
Learning Lessons of Thanh HOA Province in Building Ecotourism Models FROM some Locals of Vietnam

Doan Van Truong^{1*}

^{1*}Ph.D, Thanh Hoa University of Culture, Sports and Tourism, Vietnam.

^{1*}ORCID ID: <https://orcid.org/0000-0002-3463-8673>

Abstract

The mountainous area to the west of Thanh Hoa province is a land with many advantages in terms of rich and diverse natural resources, including forest resources, mountains, lakes, waterfalls, caves and many landscapes and landmarks. To conserve tourism resources at tourist destinations, for sustainable development, and at the same time to encourage and create opportunities for local people to participate, over the years, eco-cultural tourism and ethnic groups in many localities throughout the country: Lac Village – Mai Chau (Hoa Binh province), Ba Be National Park (Bac Kan province), Sin Chai – Sa Pa (Lao Cai province), Buon Don (Dak Lak province)... With the content of this article, the author will focus on giving lessons learned based on actual research in localities to apply to Thanh Hoa province of Vietnam.

Key-words: Experience, Travel, Ethnicity, Ecological, Cultural.

1. Introduction

In recent years, when economic conditions are developing, the demand for travel, sightseeing and relaxation is increasing. The tourism industry has been and is becoming a developed service economy, which is likened to the “The Golden-Egg Laying Hen”, the “smokeless industry” of many countries. Following the environmentally friendly trend of all economic sectors in the tourism industry, many forms of tourism associated with environmental protection have appeared, such as ecotourism, tourism associated with nature, community tourism, tourism, discovery... The western mountainous region of Thanh Hoa province is now known as a place with many advantages in terms

* Corresponding author: Doan Van Truong

Ph.D of Sociology, Thanh Hoa University of Culture, Sports and Tourism, Vietnam.

Tel.: +84979283406; E-mail address: dvtruongxhh@gmail.com

of natural resources and unique ethnic minority cultural capital. It is also the basic foundation for the development of ecotourism and ethnic groups. In particular, the purpose of building and developing these types of tourism is determined to be hunger eradication and poverty alleviation, whose subject is the community of indigenous peoples. So now, in the western provinces of Thanh Hoa province, what lessons should be learned in building a model to exploit ethnic cultural and ecological values? All is what the content of this article later wants to share.

2. Lessons learned in Building Tourism Models based on Exploiting Ethnic Cultural and Ecological Values in Previous Countries and Localities

2.1. Lessons on Tourism Planning and Resource Management

Tourism resources are the basis for developing tourist areas. Therefore, the issue of resource management has a direct impact on the management and investment in the development of tourist areas. The lessons about the environment, the depletion and degradation of tourism resources... are the reasons for the provinces to develop strategies for sustainable tourism development. Almost all provinces have developed strategies to develop eco-tourism and cultural tourism to protect the natural and human ecological environment. This trend develops very quickly and sustainably in most of the national tourist areas in the country. Currently, in Vietnam, there is almost no inadequacy or contradiction between the individual interests of the sectors and the national common interest in organizing the management and exploitation of tourism resources. A policy in place will be followed by all industries as a law. Therefore, when the State wants to protect and develop natural resources, it only needs to issue a sustainable development policy that all sectors and levels will cooperate to find solutions or comply with solutions to manage and exploit natural resources. approved by the State to develop tourism. To conserve and exploit resources effectively and sustainably and have quality tourist areas, it is necessary to have a tourism development plan. Because planning acts as a guideline for management. To some extent, tourism development can be likened to an orchestra and planning to a conducting wand in the hands of a conductor. Planning has the task of regulating the rational use of resources to create specific tourism products of different localities, avoiding duplication. Thus, the development of tourist areas must follow the planning.

To be effective, it is necessary to establish a management board that engages with the community. The Management Board actively supports the community to proactively carry out tasks such as planning, managing and implementing community-based tourism development plans. When planning, it is advisable to keep the status quo of the land of the residential community, protect and

respect the customs and traditions during the project implementation. Ensure tourism development goes hand in hand with conservation and protection of resources with a view to aspects of socio-economic and environmental sustainability. These are two issues that need to be taken care of in parallel, one is the premise for the other.

2.2. Lessons on policy mechanism, investment capital

In many countries around the world today, mechanisms and policies have been implemented such as 5 years of no tax collection, and the government's investment in infrastructure is mainly roads, electricity and water. This model, in our opinion, should soon be introduced into Vietnam to encourage organizations, businesses and localities to actively participate in tourism development activities. The organization and development of the system of tourist resorts also need to be associated with the type and demand of the type of tourism for enjoyment and short-term vacations and summer vacations. This is the basis to ensure the balance of supply and demand to avoid inefficient and wasteful investments. On the other hand, the choice of locations and locations to organize the formation of tourist resorts must consider the aspect, the best way is to have specific and appraised economic and technical projects and arguments carefully according to the order of the law.

The aspects of concern are: First, is the location suitable for the circulation space and corridors associated with the market and tourist objects? Second, to what extent the natural and environmental attractiveness affects the type of tourism and its long-term self-sustainability and negative impacts will be affected. Third, the ability to compete with locations with the same distance, the same products. Fourth, the spatial capacity of the location to organize investment in core services and facilities such as accommodation systems, canteens and auxiliary vehicle services. Fifth, the year-round exploitation is not seasonal. Sixth, it is necessary to organize the formation and development of tourist resorts, which must inherit and apply the world's advanced scientific and technical technologies, first of all, the technology of organizing and managing the accommodation system; followed by many new and modern technologies in the field of entertainment, entertainment, sports and tourism.

Organizing the development of tourist areas must bring economic efficiency and social efficiency. The operation of each tourist area must prove its superiority compared to those spaces for other purposes. Each tourist area in the organization of development to management and exploitation must simultaneously aim at 3 goals: (1) Economic sustainability for each tourist area. (2) Social

sustainability within the vicinity of the tourist area. (3) Environmental sustainability inside and outside the resort ensures that the supporting ecosystem can survive and regenerate.

2.3. Lessons on Developing Markets and Tourism Products

2.3.1. For market Development

Based on the experience of developing eco-tourism of some countries in the world and some localities in the country. In our opinion, tourism establishments in the area need to focus on developing plans to attract target markets with different levels over time depending on their capabilities, ensuring immediate business efficiency, but also do not lose business opportunities in the future.

In the immediate future, continue to focus on exploiting the domestic market (Northern provinces) to attract cultural - spiritual tourists; commercial tourists - public service combined with tourism; Intra-provincial tourists come to the locality for sightseeing, relaxation, weekend entertainment ... For the international market, in the immediate future, focus on exploiting markets such as Laos, Northeast Thailand with the purpose of cultural and ecological tours... In the following years (when there is an investment in development) focus on exploiting markets directly related to eco-resort, ethnic and ecological tourism...

2.3.2. For Product Development

Based on the orientation of the target markets of Thanh Hoa province, the orientation of organizing the tourism space based on the typical tourism resources..., Thanh Hoa province needs to study the market thoroughly. comprehensive (purposes, psychology, interests, economic conditions...); determine the trend of tourism development in the world, in the region, in the country; identify target markets, key markets with specific characteristics and needs... on that basis to build a system of tourism products suitable for each market, with high quality, with competitiveness to attract tourists and bring high economic efficiency.

Diversifying and improving the quality of tourism products is the central task of tourism in Thanh Hoa province today. In the immediate future, continue to improve and improve the quality of available tourism products in the locality, with specific characteristics to attract visitors and increase competitiveness with similar products inside and outside the province (fresh bamboo shoots, fresh bamboo shoots, etc.), forest bananas, wood products, etc.). Firstly, focus on building and developing

tourism products with strengths such as eco-tourism, cultural-spiritual tourism, historical research sightseeing tour, MICE tourism, entertainment tourism. weekend entertainment, medical tourism... Secondly, diversifying products by providing programs to visit the village, visit the architecture of houses, ancient cultural works of the village, learn about the daily life of the village. people's daily life, learn about culture and beliefs, visit programs on forest resources, mountain climbing, adventure programs... provide guest accommodation at cheap prices, act as a guide to visit the region, provide transportation for guests by rudimentary means of transportation and food service.

Building products for organizing cultural performances, cultural parks with exhibitions of traditional houses, crafts and customs of ethnic minorities, visiting ethnic minority families, tasting local dishes ethnic groups and even stay overnight in bamboo houses. The food of the ethnic groups is adjusted to suit the tastes of tourists. At the same time, there should be cooperation with travel companies in building tourism products, organizing welcoming guests and promoting tourism of the ethnic group.

2.4. Lessons on Management and Human Resource Development for On-site Tourism

Stemming from the characteristics of Thanh Hoa province's tourism industry is developing in the context of a low starting point; the team of management and sales staff is still inexperienced, especially in international business cooperation; Therefore, in the current integration context, it is very necessary to have a dynamic and capable staff in the management and administration of tourism business activities with a broad understanding of the market, the conditions of the tourism industry. laws in an international tourism business, limiting the risks of tourism businesses in the domestic, regional and world markets. Therefore, to train staff to meet the increasing requirements of tourism development in the context of international integration in Thanh Hoa province, it is necessary to have appropriate policies.

For state management officials in tourism, it is necessary to have a policy of training and retraining to improve professional quality, improve training qualifications (undergraduate in tourism majors) both at home and abroad to meet the immediate requirements and prepare for the long term in the management of tourism development in the district.

For tourism business establishments (in tourist areas, hotels, travel agencies, etc.), it is necessary to have policies to prioritize and select officials who have many initiatives and inventions; capable in the field of tourism business management... in localities where the tourism industry has

developed, go to training (including abroad) to acquire experience in organizing and managing tourism activities, to meet immediate and long-term development goals.

Directly send and train officials who are children of the locality to study and improve their professional skills in tourism. This not only promotes the positive in creating jobs for local workers but also promotes the strengths of local human resources in tourism, guiding tourists to understand a deeper understanding of the local culture.

2.5. Lessons on Management Organization

Improve the capacity of the Department of Culture and Information in the State management of tourism in Thanh Hoa province, especially in planning management; investment management; management of promotion and advertising, training and retraining; tourism environment management...; advising and assisting the district People's Committee in approving tourism development plannings and tourism development investment projects under its authority.

Establish a specialized management agency in investment promotion, propaganda and promotion of tourism development, management of tourism development investment projects.

Thanh Hoa province should direct functional units to research and develop management regulations in tourist areas and attractions; relics ... to create a favorable legal corridor for management, investment, exploitation and tourism development in the district.

Empowering local communities to participate and take on responsibility for tasks related to tourism development and resource protection. Ensure fairness in sharing benefits from tourism development.

There is support from NGOs in finance, organizational experience and focus on training and guidance for the community since the implementation of the project's issues. At the same time, there should be a commitment to the community to ensure benefits and share benefits from tourism to ensure trust for the community.

2.6. Lessons on strengthening investment promotion, propaganda to attract tourism markets

Investment promotion in general, tourism promotion in Thanh Hoa province is currently very limited, there is no specialized department to perform this task. In the coming years, to effectively carry out investment promotion and tourism development, Thanh Hoa province's tourism promotion

and promotion to domestic and foreign markets, etc., it is necessary to have a set responsible for performing these important tasks.

Promoting the image of tourism in Thanh Hoa province on the mass media, with this activity, it is necessary to coordinate with the propaganda and promotion of tourism images, specifically as follows: Firstly, develop a program to introduce tourism development potential of Thanh Hoa province to broadcast on Thanh Hoa Radio and Television Station (on cable TV system) to inform localities in the country and internationally. Coordinate with many newspapers and magazines such as Xu Thanh Magazine, Vietnam Tourism Magazine, Tourism Newspaper... to regularly introduce articles and photos about tourism in Thanh Hoa province. Second, the safety of visitors must come first. Therefore, on the official website, it is necessary to provide routes for safe access with very specific instructions. Thirdly, organize and introduce in many forms to provide information about tourism in Thanh Hoa province at airports (Tho Xuan, Noi Bai, Tan Son Nhat, Da Nang, Phu Bai ...), the focal points of communication. information such as train stations, bus stations, etc. to introduce tourists to Thanh Hoa tourism information. Fourth, build a communication and education program on cultural behavior of the local community towards tourists and tourism environmental resources. Informing people about the immediate and long-term benefits of tourism development, typical examples of Vietnam and other countries in tourism development to increase awareness of environmental and resource protection. tourism at tourist destinations. Fifth, build and hire large billboards and electronic billboards to introduce and promote the image of tourism in Thanh Hoa province at tourist sites and spots; international border gates by road and air; stops along the national highway; important intersections..., depending on specific conditions, will build or hire large billboards to promote the tourism image of Thanh Hoa province to domestic and foreign tourists.

2.7. Lessons on protecting tourism resources and the environment

For any economic sector, sustainable development is also associated with a resource and environmental issues. This is even more important for the development of the tourism industry, where natural resources and the environment are considered vital factors that determine the survival of tourism activities. The current situation of the tourism environment in Thanh Hoa province has been affected and degraded due to economic and tourism activities (environmental pollution, bamboo shoot exploitation, depletion of aquatic resources; sanding and sanitizing). filling in construction...). Therefore, to minimize resource degradation and environmental pollution, to ensure the sustainable development of tourism, it is necessary to implement the following solutions:

Firstly, to avoid overlapping in exploitation and overuse of resources leading to depletion and environmental degradation, it is necessary to strictly comply with the planning on land use from the point of view of rational exploitation and most effectively the potentials of resources, and at the same time must ensure the sustainable development of the ecological environment. All plans for exploiting natural resources for socio-economic development must be carefully considered based on scientific arguments taking into account the relationship with relevant economic sectors and impacts on the environment, the local natural environment and the socio-economic environment.

Second, organizations and individuals that manage and use natural resources must strictly comply with the Law on Environmental Protection and Regulation 02/2003 of the Ministry of Natural Resources and Environment; Law on Cultural Heritage; strictly protect the tourist environment in sensitive areas such as scenic spots, historical and cultural relics... However, to effectively implement the provisions of the Law and based on specific characteristics Due to the characteristics of each location, it is necessary to develop a system of specific regulations and policies on rewards and punishments. All violations of the provisions have to be administratively handled and corresponding penalties are ranging from economic fines to legal prosecution for actions that destroy natural resources and the environment.

Third, propagate and educate all strata of society on the protection of tourism resources and the environment to raise the awareness of people and tourists in protecting natural resources and the environment. Propaganda can be through the mass media (radio, newspapers, television, pano...) to help people understand the benefits of environmental protection for their own lives. surname. These concrete actions will raise people's awareness of the environment and make an important contribution to sustainable environmental protection.

2.8. Lessons on encouraging the community to participate in tourism activities

It is necessary to have policies to encourage the development of this type of tourism, especially paying attention to the participation of the community in tourism in rural, remote and isolated areas to create jobs and increase income. poverty reduction; both diversify tourism products and preserve and promote the value of resources in those places in the most effective way.

Encourage community participation in tourism activities and tourism management, create jobs through the sale of products and services created by them; and give them the right to participate in decisions related to tourism development or discuss tourism development plans related to their lives. Organize programs to improve knowledge on how to behave when communicating with tourists,

about sustainable tourism development; while at the same time making it clear to the community how to benefit from tourism, and why it is important to respect tourists.

Guide and encourage people to use local materials to provide services to tourists. Fully inform guests about the local culture, so that guests can understand the local culture, customs and habits, and avoid inappropriate treatment when traveling to these places.

To encourage investors together with the local community to participate in tourism development, to enrich the local natural and human resources and improve the quality of tourism activities. Treat tourism investors and local communities as equal stakeholders. Equality is reflected in the harmonization of economic interests and responsibilities and obligations with each other.

3. Conclusion

Based on actual research in localities on the experience of developing ethnic ecotourism in the world as well as in Vietnam, the study has drawn lessons from experience in tourism planning and management. resource management; on mechanisms, policies, investment capital; on market development, tourism products; on the management and development of human resources for tourism on the spot; on management organization; on strengthening investment promotion, propaganda to attract tourism markets and protect tourism resources and environment. At the same time, the study also draws experience so that the selected tourist villages and villages to be planned to become tourist destinations have criteria to determine. Firstly, criteria on planning, mechanisms and policies: these villages and tourist villages are all located in certain planning of a country or a locality and even smaller as a destination. Since then, there have been reasonable priority mechanisms and policies for investment and development. Secondly, criteria on tourism infrastructure and facilities: roads, traffic, accessibility to destinations, energy, electricity, clean water, telecommunications, healthcare, accommodation facilities. Third, the criterion of indigenous culture: relatively intact, the people have a sense of preserving the national identity and at the same time have an ecological landscape. Finally, the criteria for the tourism community is that the community agrees to do tourism and is the owner of the community tourism model; People will directly participate in tourism activities, from the profits of tourism activities will return to improve the quality of life for the community.

References

Huy Ba (2006), *Ecotourism*, National University Publishing House, HCMC.

Nguyen Dinh Hoe and Vu Van Hieu (2002), *Sustainable Tourism*, National University Press, Hanoi.

Nguyen Dinh Hoe and Vu Van Hieu (2002), *Sustainable Tourism*, National University Press, Hanoi.

Nguyen Huu Nhan (2004), *Community Development*, National University Press, Hanoi.

Luong, P.T. (1999), *Potential, current status and orientation of ecotourism development in Vietnam*, Collection of reports from the Workshop on Developing a National Strategy for Ecotourism Development in Vietnam, Hanoi.