

Cultural Tourism Development and Folk Festivals Management in North of Vietnam - Ha Long Bay, Thai Nguyen City and Hanoi

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Abstract

We mention a value chain approach in analyzing activities of cultural tourism and folk festivals management in the North of Vietnam, Esp. In cases of Thai Nguyen city, ha Long Bay - Quang Ninh and Ha noi Vietnam.

Authors use scientific methods including: studying the relationship between legends and folk festivals as an interdisciplinary study, then use combination of methods of related sciences such as history, culture... is necessary to identify and solve research problems. We also use combination of methods: systematic approach, statistics, analysis, comparison... to have research results that are both general, qualitative and valuable and specific, quantitative.

Folklore festivals in Ha Long, Thai Nguyen and Hanoi have played vital role in cultural life and ind of the people in local community and we need systematic solution approach to develop and connect with cultural tourism.

Key-words: Cultural Tourism, Folk Festivals Management, North of Vietnam, Thai Nguyen, Ha Long, Hanoi.

1. Introduction

Over thousands of cultural years, Vietnam is a country with great potential for cultural tourism development with very rich, diverse and widespread cultural resource. We have a lots of folkore festivals maintaining spiritual values and cultural features for community.

Theo Backer and Miroudot (2014), a global value chain that fully defines the activities carried out by enterprises/participants to bring a product or services from production to the final consumer. All advantages such as technology, costs, access to resources assigned to production stages in the chain to see who is people have advantages in each geographical area. This assignment helps to increase efficiency and sustainability of the product chain. For policymakers, the global value chain demand is a good opportunity to seize the link with the economy.

According to Gareffi and Fernandez-Stark (2011)³, “a value chain is simply understood as the entire set of activities that businesses and workers do that bring products from production to the consumer”.

Similarly, UNIDO, IFAD and DIIS (2011) define “value chains are connected vertically along the chain of production, processing and delivery of goods and services to the final consumer through a series of sequential activities. To function well, the value chain needs coordination and it depends on services such as transport infrastructure, finance, electricity, water, information, knowledge support, laboratories, ..

Each vertical stage of the chain has a certain function such as production, primary processing, secondary processing, or marketing.

Kaplinsky and Morris (2011) argue that “The value chain describes all the activities” needed to move a product or service through the various stages of production (involving a combination of material transformations and inputs into production services different), delivered to the final consumer, and disposed of after using.”

For tourism, value chain approach can be considered as:

A systematic approach from the public, communities to organize folk festivals till participants, tourists, local government and state management level with policies. We need to separate task division and labor division in tourism value chain.

Also we need much folk festivals and regional linkage or connection to develop cultural tourism activities.

We organized our paper with introduction, methodology, main results, discussion and conclusion. We select Hanoi, Thai Nguyen and Ha Long-Quang Ninh as 3 case studies for our paper.

Research questions:

Question 1: What are traditional folk festivals in Hanoi Thai Nguyen and Ha Long Bay-Quang Ninh and spiritual values?

Question 2: What are value chain approach in tourism development and solutions?

2. Literature Review

We also see previous studies below:

Figure 1 - Related Studies

Authors	Year	Results, contents
Croes and Semrad	2013	Tourism (cultural) can be developed in concepts of small islands destinations. And various tourists can determine The cultural tourism typology. Then we can quantify the economic impact of cultural tourists.
Valeriu and Istoc	2007	Tourism (cultural) will involve a wide range of interdependent activities, connected with other economic branches, which play a major role in the developing tourism industry. The people's increasing amount of leisure time, the tourists' changing interest and the increasing life expectancy help the cultural tourism gain popularity faster than other tourism segments.
Richards	2018	There are many aspects of tourism (cultural) such as heritage conservation, cultural tourism economics, anthropology, etc. And we see the shift from tangible to intangible heritage, more attention for indigenous and other minority groups and a geographical expansion in the coverage of cultural tourism research.

(Source: Huy, D.T.N, Huyen, D.T et al, 221).

Last but not least, Huy, D.T.N, Huyen, D.T., Thuy, N.T., & Hang, N.T (2021) also stated that we can combine folk festivals into cultural tourism, for example, Ha Giang and Thai Nguyen are located in the Northern region of Vietnam, where have lots of potential historical and architecture sites for exploring and discover to boost community and cultural tourism Also, Vu Quynh Nam, Dinh Tran Ngoc Huy, Nguyen Quang Hop (2021) also mentioned covid 19 pandemic has affected tourism and cultural tourism in Vietnam and proposed solutions. Whereas Huy, D.T.N (2015) proposed good management standards that can be applied for local tourism and festivals management.

3. Methodology

Methodologically, the article defines: studying the relationship between legends and folk festivals is an interdisciplinary study. The article also uses some specific methods such as; systematic approach, statistics, analysis, comparison, ... to obtain research results that are both general, qualitative, and have specific and quantitative values.

Beside, we also use dialectical materialism method.

4. Main Results and Discussion

4.1. In Thai Nguyen City

As traditional festival, yearly on the morning of the 3rd day of Tet, in Trung Thanh commune, Pho Yen town, thousands of local people and neighboring communes eagerly participated in the festival to the fields. This is the earliest festival held, besides reminding people to remove the habit of thinking that January is a month of fun, and at the same time, the new feature of the festival in Pho Yen town this year has the theme "Building agribusiness". new village - Civilized city" in order to consolidate the achievements that the town has just been recognized for completing the task of building a new countryside, and at the same time building a civilized town in the process of strong urbanization.

Immediately after the ceremony honoring the farming profession, farmers and bustling festival drums, farmers gathered in the fields of Thanh Hoa village to witness and encourage the leaders of the province, Pho Yen town and farmers to go to the fields to perform. the first plowing and harrowing roads of the new year with the hope that the whole year will have favorable rain and wind, good crops, and development of livestock.

Although the tillage and harrowing work of farmers is now done by mechanization, but the competitions of plowing, harrowing with buffaloes and cows, and hand-planting contests are held at the festival in joy and cheer enthusiasm of thousands of people. This shows that the long-standing traditional cultural values of farmers are still preserved and handed down. Many typical and commodity agricultural products produced with organic standards, clean agriculture, applying local technology are introduced and promoted at the festival.

It has become a tradition, on the morning of the 3rd day of the New Year, in Trung Thanh commune, Pho Yen town, thousands of local people and neighboring communes eagerly participate in the Down Dong festival. This is the earliest festival held, besides reminding people to remove the habit of thinking that January is a month of entertainment, and at the same time, the new features of the Down Dong festival in Pho Yen town in recent years are associated with "Construction". building a new countryside - a civilized city" in order to consolidate the achievements that the town has achieved in 'construction of a new countryside as well as a civilized town in the process of strong urbanization.

At the festival, right after the ceremony honoring the agricultural profession, the farmers and the bustling festival drums, the farmers gathered in the fields of the village that had been chosen to

cheer the plow and harrow contests with buffaloes, cows, and contests. hand-planted,... Many typical and commodity agricultural products produced with organic standards, clean agriculture, and applying local technology were introduced and promoted at the festival.

On the 6th day of the Lunar New Year, the Temple Duom festival opens again in a respectful and bustling atmosphere of the people. Duom Temple has a long history, located on the rocky mountainside, on the Cau River in Dong Dat commune, Phu Luong district to worship General Duong Tu Minh. The ceremony part is restored according to the traditional rites with the rituals of land procession, water procession, tree planting, and offerings to the temple. The festival part is folk activities, such as the contest of pounding banh day, contest of star tea, etc. Competitions on display and decoration of offerings to the Holy Dum, traditional costumes, tug-of-war contests, stick pushing, tossing balls. Doom Temple is a national cultural relic and with its unique folklore features, the Duom Temple festival is a national intangible heritage.

Long Tong Festival Dinh Hoa takes place on the 9th and 10th day of the first lunar month with many activities such as the harvest festival of the Tay and San Chay ethnic groups, the blessing ceremony of the Dao people, the tossing activities, tug of war, crossbow shooting, stick pushing, sports exchanges, ethnic folk songs performances... these are all unique folklore features of the people of different ethnic groups in the area.

Figure 2 - Van & Vo Mountain Festival



Lễ Núi Van - Núi Vo, Dai Tu district. (Source: internet)

On the opening day of the festival, the Liu family of General Luu Nhan Chu will receive Communion and the ceremony will present the General's sacrifice. In addition to the ceremony, Nui Van - Nui Vo Festival also has a festival with many rich activities such as: Culture, volleyball competition, chess and folk games... Currently, Nui Van relic complex - Vo Mountain has been ranked as a national relic and has been invested to build works such as the Temple of General Luu Nhan Chu, a memorial house, a green campus, a rest station for tourists...

We see this folk festival:

Figure 3 - Van Mountain - Dai Tu festival with Traditional Activities



(Source: internet)

4.2. In Ha Long Bay

Quang Ninh festivals are unique and attract tourists from all over the world:

- Ha Long Carnival Festival (Late April - early May): the festival introduces the unique culture and famous scenic spots of Ha Long.

Yen Tu Festival (January 10 - March of the lunar calendar) is one of the most prominent festivals in Quang Ninh.

- Cua Ong Temple Festival (January 2 - March 30 of the lunar calendar) is the main festival on February 3 of the lunar calendar.
- Ba Vang Pagoda Festival takes place in January every year.

In addition, there are festivals such as: Bach Dang festival, Tra Co communal house festival, Quan Lan festival, Tien Cong festival, ...

Carnaval Ha Long has a theme each year, conveys its own messages, applies many changes in content on a unified form of expression - street festival. With the participation of local people and tourists, indigenous cultural elements are more and more clearly displayed during festivals. Along with the wonderful treasure of thousand-year-old rocky islands floating in the sea, Ha Long has been praised by the whole world in all the most famous newspapers of tourism. In addition, Carnaval Ha Long becomes a "party", a rendezvous for people nationwide who love the coastal city of Ha Long - Quang Ninh.

Figure 4 - Ha Long Ba carnival festival



(Source: internet)

Enjoying Carnaval would be incomplete without talking about a fresh seafood meal right on the calm sea. Every visitor will compliment the talent of the chefs. From familiar dishes such as shrimp, crab, fish ... to specialties such as squid or cobia are very special. That flavor is when visitors have just experienced an exciting and luxurious discovery on the cool yachts, while eating and watching the newly acquired legendary rocky islands. Enjoy your wonderful holiday when traveling to Ha Long Bay with luxury yachts such as Paradise Cruise, Bhaya Cruise, Pelican Cruise and Paloma Cruise.

4.3. In Hanoi

Huong Pagoda Festival (January 6)

Figure 5 - Huong Pagoda picture



(Source: internet)

The Huong Pagoda Festival takes place in Huong Son commune, My Duc district, Hanoi. January 6th is the opening day of the festival. The festival usually lasts until the end of March. On the occasion of the holiday, millions of Buddhists and tourists from all over the world are excited to visit the Perfume Pagoda festival, becoming a special cultural feature on the occasion of Tet to Spring.

The peak of the festival is from the full moon of January to February 18. This day was originally the festival of the opening of the mountain (the opening of the forest) of the locality. Up to now, the ceremony of "opening the forest door" contains a new meaning - opening the temple door.

During the festival season of the Year of the Pig, My Duc district arranges 4,000 boats to operate on Yen stream to transport guests. Boat owners are trained and propagated on the code of conduct with civilized and polite tourists.

Second, Giong Festival in Soc Temple and Giong Festival in Phu Dong

Giong Temple Festival has been recognized by UNESCO as an intangible cultural heritage of humanity. This is one of the unique and special festivals of Hanoi because of the ancient rituals to

commemorate and praise the feat of the hero Saint Giong, one of the four immortals of Vietnamese folk beliefs.

There are two typical Giong temple festivals in Hanoi: the Soc Son Giong festival in Soc temple, Phu Linh commune, Soc Son district and the Phu Dong Giong festival in Phu Dong temple, Phu Dong commune, Gia Lam district. These are the two most attractive Giong festivals in Hanoi. In addition, there are more than 10 other Giong festivals held in Hanoi (called the spillover area because it has not been recognized by UNESCO) such as: Bo Dau Giong Festival in Thuong Tin district; the festival of worshipping Saint Giong in Dang Xa and Le Chi villages (Gia Lam district); the villages of Phu Lo Doai, Thanh Nhan, and Xuan Lai (Soc Son district); Son Du, Can Khe (Dong Anh district); Xuan Tao (Bac Tu Liem district); Hoi Xa village (Long Bien district).

The outstanding global value of Giong festival is a cultural phenomenon that has been preserved and passed down through many generations.

Third, Hai Ba Trung Temple Festival - Me Linh (January 6)

With the principle "Drink water, remember the source", after Hai Ba Trung died, people in many places built temples to remember the merits of Hai Ba. Among 103 places to worship Hai Ba Trung and generals in 9 provinces and cities across the country, Me Linh district has 25 relics in 13 communes.

In particular, Hai Ba Trung temple in Ha Loi hamlet, Me Linh commune has an important meaning, because it is not only a place to save the sacred mark of two childhood heroines, but also a place to prepare for the uprising of Vietnamese people. Hai Ba Trung.

Hai Ba Trung Temple Festival opens on January 6. The procession starts from the temple, Trung Trac palanquin goes first, goes to the road to pull troops to the communal house, then Trung Trac palanquin dodges to let Trung Nhi go first. At the gate of the communal house, the sister's palanquin goes first, the younger sister's palanquin goes behind. The two sides welcomed the two Kings and Queens, with the symbolic meaning of the King returning from the capital Me Linh to visit the village.

Besides the palanquin procession, the Hai Ba Trung temple festival is organized with many parts according to state and local rituals such as incense offering and sacrifices. In addition, the festival also features traditional folk activities, re-enacting the heroic feats of Hai Ba in the past to commemorate as well as create unique features for visitors to learn.

Figure 5 - Activity in Hai Ba Trung festival



(Source: internet)

From the 7th to the 10th of the first lunar month, it is a ceremony to visit the six female generals, pray for blessings, salute to the army, and give thanks. Me Linh people and visitors from all over the world come to attend the festival, gather fortune and pray for good luck. Folk games (swinging, human chess, Chinese chess, cockfighting, wrestling) take place in a bustling drumbeat.

Today, the national historical relic complex of Hai Ba Trung Temple has basically been completed. Hai Ba Trung Temple is a sacred cultural and historical relic not only for the people of Me Linh but also for the people of the whole country. This is a testament to the patriotic and indomitable spirit of Vietnamese women. The festival is an activity to commemorate the merits of Hai Ba, as well as a practical activity to educate the patriotic spirit of the young generation. (source: dulich24.com.vn, acces date 3/7/2021).

Figure 6 -Hai Ba Trung Temple Festival



(Source: internet)

Thay Pagoda Festival

Every year, every year, during the festival season, a lot of tourists choose the Thay Pagoda festival as a destination when traveling to Hanoi. Thay Pagoda Festival is held in Sai Son commune, Quoc Oai district, former Ha Tay province. This is the place to worship the shaman Tu Dao Hanh - the ancestor of traditional Vietnamese water puppetry.

Participating in the Thay Pagoda festival, you will certainly be able to participate in spiritual activities, visit ceremonies and admire the unique water puppet performances. In addition, at Thay Pagoda festival, there are many other interesting activities for you to experience such as climbing mountains, watching natural landscapes,...

Location: Sai Son commune, Quoc Oai district, Hanoi

- Time: from the 5th to the 7th day of the third lunar month every year.

Figure 7 - Thay Pagoda Festival



(source: internet)

5. Conclusion

Thus, it can be said: the legend is the basis of arising and organizing the festival; The festival is the place to preserve and promote the value and vividly show the appearance and meaning of the legend. The case of legends and folk festivals in the territory of Thai Nguyen city is a vivid proof of that close-knit dialectical relationship.

The new feature of this year's festival is that the budget is not invested in the organization, but organized by the local community, so it has promoted the traditional value of the festival, without gambling, bad luck, suffering, begging, superstition.

With that result, the Department of Culture, Sports and Tourism and local authorities have actively guided, checked and adjusted the festival to take place solemnly, economically, preserve and promote the values of the festival, indigenous traditional culture.

For sustainable tourism development, we can combine cultural tourism with folkore festivals of each local communities.

Figure 8 - Huong pagoda festival in Ha noi



(source: internet)

Lat but not least, Huy, D.T.N, Huyen D.T et al (2021) stated that Firstly, combine tourism with preserving archaeological relics. For instance in case of Thai Nguyen historical sites in Thai Nguyen city. However, if we over-exploit it, the resource will be increasingly depleted and in the future the resource will no longer have its attractive features to attract tourists. Therefore, the assessment of the value of resources in the field of tourism is very necessary and is always the top concern of tourism managers. From there, properly assess the value of resources for current tourism activities and rationally exploit resource values for effective tourism development.

Limitation of Research

We can expand our research for other provinces and areas of Vietnam.

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