

Current Situation and Solutions for Tourism Development In Tuyen Quang, Vietnam

Pham Thi Cam Ly

Thai Nguyen University Of Technology

ABSTRACT: *On the basis of local characteristics and strengths associated with reasonable orientations and solutions, in recent times, the tourism industry of Tuyen Quang mountainous province has been developing strongly. Not only contribute to preserving and promoting traditional cultural values; Additional budget revenue, tourism activities also directly generate stable income for tens of thousands of workers in the area. However, Tuyen Quang tourism almost stopped at the development of spontaneous nature; tourism products are uncompetitive due to monotony, no specific features, etc.... Therefore, the analysis of the situation, pointing out solutions to promote Tuyen Quang tourism into a spearhead economic sector urgent issue in Tuyen Quang's current economic development*

Keywords: *situation, solutions, tourism, development, Tuyen Quang*

I. INTRODUCTION

Tuyen Quang is a mountainous province in the northeast, about 165 km from Hanoi, with geographical coordinates 21o30'- 22o40' North latitude and 103o50'-105o40' longitude East, the North borders Ha Giang province, the North borders Bac Kan and Thai Nguyen provinces, the West borders Yen Bai province and the South borders Vinh Phuc and Phu Tho provinces.

Tuyen Quang's climate is divided into 4 distinct seasons: Spring, Summer, Autumn and Winter; Tuyen Quang is a province with 22 ethnic groups, in every community of ethnic groups living on this land, there are cultural features, traditions and traditions that have been formed and developed over hundreds of years. broken land to build a village, set up a village. It is the characteristics of the culture that collects in the community, creating distinct nuances and becoming typical intangible cultural heritages, contributing to the cultural treasure of the whole country. Tuyen Quang is considered as a miniature image of the Viet Bac cultural region. The traditional cultural values of the ethnic minorities in the province show in the spiritual life quite clearly. The ethnic minorities in the province have created a very rich and unique treasure of folk songs and folk dances such as Then melody, Quan Lang (Tay people), Pao Dung (Dao people), Sinh. Ca (Cao Lan ethnic group), Soong Co (San Diu ethnic group) ... About the festival, there are many cultural characteristics that are very typical and diverse, typical folk festivals are often held after the Tet Nguyen Dan with the "ceremony" taking place very solemnly and the "traditional" part of the tradition, such as the Caged Festival, the fire festival ...

With a special geographical position hinged between two regions of East and West of Northern Vietnam, stretching from North to South, along with natural, traditional, historical, cultural and revolutionary resources, Tuyen Quang has Many conditions for good development of tourism types ... Long National Monument Especially Tan Trao was an indispensable red address for tourism activities to the source. Na Hang along with ecotourism products, My Lam with unique hot mineral springs for resort tourism, ... with famous sacred temple and temple systems, Tuyen Quang has become a favorite destination. of domestic and foreign tourists.

1. Status of tourism development in Tuyen Quang today

1.1. Achievements in tourism development of Tuyen Quang

Firstly, the planning of tourist areas is focused

Completing the master plan for tourism development in Tuyen Quang province to 2020, orientation to 2030; completing the detailed planning of tourist sites and spots in the province. Mobilizing and concentrating

on capital sources to support investment in infrastructures, material foundations and tourist techniques. Cooperation and cooperation for inter-regional and inter-provincial tourism development has been promoted. To build a number of tourist sites, spots and routes with typical and typical tourist products of the province such as historical, cultural, spiritual tourism, eco-tourism and convalescence tourism. Preferential investment incentive mechanisms and policies are completed. Currently, Tuyen Quang Province has 280 tourist accommodation establishments, with nearly three thousand rooms. Including a five-star hotel, 37 hotels meet one to two star standards [6].

Secondly, promoting the typical culture of the locality

Tourism promotion and promotion are paid attention; build and promote well the Thanh Tuyen Festival brand, attracting a lot of attention from domestic and international tourists. Attracting domestic and international tourists, contributing to socio-economic development. Tuyen Quang also organizes a special festival program - festival of Tuyen Quang city with many attractive activities, combining some traditional festivals (such as Ha temple festival, boat racing festival on Lo river - activities The movement was developed by the people of Tuyen Quang city from the sport of swimming on Lo River from the late years of the twentieth century, the traditional beauty in the cultural life of the people of these ethnic groups ...) and some other cultural activities, such as the spring street festival, the ceremonial ceremony of adoration, the Thanh Tuyen festival with Large and unique lamp model ... Over the past time, the province has focused on developing tourism products. In addition to investing in upgrading existing products, many historical monuments and cultural works are renovated and renovated to become tourist attractions such as infrastructure construction and upgrading, at cultural and spiritual sites (Ha Temple, Thuong Temple, Ý La Temple, Truc Lam Monastery) ... Choose to restore and preserve a number of traditional festivals and intangible cultural heritage typical of the people The ethnic group became tourist attractions with specific characteristics of the province (Feast of the Dao of the Dao; the fire dance festival of the Pa Tag ethnic group ...) In the province, tourism products have been formed such as tourism. Cultural calendar, community tourism, festival tourism. In 2017, the number of visitors to the province reached 1.59 million, an increase of 10.4% compared to 2016. Revenue from tourism reached VND 1,362 billion, up 9.9% over the previous year [5]. In 2018, tourist areas and destinations of the province welcomed over 1.7 million visitors, up 10.7% compared to last year; Social revenue from tourism reached VND 1,556 billion, reaching 103% of the year plan, up 12.8% over the same period. The attractions of many tourists are: Tan Trao Special National Monument (Son Duong), Na Hang Ecological Tourist Area, Thac Nhi Waterfall (Lam Binh), Dong Tien (Ham Yen) ..[6].

Thirdly, building and perfecting the organization of festivals

In order to preserve and promote the traditional cultural values, the Department of Culture, Sports and Tourism conducted surveys and surveys of the heritage. intangible culture in the localities in the province, restoring the festivals of ethnic minorities such as Le Cap Sac of the Dao Do ethnic group, Binh Phu commune (Chiem Hoa); Nhay Lua festival of Pa Then ethnic group, Hong Quang commune (Chiem Hoa); Minh Cam village communal house festival, Doi Binh commune (Yen Son) ... at the same time carrying out scientific research projects to collect folk cultural heritage such as: "Singing song Soong, San Diu ethnic minority in Tuyen Quang", "Preserving the singing of Cao Lan ethnic folk song in Tuyen Quang", "Study the traditional culture of the Pa Then ethnic group in Tuyen Quang", "Study the characteristics of traditional culture of the Dao people in Tuyen Quang" ... [1].

Fourthly, the work of tourism officials is concerned

Organizing the apparatus and staff working in tourism are strengthened and gradually improved the quality. The work of preserving and promoting the value of historical and revolutionary relics and traditional culture for tourism development is of interest. Socializing tourism has been promoted and achieved many results. Tourism activities have contributed to economic restructuring, creating jobs, increasing incomes for people, gradually bringing tourism to become an important economic sector of the province, contributing to promoting the socio-economic development. Association of the province [3].

1.2. Some limitations in tourism development of Tuyen Quang

Besides the achievements, the Standing Committee also pointed out that tourism development is not commensurate with the potential and strengths of the province; the detailed planning of tourist resorts and spots is still slow; lack of tourism infrastructure system; tourism technical facilities are mostly in small scale, lack of synchronization, service quality is not professional; Tourism and shopping enterprises, shopping facilities serving tourists in the province are few and limited in capacity; attractive.

In fact, tourism products of Tuyen Quang are still monotonous, entertainment services are still limited and lack of cohesion between tours, routes, tourist spots, tourism space of the province has not been attached. close links in regional links. Unique tours attracting limited tourists, tourism is also seasonal and spontaneous. There are many tourists just visiting Tuyen Quang and then other tourist destinations, not staying or staying only for 1 night.

One of the bottlenecks that make the tourism industry of the province not really create a breakthrough is the lack of connection of destinations. Is a province with a revolutionary historical system and famous and unique landscapes. However, there is no good coordination between the Management Boards of relics and travel companies inside and outside the province. So many relics have not been included in the route, the regular visit of the tour. In addition, Tuyen Quang has not formed many craft villages with rich and diverse products ... [5].

One fact can be seen that the province's tourism development is not commensurate with the potential of resources in the area, lack of sustainability, and also revealed many limitations on infrastructure, technical material, labor dynamics, markets, products ... Investment capital for tourism will meet part of the actual demand and lack of investment links to exploit tourism infrastructure. Therefore, the province should continue to call, attracting large enterprises to invest in tourism.

II. BASIC SOLUTIONS TO TUYEN QUANG TOURISM DEVELOPMENT

According to Conclusion No. 28-KL / TU on May 18, 2016, the Provincial Party Standing Committee has identified a number of key tasks: Promote the implementation of the master plan for tourism development in Tuyen Quang province to the year 2020 and orientation to 2030; complete the detailed planning of tourist sites and spots in the province. Focus on mobilizing resources to invest in essential infrastructure into the tourist areas of the province, boosting the attraction of enterprises and economic sectors to invest, exploit and develop cultural and historical tourism forms. chemistry, convalescence, ecology, spirituality, community tourism. Consolidate and improve the efficiency of state management on tourism; developing and improving the quality of human resources for tourism. At the same time, the Standing Committee of the Provincial Party Committee requested to focus on implementing five solutions for Tuyen Quang tourism development in the period of 2016-2020, as follows:

One is about propaganda and tourism promotion.

Continue to promote propaganda to cadres, party members, union members, members and people on the role, position and importance of tourism for the province's socio-economic development; on awareness and responsibility in protecting the tourism environment sustainably, ensuring the quality of tourism services; building a civilized behavior, open and sincere attitude towards tourists. Mobilizing the political system to actively participate in mobilizing the potential of tourism development.

Strengthening information, promoting images of Tuyen Quang's land, culture and people, about potentials, strengths and lists of tourism projects calling for investment on provincial and local information portals mass media. Gradually professionalize tourism promotion. Focus on organizing or hosting the national and international cultural, sports and tourist events in the province; survey programs, building tours, routes, tourist destinations for domestic and international travel businesses, as well as programs to survey, visit and promote the province's tourism potential for reporters, journalists belonging to prestigious domestic and international news and press agencies.

Secondly, tourism planning is not scientific and synchronous

To concentrate on implementing the provincial master plan on tourism development, striving to build Tan Trao historical, cultural and ecological tourist area into a national tourist resort; step by step building My Lam mineral springs tourist area into a high-class eco-resort of the region; building Na Hang - Lam Binh Geopark to become a National Geopark; building Thanh Tuyen Festival to become an International Festival; complete the dossier of intangible cultural heritage "Then Tay - Nung - Thai Viet Nam" and submit to UNESCO for recognition of the representative intangible cultural heritage of mankind [2].

Thirdly, about building tourism products

To prioritize investment in building a number of separate tourist brands with typical characteristics of the province, such as Tan Trao historical, cultural and ecological tourist area, Thanh Tuyen festival, Dong Tien festival, Sample Communion Festival. Ha Temple, Cardboard Festival ... to form special tours, attractive routes to attract and meet the needs of tourists [2].

Fourthly, on State management and development of tourism human resources

Development; arranging, innovating and improving the operational efficiency of the tourism management boards of the province. Establish Tuyen Quang Tourism Association, a tourist support center, establish a hotline at key tourist destinations of the province.

To attach importance to the training and fostering to raise the managerial, professional, foreign language and cultural communication skills for the state management officials in tourism at the provincial, district and city levels and the committees tourism management and communes with tourist sites and destinations; improving skills for workers working in tourism; guide travel skills for people. Periodically organize skills competitions in the field of hotels, restaurants, guides, explanations ...; have mechanisms and policies to attract and receive human resources outside the province that have received intensive training in tourism; open tourism training industry at Tan Trao University.

Fifthly, attract investment and regional links to develop tourism

Improving the effectiveness of administrative reforms, especially administrative procedures, creating an attractive and open investment environment; renewing tourism investment promotion, focusing on inviting businesses, especially prestigious enterprises and corporations, with enough potential to invest in building high-class hotels and resorts, ecological area, entertainment area, high-class trade-service area, golf course, etc. Mobilize fund and effectively use the provincial tourism development support fund.

III. CONCLUSION

Actively linking and cooperating to develop tourism, connecting tours and tours in the region, organizing inter-regional events, especially the program of traveling through Viet Bac heritage areas, connecting tourism with Northwest provinces, Tourism cooperation program four provinces: Tuyen Quang, Hanoi, Vinh Phuc, Thai Nguyen; connecting tourism with Ho Chi Minh City, ... to diversify and develop the market of tourist sources as well as attract investment in tourism. Formulating and implementing mechanisms and policies to encourage organizations and individuals inside and outside the province to participate in activities in service of tourism and service development.

REFERENCES

- [1]. <https://news.zing.vn/nhung-dia-diem-du-lich-noi-tieng-o-tuyen-quang-post861960.html> (Famous tourist destinations in Tuyen Quang).
- [2]. <https://cungphuot.info/cac-dia-diem-du-lich-o-tuyen-quang-post24145.cp> (Tourist destinations in Tuyen Quang).
- [3]. <http://dulichtuyenquang.gov.vn/DetailView/2668/17/1/Tong-quan-du-lich.html> (Tourism overview at Tuyen Quang).
- [4]. <http://dulichtuyenquang.gov.vn/DetailView/3886/18/5/Lien-ket-phan-trien-du-lich-Tuyen-Quang.html> (Tourist development connective at Tuyen Quang)
- [5]. <http://www.dulichtuyenquang.gov.vn/DetailView/3888/18/5/Xay-dung-cac-san-pham-du-lich-dac-thu-cua-tinh-Tuyen-Quang.html> (Building specific tourist products of Tuyen Quang province).
- [6]. <https://nhandan.com.vn/du-lich/item/40736502-tuyen-quang-chu-trong-quang-ba-phan-trien-du-lich.html> (Tuyen Quang focused on promoting tourism development)

Pham Thi Cam Ly
Thai Nguyen University Of Technology