh Ong Can Gio Festival; 02 city-level architectural and artistic monuments (Can Thanh Communal House and Tomb of Ong Thuy General Can Thanh); 02 historical monuments (**Dinh Duong Van Hanh and Dinh Binh Khanh - Tomb of the sage Tran Quang Dao**). With the great potential mentioned above, in recent years, Can Gio district has developed many types and products of tourism, including eco-tourism, agricultural tourism, and community-based tourism. Many travel agencies are interested in exploiting (**Can Gio District People's Committee, 2021**) Can Gio district has a number of long-standing tourism craft villages, such as:

Chieu village is located in Tam Thon Hiep commune. This village has a long tradition of weaving mats with very large and airy local houses. When they get closer, these houses are the fuel source used to make the mats. These are dried sedge fibers, which have been dyed into many beautiful colors. It can be said that it is not a coincidence that the mat industry has developed so because it possesses a fairly large area of raw materials, sedges are grown a lot in the fields in Tam Thon Hiep commune. People in the village, mostly women and children, know how to knit mats. Not only that, the skills of these workers are higher from generation to generation. In recent years, due to the development of black tiger shrimp farming, which has brought high economic efficiency, the land for sedge cultivation has been increasingly narrowed. That makes the people who used to be the "golden hand" of the mat weaving industry also gradually switched to shrimp farming. However, many households in Village Chieu still preserve this traditional craft village so that the mat village is always a destination with bold traditions in order to preserve the traditional craft village in the middle of the market economy.

Fishing village: Any sea has a fishing village, but nowhere has a peaceful fishing village like Can Gio. The fishing village of Can Gio district is concentrated at Can Thanh, Long Hoa, and Thanh An fishing wharfs, with many fishing boats, boats, ships and boats returning every early morning or late afternoon. Therefore, fishermen here often gather with small traders trading shrimp, fish, squid and other seafood at two delivery times. All the bustling activities of buyers and sellers in the fishing village only take place within a few hours, and then all return to the inherent peaceful space to prepare for the next fishing trips.

Can Gio is known as the "green oasis" of Ho Chi Minh City, famous for its green mangrove forests, characteristic black sand sea due to many alluviums. In addition, there are long-standing salt-making villages here. Salt village is located in Tan Dien hamlet, Ly Nhon commune, near Vam Sat tourist area in the dry season (about December to May of the solar calendar) you will encounter white salt fields on both sides of the road. For a long time, salt grains in Ly Nhon commune have spread their wings to the whole country and exported to the EU market. Can Gio district is planning the salt industry in association with the national salt program. Ly Nhon salt village urgently renovated and upgraded ... not only to improve the productivity and quality of salt but also to make Can Gio salt industry always a destination to serve tourists. Making salt is also quite simple, just cover hard ground, lead sea water into the field, dry it in the sun, the sea water will crystallize into coarse salt. However, when witnessing the scene of salt farmers harvesting salt with their own eyes, they can see all the hardships of salt making. The salt people basking in the hot sun, walking barefoot on the salt field, holding a salt hoe and finally carrying the salt ashore (**Phan Hong, 2021**)

The system of traditional trades and villages in Can Gio district, Ho Chi Minh City is mostly located near raw material areas, located on roads, both by river and by road, not only creating favorable conditions for goods circulation. but also convenient for the construction of tours and tourist routes. When participating in the craft village tour, visitors can not only see the scenery of the village tourism in Can Gio district, but also visit the production site, and even participate in a part of the product creation process. Signing the products that I directly make as a way to record memorable memories in my travel journey, and at the same time can personally choose the products produced in the oven, at the production facility. Besides, when visiting, visitors can also meet and interact with artisans, learn about their learning and creativity process as well as their contributions to the development of craft villages in Can Gio district. Craft villages, in addition to production factors, also carry a lot of cultural factors and partly have suitable spiritual factors. Because craft villages outside the scope of production units and the concept of administrative units also have a distinctive feature of resident community, community of interests and empathy, so when participating in the craft village tourism route Can Gio district also participates in cultural and spiritual activities of the craft village such as worshipping the craft ancestors and associated with festivals and other folklore activities. It is these things that have created the unique attraction of the traditional craft village. In addition to advantages such as natural landscape, geographical location, and unique culture, traditional craft villages in Can Gio district also have a special attraction because each village is associated with a cultural region, or a heritage system accumulate.

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2.3. Some Limitations of Rural Craft Village Tourism in Can Gio District, Ho Chi Minh City

Rural craft village tourism activities in Can Gio district, Ho Chi Minh City currently lack a synchronous and long-term plan on craft villages. The coordination between relevant departments and mass organizations in the construction and planning of craft villages is still fragmented, lacking in deep attention and direction. Some places have planning for craft villages with tourism, but the planning is impractical and not strictly implemented. The management of craft villages is still overlapping and inconsistent, leading to no specific responsible person. The current craft village tours, if there is planning but have not been fully exploited in both content and form, only stop at the form of visiting and visiting the village. Tourists have not chosen to visit the craft village as a real tour. The reason is that tourism operators have not yet organized an integrated tourism system to fully exploit its potential, the function of producing goods for tourism is still unexploited. really effective. Although some craft villages have in fact attracted a significant number of tourists, they are still only spontaneous and fragmented efforts, have not yet formed a professional way of doing things and are not worthy of their potential. Shops selling handicrafts in craft villages do not have a clear distinction between goods sold to tourists and goods sold to the consumer market. Most of the craft villages focus too much on the consumer market for high-end fine arts and don't pay attention to the popular souvenir market when this market is very active and brings great revenue. Even the craft villages that are considered to be able to do tourism, the designs and product categories are too monotonous and do not match the needs of the market.

The main reason for this situation is that the capital is limited in the local rural environment, is less sensitive to the market and does not have many opportunities to trade with foreign countries, but only exports goods through enterprises. The team of workers is only good at technical skills, but the aesthetics are weak and moldy. In addition, skilled artisans have not fully developed their skills and expertise because they only transmit their craft in the traditional way, have not expanded their scale and methodically according to the school system... Market volatility Due to difficulties in competition, consumption of goods, small and limited production capital, many craft villages in Can Gio district, Ho Chi Minh City are increasingly disappearing and operating in moderation, unable to create an environment attractive tourist school.

2.4. Some Solutions to Improve the Quality of Rural Craft Village Tourism Activities in Can Gio district, Ho Chi Minh City

Firstly, renewing and strengthening the state management of craft village tourism, the renovation and management of the state is an extremely important step in the construction and development of craft villages and tourism. craft village. In order to preserve traditional craft villages with a long history of development with cultural values of the locality and region, the renovation work needs to be clearly aware that when developing craft village tourism, it is first necessary to pay attention to the economic value and cultural value of the craft village, should not focus on economic development but ignore the cultural value and vice versa.

Secondly, Implement craft village planning, craft village planning and development is mainly to diversify schedules and create attractive tourist routes with high competitiveness. Reality shows that the implementation of craft village planning must be associated with traffic planning, infrastructure planning, rural planning, residential areas, especially implementing solutions to overcome the pollution situation. environmental pollution in craft villages in each place. These plans must be synchronized, coordinated in a rhythmic and long-term way, avoiding the case of unsatisfactory speed, the former planning, the latter causing confusion and confusion.

Thirdly, diversifying tourism products for planning, preserving and developing craft villages, craft village tourism is not the same in each locality, but craft villages must focus on diversifying tourism products when participating in the village tourism network. Tourism products need to be diversified to meet the increasing demand and consumption requirements of tourists from localities and regions in the country and around the world. The main product is still souvenirs. In order to avoid the situation that souvenir items are always the same, artisans need to promote innovation in research, improve designs, and design products so that they are both compact and lighter than other products. exported and circulated on the market, while not losing the typical culture of traditional products. Creating a festival space not only on the anniversaries of craft villages but also craft villages should participate in other cultural activities in the locality to create a unique cultural space. Another interesting activity to diversify tourism products from craft villages is direct exchange between tourists and artisans. This is the activity that tourists look forward to the most when they can see it directly, listen to it, and do it themselves.

Fourthly, Expansion of tourism activities, in fact, expansion of follow-up service activities in craft village tourism routes in order to introduce and advertise craft village tourist sites, create the most favorable conditions for tourists. tourists, attracting tourists and increasing the attractiveness of the tourist destination while increasing income for the craft village. Some on-site tourism activities such as means of transportation, dining, shopping, relaxation, entertainment, entertainment if near spiritual tourist areas, tourism products will be more diverse with many items. depending on the flexibility of business people and

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management. Other tourism activities through mass media, such as exhibitions and online sales. However, it should be noted that there must be absolutely no situations of chopping and guillotine, enticing tourists, causing loss of landscape and aesthetics of the craft village, creating a bad impression on visitors, making them feel uncomfortable. Respect and come only once, not twice.

Fifth, Building a human resource team "Humans are the sum of social relationships", with people, tourism activities, especially craft village tourism. Therefore, the human resources for craft village tourism in particular and other tourism activities in general play a particularly important role and position and need to be built professionally and methodically. Qualified, knowledgeable, and good at communication and behavior. First, the management team must be those who always master new knowledge, professional knowledge, have a deep vision of the economic value of the craft village as well as typical typical cultural values. In-depth skills, know how to apply science and technology applications to work, know how to promote their own personality and distinctive features, and have a deep understanding of tourists, at the same time, they must achieve the artistry. in work and self, passion for work, constantly striving to learn, renew thinking, create, occupy the good, eliminate the bad, the backward.

3. CONCLUSION

Traditional tourism villages are gradually becoming a new trend of the world and Vietnam, besides cultural tourism, spiritual tourism... This tourism activity not only brings certain economic benefits but also brings certain economic benefits. There are also great benefits in terms of culture - society, contributing to preserving and preserving the typical cultural values of different regions and regions. It can be said that traditional craft village tourism in Ho Chi Minh City as well as in the rural areas of Can Gio district is a form of tourism with rich, unique, attractive and attractive potential for many tourists in Vietnam. and abroad. In recent years, although there has been a remarkable development, demonstrating the efforts of the tourism industry management agencies as well as of the localities, craft village tourism has increasingly contributed more and more actively compared to the previous years. with the proportion of types of tourism. However, this tourism activity has not really achieved the desired results for many reasons, both objective and subjective. In the future, for rural craft village tourism in Can Gio district to develop further, it is necessary to find and apply directions and measures to develop craft village tourism.

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