

Cultural Tourism Potential in Binh Lieu District, Quang Ninh Province

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Date of Submission: 01-09-2023

Date of Acceptance: 10-09-2023

ABSTRACT: This paper studies the potential of cultural tourism in Binh Lieu district, Quang Ninh Province, Vietnam. This district is considered a potential destination for tourists who love culture and nature, with its unique natural landscape and rich cultural heritage. However, the current situation of cultural tourism in Binh Lieu has not reached its full potential due to poor infrastructure, poor management, and lack of effective promotion. To address these challenges, the paper proposes several solutions. First, it is necessary to improve transport infrastructure and tourism service facilities. Next, must develop cultural tourism products, and organize interactive tours with local cultural heritage and annual cultural events. Promotion and access to international markets are also important, along with close cooperation with local communities to preserve and develop cultural heritage. This combination could help Binh Lieu become an attractive and beneficial cultural tourism destination for both locals and visitors. This article analyzes and clarifies some potential problems, strengths, and solutions to develop cultural tourism towards sustainable development of Binh Lieu district, Quang Ninh province.

Keywords: Tourism potential; sustainable tourism, cultural tourism; Binh Lieu district; Quang Ninh Province.

I. INTRODUCTION TO THE STUDY

Implementing Decision No. 1481/QĐ-UBND dated July 4, 2014, of the People's Committee of Quang Ninh province on "Master plan for tourism development of Quang Ninh to 2020, vision to 2030", tourism in Binh Lieu has been prioritized for development. Binh Lieu has recognized its potential and advantages in developing the tourism industry and has built a drastic strategy to turn tourism into an important stage in the district's socio-economic development.

On July 31, 2015, the Binh Lieu District Party Executive Committee issued the first

Resolution, numbered 01-NQ/HU, on "Binh Lieu tourism development in the period 2015-2020, oriented to 2015". 2030". The district's goal is to build diverse and unique tourism products, reflecting the cultural identity of ethnic communities in the region, and creating connections with major tourism centers inside and outside the province. to attract tourists. Binh Lieu has focused on investing in modern tourism infrastructure to develop tourism and aims to contribute over 30% to the district's economic growth after 2020.

The district Party Committee and People's Committee have actively directed tourism development work and implemented master plans and projects on preserving and promoting the cultural values of ethnic groups in the district. In 2020, Binh Lieu was recognized as a provincial-level tourist area and has focused on investing in infrastructure and new tourism products.

However, despite significant efforts, Binh Lieu tourism still has not achieved enough diversity and development commensurate with the local potential. Many people still do not know Binh Lieu and therefore tourism here has not yet attracted enough tourists, especially international tourists.

According to Resolution No. 08-NQ/TW dated January 16, 2017, of the Politburo on developing tourism to become a key economic sector, Quang Ninh has identified goals and solutions to develop the tourism and service industry. services, to turn them into a spearhead economic sector, contributing to the province's socio-economic development. Quang Ninh Provincial Party Committee has directed districts and cities to implement plans to ensure this goal, in which Binh Lieu is considered as one of the areas with potential for tourism development.

In summary, developing cultural tourism in Binh Lieu district is an important part of the tourism development strategy of Quang Ninh province, and hopes to create favorable conditions for this locality to have strong development. stronger in the future.

II. POTENTIAL FOR DEVELOPING CULTURAL TOURISM IN BINH LIEU

2.1. Potential for developing cultural tourism in Binh Lieu

Cultural tourism is a type of tourism that relies on tourism resources that are tangible and intangible cultural values. Cultural tourism directly uses cultural capital, combined with services to create tourism products in a diversified way that can meet the needs of tourists, but still in the spirit of respect. respect and preserve the integrity of cultural values; Developing cultural tourism has been creating huge economic benefits, contributing to local economic growth, infrastructure development, improving health conditions, investing in education, and helping people. get jobs, increase incomes, improve people's knowledge and quality of life. Diversifying activities from tourism in general and cultural tourism in particular creates sustainable income, contributes to preserving cultural values, and brings long-term and sustainable benefits to local communities and local communities. tourism business. Article 3, Law on Tourism of Vietnam 2017 clearly states: "Cultural tourism is a type of tourism developed based on exploiting cultural values, contributing to the preservation and promotion of traditional cultural values. honoring the new cultural value of humanity." (Tourism Law, 2017). In a broader sense, cultural tourism is understood as a concept that includes forms of tourism that exploit and use national cultural values in the tourism service business in the spirit of respect and preservation. preserve the integrity of traditional cultural values, and develop a new culture of mankind.

In this article, cultural tourism is considered a trend, an orientation that includes all types of tourism because, in reality, the names of tourism forms are only conventional and relative. Thus, all types of tourism such as rural tourism, village tourism, historical tourism, festivals, community tourism,... can all be considered cultural tourism. Considering the aspect of resources, the goal of cultural preservation and the participation of the local community is to have direction and provide effective development solutions for cultural tourism in Binh Lieu.

In socio-economic activities, the exploitation of cultural values, in addition to ensuring economic, cultural, and social benefits for participating parties, must also be responsible for preserving the integrity of those cultural values... must ensure the principles of sustainable

development. Cultural tourism also cannot develop outside of that principle. To preserve cultural values and be able to incorporate cultural values into tourism development, it is necessary to consider the principle of sustainable tourism development as a guideline for cultural tourism activities. Article 3, Vietnam Tourism Law 2017 clearly states: "Sustainable tourism development is tourism development that simultaneously meets socio-economic and environmental requirements, ensuring harmony in the interests of entities participating in tourism activities, without compromising their ability to meet future tourism demand." Tourism is an integrated economic sector, with an inter-sectoral, inter-regional, and highly socialized nature. The development of tourism depends greatly on resources and the environment. Sustainable development requires the participation of stakeholders. The goal of sustainable development bring harmony between the economy, society, and the environment without affecting the future. To achieve the above goals, it is necessary to identify the criteria for sustainable tourism development, which will serve as guidelines for subsequent activities, helping tourism develop sustainably in the future. The Global Tourism Council (GSTC) has launched the Global Sustainable Tourism Standards, according to which the overall assessment criteria for sustainable tourism development are clearly stated: (1) Demonstrate sustainable management and sustainable efficiency; (2) Maximize socioeconomic benefits for local communities and minimize harmful impacts; (3) Maximize benefits to cultural heritage and minimize harmful effects; (4) Maximize environmental benefits and minimize harmful effects.

Known as a Sa Pa located in the middle of the Northeast, with beautiful natural landscapes, and unique and diverse cultural identities, Binh Lieu district, Quang Ninh province is attractive to those who want to explore. unique indigenous culture. Binh Lieu cultural tourism attracts tourists because of its unique and typical cultures. With nearly 96% of the population being ethnic minorities, ethnic communities live in villages and form a sustainable, cohesive community. Each ethnic group in Binh Lieu has different characteristics, customs, lifestyles, and folk cultural activities that create its own unique culture. Currently, the ethnic groups in Binh Lieu still basically preserve their traditional cultural heritage, such as Cultural space; spoken language and oral literature; some traditional production tools and utensils; traditional musical instruments; relics;

social customs and traditional festivals; folk performing arts; some traditional crafts; traditional costume; traditional cuisine; folk artists (living humanistic treasures, owners, keepers, practitioners, and transmitters of intangible cultural heritage) of their people,... This is a convenient resource for Developing cultural tourism in Binh Lieu in general and Ban Cau in particular. However, up to now, the development of cultural tourism still has many limitations, because the awareness of stakeholders about this type of tourism is not yet complete. The current development of cultural tourism is not commensurate with the rich and diverse potential of Binh Lieu. The activities of this type of tourism only mean sightseeing, sightseeing, and enjoying the environment. The significance of raising awareness and educating tourists so that they are responsible for preserving indigenous cultural values has not been achieved as expected, nor has it brought true values to the interests of tourists. community. Learning and researching cultural tourism in each country in general or each locality, in particular, helps the locality have a broader vision and more optimal orientation for the use of cultural resources in tourism development. systematically and sustainably.

Binh Lieu is a mountainous district of Quang Ninh with a mild year-round climate, diverse terrain structure, and beautiful natural scenery. Binh Lieu's terrain is mainly high hills and mountains with majestic natural waterfalls, such as Khe Van waterfall, Khe Tien waterfall, and Song Mooc waterfalls. The terraced fields when in the ripe rice season are like "golden carpets" spreading on the hillside. Contributing to the picture of a charming landscape are the dark green rolling mountains, the fragrant anise and cinnamon forests... This is also Binh Lieu's strength in tourism development. , to attract tourists (Vietnam Communist Party, 2021).

With the advantage of beautiful and unspoiled natural landscapes and many preserved traditional cultural features, Binh Lieu is a locality with unique advantages, attracting tourists from all over the world to explore. Binh Lieu has achieved encouraging results in tourism development: the number of tourists visiting has grown steadily over the years, and investment of the province and businesses in tourism tends to increase. According to the 2022 statistical results, at the time of reporting on November 15, 2022, tourists to Binh Lieu reached 92,465 (especially during the 2022 Golden Festival from November 4 to 6, the whole district welcomes visitors to Binh Lieu). 21,240

guests, revenue reached 10,809,600 million dong), equaling 136.41% of the plan and equaling 318.30% over the same period (of which staying guests were 37,520 turns, equaling 174.51% of the plan and equaling 328 .92% compared to 2021); revenue from tourism activities reached VND 50,491,200 million, reaching 139.56% of the plan, equaling 315.85% over the same period. It is estimated that for the whole year, the total number of tourists to Binh Lieu will reach 100,000 arrivals, equaling 142.86% of the plan, equaling 33.33% compared to 2021, of which accommodation will reach 40,000 turns, equaling 186.05% of the plan. equal to 350.66% compared to 2021; total tourism revenue reached VND 52.80 billion, equaling 145.94% of the plan, equaling 330.29% compared to 2021. (Source of Culture and Information Department)

By June 2023, the number of tourists coming to Binh Lieu reached 54,072 visitors, equal to 67.59% of the plan and 199% over the same period (of which 12,212 guests stayed, reaching 40.71% of the plan).); Revenue from tourism activities reached 27,500 million VND, equal to 65.48% of the plan and 189% over the same period.(People's Committee of Binh Lieu district, 2023)

Besides the achieved results, cultural tourism development in Binh Lieu still has many limitations such as: (1) Cultural tourism development is not commensurate with the potential and strengths of the district; (2) Cultural tourism activities are not attractive and diverse; (3) Infrastructure and technical materials to serve tourists are still limited; (4) The work of promoting and building cultural tourism products has not received adequate attention; (5) The team of tourism managers and tour guides knowledgeable about cultural tourism is lacking and weak. To overcome these limitations, there needs to be in-depth research on developing cultural tourism in Binh Lieu towards sustainable development.

2.2. Potential for development of intangible cultural tourism

Song Co Festival-March Festival, the Soong Palm Festival of the San Chi people was born 300 years ago, held on March 16 (lunar calendar) every year. "Soong palm" in the San Chi language means "Chung ca", "singing for opposites", and "singing for love". The Palm Festival is set to be held on a single day of the year: the full moon day of the last month of spring, When the weather becomes warm, it is also a time of leisure. The ancient Palm Festival is only for

adults, children are not allowed to attend, because its main purpose is to "improve love" for couples who are unhappy in life; is the day of "love sacrifice" for those who love each other passionately but cannot marry... Stemming from the desire for love in that scene, the ancient San Chi people organized a day called Festival in March (Sham Nhat Hui) – Palm Festival. Having the folk songs of their people, the San Chi people improvise lyrics and songs that express their emotions, moods, and thoughts and sing them during the March Festival to find like-minded people to join together. lover. At the festival the next year, they met again during the festival and only during those festivals could they freely sing, confide, and be together without being laughed at. Nowadays, Soong Co singing is a highly communal form of cultural activity, often performed during festivals, combined with folk games such as pushing sticks, tug-of-war, swinging, and weaving baskets. plating, carving poles... When singing, singers use the local language and traditional costumes to not only create unique cultural features but also contribute to spreading the language, encouraging people to learn about interesting things. the beauty in the spiritual and cultural life of their nation. The place often used to organize this festival is located at the intersection of Huc Dong - Hoanh Mo, a convenient location for everywhere to go. The festival not only has a large participation of the local community but is also enjoyed by many tourists.

The festival "Abstaining from the wind", is one of the traditional cultural beauties of the Dao Thanh Phan people in Binh Lieu. The Dao people take the 4th day of the 4th lunar month as "Abstaining from wind" day. On this day, no one in the family is at home, because they believe that if there is anyone in the house, the wind god will not enter and even if Anything on this day is not favorable, building a house will collapse, working in the fields will cause the rice plants to not bloom. Therefore, they leave the house early so that when the wind god enters the house, it will take away the misfortunes and troubles of the old year and bring into the house good things, prosperity, and abundance. The Day of Abstinence with the Dao is not only for shopping but also a free opportunity to meet and date. Regardless of boy or girl, old or young, everyone considers this a day to find relatives and friends, to talk about the past and talk about the future. Anyone can drink wine, drink beer, and sing Pa Dung and San Co sentences to make love. Along with other cultural events and

activities, the Wind Absence Festival is also an opportunity for the locality to continue promoting and introducing the cultural beauty, customs, and habits of the Dao Thanh Phan people in particular and other ethnic groups. ethnic groups in Binh Lieu district in general; contribute to preserving and promoting traditional values, enriching the spiritual life of the people. As noted, the wind abstinence festival attracts the attention of many tourists. This is an opportunity for visitors to experience and feel the unique culture of the Dao here, and at the same time join in the joy of the festival. Not only in Binh Lieu, but Dao people in other places also often come. This is a great opportunity to connect cultures and people, creating conditions for different types of cultural tourism to develop.

The ancient Then ritual of the Tay people, included in the list of national intangible cultural rankings, the ancient Then ritual of the Tay people in Quang Ninh (mainly in Binh Lieu district) holds much potential to become a product. unique cultural tourism product... The ancient Then ritual is a spiritual product with cultural, historical, and scientific value that has been passed down through many generations of the Tay ethnic people in the Binh Lieu district. The ancient Then has a lasting vitality, essentially an integration of many rituals such as: Praying for peace, luck, healing, eliminating drought, eliminating dangers, praying for good fortune, granting rituals... Rituals Then is an important type of folk cultural activity in the spiritual life of the Tay community. Each ceremony is a musical performance, an opportunity for the whole family to reunite; It is also an opportunity for mothers and sisters to show off their cooking skills and make traditional cakes. The cultural life of the Tay ethnic group is associated with many rituals, Some typical rituals can be mentioned such as Resolving drought, Hat fret, Lau then... In 2010, the ancient ritual of the Tay people in Binh Lieu was newly established. restored and developed until today. In general, the work of preserving and inspiring future generations about ancient rituals has been receiving close attention. From there, ancient keys will become a prominent cultural tourism feature of Binh Lieu district in the coming time.

Luc Na communal house festival, starting from the 16th day of the first lunar month every year, takes place for 3 consecutive days. This is a traditional festival of ethnic minorities in Binh Lieu district, Quang Ninh province. The festival is held every year to commemorate the heroic son of Binh Lieu - Hoang Can. He was the one who had the merit of fighting the enemy and liberating his

homeland. At the same time, it is also a cultural rendezvous in the early spring, organizing traditional folklore activities of the ethnic communities of Tay, Dao, San Chi, and Kinh in Binh Lieu district. The festival is also an opportunity for ethnic minorities to pray to these gods to protect them with good health, luck, and favorable crops in the new year. Since 2006, the festival has been restored until now, every year the locality organizes the festival based on the old traditional festival, and organizes the process of ordination and sacrifices according to rituals in two days: 16-17 months in January. The festival aims to create cohesion and unity among people of all ethnic groups in the area. In addition to the solemn sacrifice ceremony, the festival also takes place in cultural and artistic activities such as traditional folk performances (then singing of the Tay people; singing of the soong palm of the San Chi people, singing of opposites of the Dao people) along with other folk songs. Folk games and competitions in ethnic sports such as stick pushing, tug of war, spinning... Because of these unique cultural features, the Dinh Luc Na festival makes a great contribution to cultural preservation. ethnicity associated with the tourism development of Binh Lieu.

The Dao people's granting ceremony is an indispensable cultural and belief feature of the Dao people in Binh Lieu in particular and the Dao people in Vietnam in general. Simply put, this is a ceremony held to recognize a person who has transitioned from the stage of a child to an adult man. This is a long-standing ritual and has become an indispensable cultural feature in the spiritual life of the Dao ethnic people. Many rituals and traditional dances will be performed during the ceremony. Therefore, this ritual has great historical value. One of the points that creates the value of this ritual is the meaning of the teachings. These teachings are made by oath under the witness of gods, heaven and earth, ancestors, and in front of the entire clan community, so they have a great effect. These teachings are also recorded in writing, one copy is burned at the award ceremony, and the other is given to the person receiving the award to keep for life. The cultural and historical values of this ritual are still passed down in the community. It is these values that bring a great impression to cultural tourism in Binh Lieu district.

Traditional cuisine, some indispensable dishes on important occasions, New Year days, and holidays for the Tay, Dao, and San Chi people are Red and black sticky rice (sticky rice), long Chung cake, and rice cake. Cooc mo, banh gio, Banh gio,

Banh honey (heartwarming talent), nodding cake, khau humiliation, lying down, pickled radish... The Tay people of Ban Cau have many ways of preparing dishes with bold ethnic and indigenous characteristics: Xoi Xoi. 5 colors (he is in pain), nodding cake (flat), banh chung (attached, cooc Mo), banana cake (et load), cake "talented"... In addition, some dishes of the compatriot's ethnic groups such as stream fish, black swan meat, ban duck eggs, and forest bamboo shoots... have created many opportunities for Binh Lieu district to open many new and attractive tourism services. By bringing the culinary element of Binh Lieu into tourism, the cultural colors of the ethnic minorities here will be more prominent and richer.

Traditional costumes, Binh Lieu is a place where many ethnic groups live together such as Tay, Dao, San Chi, Kinh, and Hoa. Each ethnic group has its traditional costumes, with different beauty and meanings, imprinted with the cultural traditions and customs of each nation. (1) Tay ethnic costume, with indigo color is common, uniform on men's and women's costumes. The traditional clothes of the Tay people are made of self-woven silk yarn, dyed indigo, with almost no embroidery or decoration. Women wear skirts or pants, with a short blouse on the inside and a long shirt on the outside. Women's clothing usually includes a four-piece blouse, a five-piece ao dai, skirts, belts, head scarves, and canvas shoes. Blouses are 4-piece with chest slits, a round neck, and two small pockets below the two front flaps, usually cut with indigo or white fabric. When going to festivals, they often wear lining inside the ao dai. Therefore, the Tay people are also called can slua khao (white shirt people). The ao dai is also a 5-piece type, with armhole slits that must be buttoned with fabric or copper buttons, a round neck with sleeves, and a narrow body with a waist. The full outfit includes Scarf, shirt, pants, belt, clogs, or sandals. Tay women often have long hair wrapped in purple scarves. The head scarf is a square scarf folded diagonally like a "crow's beak", worn on the head, and tied at the back of the neck. In the past, women wore skirts, but recently it is popular to wear pants, which are lame-legged, cut in the shape of a leaf, with a wide crotch that allows you to move freely in all working positions. People often wear belts made of hand-woven fabric, about 40cm wide, folded in four, long enough to wrap around the body twice, tied at the back, leaving the tail strip down the back. The hats of Tay women are unique. The hat is made of bamboo slats thatched with leaves and has a flat and wide roof. Jewelry that both men and women like to use is necklaces,

anklets, bracelets, etc. Children wear silver jewelry to ward off evil spirits and ward off the wind. Tay men's clothing includes a 4-piece shirt (slua com), a 5-piece ao dai, a head scarf, pants, and canvas shoes. The 4-piece blouse has a chest slit, a high round neck, no shoulder straps, slits, fabric buttons (7 pieces), and two small pockets below the front 2 sides. During Tet, festivals, and festivals, men wear a 5-piece ao dai with slits in the right armpit, with fabric or copper buttons. The pants are also made of indigo-dyed silk like the shirt, cut in a cross-crotch style, with moderate looseness reaching the ankles. The pants have wide waistbands that do not draw, and when worn, there is an external tie. Indigo-colored head scarf (30cm x 200cm) Wrapped on the head in a multiplication style. (2) Dao Thanh Phan national costume, Dao Thanh Phan women's shirts are cut in an open chest style, with a big neck brace, embroidered with many decorative motifs with colored threads: blue, red, purple, yellow... Color and embroidered motifs on the chest and hem of pants convey beliefs and concepts, reflecting a part of the cultural life of the Dao Thanh Phan people. The colors chosen are blue, red, yellow, and white combined with embroidery on a black fabric background, meeting the five elements: Metal - yellow, Wood - black, Water - white, Fire - blue, Earth - red. The embroidered motifs are repeated and there is a convention in arrangement. The paw and dog paw motifs are embroidered on the first row, from top to bottom of the pants hem. Toenails and dog feet are symbols of the Dao people's ancestors, reflecting the belief in worshiping the totem Ban Vuong. Besides, there are floral motifs that reflect the cultural life of the Dao people: motifs of harrows - an item used in rice cultivation in terraced fields, motifs of cowpea flowers - a year-round crop grown in the fields. To use as food in daily meals, motifs of ginseng flowers, palanquin flowers, and terraced fields are images associated with their lives. On the hem of their clothes, they embroidered floral motifs, "noc thiet", and added eight-petaled anise flower motifs - a medicinal fruit associated with the Dao people's way of life exploiting forest products. In addition to the main motifs, there are also parallel borders, which are always complementary color pairs in the five-element theory. In the costumes of Dao Thanh Phan women, folding hats are elaborately made, so it takes a lot of time and effort. The hat has a square shape about 30cm high, each hat is made up of 110 - 120 pieces of fabric embroidered with red edges and stacked on top of each other, with soft foam interspersed between the pieces of fabric

(usually made by young women). hat higher than the elderly). When going to the forest, the hat is wrapped with a red floral cloth on the outside to avoid dust and dirt. Indigo trousers, the leg consists of two parts: the upper part is indigo, connected to the lower part embroidered with many decorative motifs. Women's jewelry Dao Thanh Phan, in addition to some rings (bracelets, necklaces) in silver, the rest are mainly multi-colored beads. (3) Costumes of Dao Thanh Y women, Dao Thanh Y women's costumes include: headscarves, hats, ao dai, bibs, belts, shorts (shorts) and jewelry. Dao Thanh Y women have long hair wrapped around their heads, and wear a small hat the size of a rice bowl, on top of which is covered with a small square scarf embroidered very elaborately. The hat is braided with hemp or loofah, the outside is covered with black thread, the top is decorated with silver ten-pointed stars, elaborately carved. Around the edge of the hat, adjacent to the top of the hat, are attached ten pairs of circular silver pieces. Dao Thanh Y women's ao dai is indigo in color, the front two sides are shorter than the back, the right side is shorter than the left side. The door handles and body panels are made of red fabric, now replaced with floral fabric. Particularly, the neck brace is embroidered with decorative patterns and attached with two bunches of multicolored beads, with long tassels made of red thread. When wearing, the left body is draped over the right body and the belt is tied outward. Inside the ao dai is a bib. The bib is square, the upper half is white, embroidered with decorative patterns with yellow, red, and black threads with the main motif being an eight-pointed star. Dao women wear indigo or black pants that only reach mid-thigh. Leggings are a black fabric band, not embroidered with decorative motifs. Leggings straps are woven with colored thread, one end of which is studded with multi-colored beads and tassels with red thread. The costumes of Dao Thanh Phan and Dao Thanh Y men are the same. The pants are indigo colored and the waistband is wrapped with a rope. Indigo shirt, round neck, sleeves and body panels made of different colored fabric (usually blue). (4) San Chi ethnic costumes, traditional costumes of the San Chi people are quite simple and similar to the Tay people. San Chi women have long hair and wrap it with a black or blue scarf. The scarf is about 60cm long, 30cm wide, with a long tassel at one end. People pad their hair with a bunch of red or purple thread, longer than the scarf, so when wearing it there is quite a bit of excess. The scarf is wrapped around the head in a "naked scarf" style or is also worn over a black scarf. San Chi women have two

types of shirts: Blouses and ao dai. Blouses are usually made of blue fabric (sky blue, egg blue, green) or small flower pattern fabric. Five-piece shirt, high collar, buttoned to the right armpit. The Ao Dai is also in the black five-body style, only it is longer than the blouse. Inner splints of the front and back flaps of blue or red fabric. Wearing ao dai must also have a belt. The belt is woven with white or yellow cotton or silk. The belt style is similar to the Tay people. San Chi women also wear black skirts; Skirts are often loose, wide and have many pleats at the waist. Men's costumes include: Black Ao Dai, buttons are attached on the left side, white pants, and a turban like the traditional costume of the Kinh people. The clothes of the San Chi people have almost no decoration, except for a small border around the collar and the band of the Ao Dai is made of colored thread. Favorite jewelry is necklaces, bracelets, rings in silver. Since the strong development of the market economy, ethnic minorities have gradually abandoned the traditional weaving profession because there is an abundant fabric supply. Accordingly, the traditional costumes are replaced by ready-to-wear clothes with convenient designs.

Traditional clothing is a cultural product of the nation, a manifestation of each person's cultural attitude towards the community. Each traditional costume also conveys the concept of the universe, the concept of life of the cultural community in the past through patterns and motifs woven or embroidered on skirts and shirts, becoming a type of product. Products are always considered the pride of each nation's culture. When wearing the national costume is also when each person is self-aware of the cultural identity of the culture that has made his character and cultural appearance.

Currently, traditional costumes are not used often, the Kinh and the Chinese account for only 0.4%, but visitors will rarely see the appearance of ethnic costumes, except on New Year's Day. traditional festival day. It can be said that, along with the development of society, the modern lifestyle is gradually changing lives and erasing the traditional values of the community here. This is the problem Binh Lieu needs to solve so that costumes not only play an important role in daily life, but also in tourism development.

Crafts and traditional occupations of ethnic minorities in Binh Lieu district such as making vermicelli, making lute, pressing sesame oil, and raising honey bees are preserved and promoted to this day. In addition to providing products for local people, the development of

traditional occupations has led to the production of goods and expanding the market to other provinces. In particular, at the present time, not only does it stop at producing goods for local people and some neighboring provinces, the district also registers product brands. This has helped many families expand their production scale and consume raw materials for the whole region, creating jobs for many workers.

Binh Lieu has rich natural features, many forests, rivers and streams, bordering landmarks and good cultural traditions of the ethnic communities living in the area, Binh Lieu has a lot of potential for development. many types of tourism such as: ecotourism, adventure tourism, discovery tourism, cultural tourism... Binh Lieu people are friendly, sincere, rich in hospitality, love nature, know how to preserve their own nature. Traditional cultural identity of ethnic groups is an important factor to develop tourism in general and cultural tourism in particular, creating unique highlights and products that few localities have.

Preserving and developing the unique cultural heritage of ethnic minorities here not only makes the difference and uniqueness of each ethnic group, but also enriches people's cultural life. diversity, helping people cultivate pride in their national identity.

III. CONCLUDE

To promote cultural tourism development in Binh Lieu, the most important resources must focus on the local community. The proactive participation of the local community is a decisive factor, because without them, tourism development will face many difficulties and sustainability will not be guaranteed. Therefore, respecting community ownership and their participation in the process of building and operating the tourism industry is very important.

Local communities have an active role in the management and preservation of local cultural heritage. They have their own style and lifestyle, and should be respected and appreciated when participating in tourism activities. The government and relevant parties need to create favorable conditions for the community to participate, self-manage and implement tourism services in the district.

In particular, the equitable sharing of income from tourism is another important point. Profits need to be distributed to support the community, preserve cultural values and protect the environment. This can be done through local reinvestment and ensuring that communities benefit

from tourism development appropriately.

In order to ensure the sustainability of the cultural tourism industry in Binh Lieu and contribute to the overall socio-economic development of Quang Ninh province, it is necessary to closely combine the guidelines and policies of the Party and the State. effective management of local government and active cooperation of local communities. This will create the best conditions to take advantage of Binh Lieu's special cultural tourism potential and link with other tourist attractions inside and outside the province.

Acknowledgments: This study was funded by the university-level project, Hanoi Open University, code MHN 2023-03.14.

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