

Nam Dam Community-based Tourism Village, Quan Ba Commune, Quan Ba District, Ha Giang Province – An Impressive Lesson on Leveraging Cultural Values in Social- Economic Development

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ABSTRACT:- Community-based tourism is a form of tourism developed based on the cultural values of the community, managed and operated by the local community, contributing to increasing income, preserving the ethnic culture and natural resources, and protecting the environment. This article examines the current situation of community-based tourism in Nam Dam village, Quan Ba commune, Quan Ba district, Ha Giang province, and its impacts on promoting local culture and sustainable development for the community. The research methods used include document analysis, secondary data analysis, fieldwork with in-depth interviews and group discussions, and interdisciplinary analysis. The study results show that Nam Dam community-based tourism is a typical model in conserving and promoting cultural values in the context of economic and social development. Since its development, Nam Dam has received three ASEAN tourism awards, which annually honors high-quality tourism products and services, contributing to sustainable development of tourism destinations in ASEAN. Furthermore, the income from tourism has improved the economic and social life of the community.

Key words:- community - based tourism, ethnic minorities, conservation, sustainable development, culture...

I. INTRODUCTION

Vietnam is one of the pioneering countries in ratifying the 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage. This demonstrates that Vietnam has early recognized the value of culture as a core element, a valuable asset of ethnic groups, communities, and nations, and also a part of the world cultural heritage. Therefore, preserving and promoting the values of the national and ethnic cultures, in general, and of ethnic groups, in particular, is essential for building a unified Vietnamese culture in diversity [1].

Following Resolution No. 24 (IX) on Ethnic Affairs, besides implementing the Party's and the State's policies, the conservation and promotion of cultural values of ethnic minority groups have been associated with economic development, poverty reduction, and job creation for these groups. Many economic models, ecotourism, and community-based tourism have brought increasing incomes and solved job problems for ethnic people. At the same time, those economic models have helped to preserve, restore, and promote many traditional cultural values. Therefore, the policy of conserving and developing the cultures of ethnic groups has always been an essential part of the overall socio-economic development policy of the country [2].

With the strengths of natural assets and diverse cultures, tourism is an important industry in Vietnam's economic growth, job creation, and overall prosperity. Decision No. 147/QĐ-TTg dated January 22, 2020, of the Prime Minister approving "Vietnam's tourism development strategy until 2030" affirms that tourism will become a key economic sector by 2030. In addition, the development of tourism in Vietnam needs to focus on cultural tourism, linking tourism development with the preservation and promotion of cultural heritage and ethnic identity [3].

In the current economic and social development direction of ethnic minority areas, all cultural values of ethnic groups from tangible to intangible are concerned and exploited [4], [5]. In more detail, community-based tourism is a new livelihood direction that provides a source of income for local communities, solves local employment issues, contributes to poverty reduction and enhances the quality of life. At the same time, with the

trend of exploiting cultural values to serve tourism, local residents are raising awareness and proactively preserving the cultural identity of ethnic minorities. This is a sustainable direction in the goal of conserving and promoting cultural values alongside economic and social development [6].

Developing community-based tourism aims to contribute to the protection of natural resources, culture and environment, to help develop the local economy through increasing tourism revenue and other economic benefits for the local community, to encourage and support community participation, and to provide responsible tourism products for tourists that prioritize the environment and society [6]. According to Prabhakaran (2014), to organize community-based tourism activities at a tourist destination, some conditions are required, including tourism resource conditions, community population factors, the ability to provide tourism services, access to tourist destinations, tourists, linking tourist destinations to form a tourism route, tourism development policies, and linkages between localities and tourism businesses [7].

In recent years, Ha Giang has successfully developed community-based tourism based on experience and lessons learned from both domestic and international sources. Moreover, Ha Giang is the northernmost point of the country, with a strategic location in terms of national security, socio-economic development, and ethnic minority culture in the border area. The issue of community-based tourism development in Ha Giang is currently receiving significant attention [1], [8], [9].

Based on these perspectives and practical research, this article delves deeper into the lessons learned and results achieved in the community-based tourism development in Nam Dam village, Quan Ba, Ha Giang. This is a successful community-based tourism model in conserving and promoting culture with the goal of socio-economic development for the community.

II. METHODS

The article used 2 main methods:

The article uses document analysis, secondary data method, inheriting previous studies on community - based tourism issues, conservation and promotion of ethnic culture, Nam Dam village, Quan Ba, Ha Giang.

In addition, the field method was carried out with in depth interviews and discussion groups with the local community to clearly show the reality of preserving and promoting the cultural values of the Dao people in tourism exploitation. On that basis, we proposed solutions to improve the efficiency of cultural conservation and promotion in parallel with socio-economic development of the Dao people in Nam Dam.

III. Results and Discussion

3.1. Introduce about Nam Dam community-based tourism village

Nam Dam cultural and tourism village is located in Nam Dam village, about 2 km from Tam Son town, Quan Ba commune, Quan Ba district, Ha Giang province, the gateway of Dong Van rock plateau with an average altitude of over 1,000m above sea level. seawater. The climate is cool and fresh all year, the average temperature of the year is from 15 to 20C. Besides, Quan Ba is also blessed with many unique natural landscapes, which is likened to "Da Lat in the North", one of the favorite stops of Ha Giang tourists.

Nam Dam village has a total natural area of 458 hectares with 60 households, 100% of whom are Dao ethnic people, belonging to the Dao Cham group, also known as Dao Ao dai with the clothes's indigo color or the woman's long shirt's. It has many favorable conditions to develop agriculture and tourism such as fertile land; many traditional houses; a pharmaceutical processing zone; many attractive dishes and unique customs, festivals, songs and folk dances...

The natural scenery and ethnic identity have created a unique cultural space in Nam Dam, attracting tourists. Since 2011, the Dao village in Nam Dam has started exploiting community - based tourism. However, not until 2017, with the attention of local authorities and the new rural project, did Dao people really participate in community - based tourism in a synchronous and effective manner.

3.2. The results of promoting cultural values in the socio-economic development in Nam Dam's tourism activities

3.2.1. Preserving and promoting cultural values

With the unique traditional cultural values of the ethnic group, the community - based tourism village of the Dao people in Nam Dam has become an attractive destination for tourists. Nam Dam is increasingly known to tourists by its friendly and cozy space, surrounded by a system of primeval forests and rich terraced fields. Under the guidance of the local government, the community is self-aware and together to mobilize, share, preserve and promote the typical cultural features: preserving the wall folds, yin and yang tile roofs, costumes, cuisine, traditional festivals, folk songs, folk dances... Here, all houses are built from local materials which can be recycled to reduce construction costs and create a "green" space being environmentally friendly. Currently, the village maintains two folk art teams and a mass performance team that both serve tourists, preserve and teach folk songs and dances to the younger generation. The profession of medicine is authorized by the Party

Committee and local authorities to facilitate cooperatives to make products with diverse labels and packages and choose one of the district's OCOP products (*One Commune One Product*). Currently, in the village, there is a showroom for the products of Nam Dam Community Cooperative, including ginger tea, Dao bathing medicine, Shan Tuyet tea, medicinal wine, essential oils... allowing visitors to experience and shop directly here.

After 10 years of implementing the construction of a typical cultural tourism village associated with new rural construction, Nam Dam has basically met the criteria according to specific requirements such as a tourism management board, the club of homestay service households were established, the Nam Dam community - based tourism service cooperative have built a base for processing medicinal herbs and a model of bathing with medicinal leaves. In 2022, Nam Dam community - based tourism village was assessed by Ha Giang Provincial People's Committee as 4* OCOP.

In 2017, Dao homestays in Nam Dam village received the ASEAN homestay Award.

In January 2022, Nam Dam received the ASEAN Award for the model of accommodation combined with introducing, experiencing and preserving heritage on the UNESCO Global Geopark Dong Van Stone Plateau. Nam Dam village head, Ly Ta Danh, shared: "We are very pleased when the village has received the ASEAN Homestay Award".

In particular, in February 2023, Nam Dam reached ASEAN Community Based Tourism Standards in the period of 2023 - 2025. The above awards are a mark of quality, creating effects, spreading in development, creating brand of community - based tourism products to develop tourism in Nam Dam village.

3.2.2. Economic development

Realizing the attraction of Nam Dam's cultural resources, Caritas organization (Switzerland) and People and Natural center (PanNature) allocated the project "Travel for the poor at Nam Dam rural area" from 2011. Besides, funding support to upgrade accommodation and construct sanitization facilities help to ensure accommodation needs for tourists. Project team members also guided indigenous people in replanning accommodation places, removing stables far away from the residential areas to keep the environment clean.

Additionally, local people were trained on how to use social media accounts (Facebook, website...) to promote their own model of community - based tourism. Nam Dam is a tourist attraction that can be spotted at the entrance of Ha Giang Karst plateau, the number of visitors is rapidly increasing, as shown in Table 1.

Table 1. The number of visitors in Nam Dam in the period of 2017 – 2022 (Unit: person)

	2017	2018	2019	2020 + 2021	2022
Number of homestays	17	20	26	26	26
Number of tourists	4441	8850	9000	7300	9655
Number of international tourists	1350	3720	4720	1936	2595
Number of domestic tourists	3091	5048	4280	5364	7060

(Source: Report of Socio-economic development, The People's Committee of Quan Ba commune)

Starting to be exploited in 2011, after gradually stabilizing, the number of visitors to Nam Dam soared over the years from 2017 to 2019. Between 2020 and 2021, Vietnam tourism was heavily affected by Covid. Thus, the number of visitors traveling in Vietnam decreased considerably. In 2022, Nam Dam had a strong improvement when tourism activities recovered after the pandemic.

With the attention of local authorities, the support of organizations and the efforts of the community, Nam Dam is having strong economic transformations. The revenue from tourists makes an important contribution to the economic development of Nam Dam, which can be clearly seen in Figure 1.

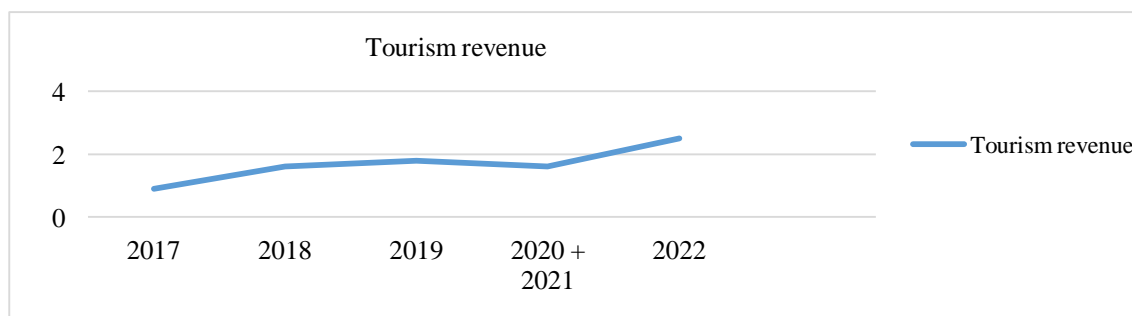


Figure 1. Revenue from Nam Dam tourism in the period 2017 – 2022 (Unit: billion VND)

(Source: Report of Socio-economic development, The People's Committee of Quan Ba commune)

The percentage of poor and near-poor households decreased, as shown in Table 2.

Table 2. The number of poor households and near - poor households in Nam Dam in the period of 2017 – 2022 (Unit: household)

	2018	2019	2020	2021	2022
Number of households	55	58	59	60	60
Number of Poor households	1	2	1	11	4
Number of Near - poor households	6	6	6	2	7

(Source: Report of Socio-economic development, The People's Committee of Quan Ba commune)

Since 2021, Decree 07/2021/ND-CP on the multidimensional poverty line replaced Decision 59/2015/QĐ-TTg. As a result, the number of poor and near-poor households increases compared to before 2021. However, in 2022, there were 2 households escaping poverty and 5 households from poor households to near-poor households.

Previously, the primary source of income of the Dao community in Nam Dam was agriculture. Since the orientation of exploiting and developing community-based tourism, the economic structure has been changed. People's income is mainly from tourism revenue, which is better and more stable. Table 3 shows the per capita income of tourism households in the Nam Dam area.

Table 3. Income average monthly of some households in Nam Dam in 2022 (Unit: VND)

First and last name of the head of the household	Per capita income
Ly Ta Danh	42,000,000
Ly Ta Han	43,000,000
Ly Ta Quan	46,000,000
Ly Ta Chun	43,200,000
Ly Ta Hi	51,000,000
Ly Ta Dat	46,800,000
Ly Ta Dao	42,000,000
Ly Ta Min	41,000,000
Ly Ta Thang	41,200,000
Ly Ta Don	40,400,000
Ly Ta Nhui	44,000,000
Ly Ta Thi	42,900,000
Ly Ta Thi	42,600,000

(Source: Synthesized from the fieldwork)

3.2.3. Social development

Due to the requirements of tourism exploitation, the Nam Dam villages' infrastructure is changing day by day. At the present, 26/60 households have houses that meet homestay services, with a system of standard bathrooms, self-contained toilets, internet services, and amenities (televisions, refrigerators, and motorbikes, etc.). Almost all households use electricity from the national grid and hygienic domestic water. The village landscape is spacious, clean, and 100% concreted. The living space ensures environmental factors for the livestock and poultry barn when the system is re-planned and moved away from the place of residential areas. Table 4 shows that the living standard of people in Nam Dam village has changed positively since developing tourism.

Table 4. Living standard of people in Nam Dam in 2022

Fields	Number of households	Percentage (%)
Television	60/60	100
Motorbike	60/60	100
Internet	26/60	43.3
Pupils from primary school to secondary schools	54/60	90
Pupils from secondary schools to high schools	48/60	80
Students in university	5/60	8.3

(Source: Synthesized from the fieldwork)

From an isolated lifestyle, the local community gradually becomes confident, friendly and open in communication with tourists. Tourists arriving in Nam Dam have the same assessment of a tourist village with "great space, especially the climate and their culture".

3.3. Lessons learned from the model of Nam Dam community -based tourism village - a tourist village built with its own values

3.3.1. Effectively promote cultural capital - traditional cultural values

In the current context of internationalization and globalization, cultural capital has become an important resource to promote the development of community-based tourism, bringing practical benefits to the parties involved, and at the same time contributing to the economic and social development of the localities.

Nam Dam village, Quan Ba commune is one of the first places in Quan Ba district, Ha Giang province to do community tourism. Nam Dam community -based tourism village was built in 2012 by Caritas Switzerland in collaboration with the Center for People and Nature (PanNature) to implement a tourism development project for the poor.

The goal of the project is to help people increase their livelihoods and raise their awareness of environmental sanitation; preserve and promote the cultural values and identity of the Dao people. Previously, Quan Ba was easily overlooked when tourists came to the Ha Giang stone plateau. Tourists only stop by Quan Ba, hurry to check-in with Nui Doi and then go straight to Dong Van, Lung Cu. Quan Ba only started to become a stopover when there was Nam Dam.

With a scientific, effective way, making the most of the available advantages of the locality and the drastic intervention of the authorities and people, Nam Dam community cultural tourism village is becoming an attractive destination for tourists. The model has promoted the traditional values of the people, and at the same time has created stable jobs for local people from the ethnic cultural identity.

Exploiting traditional house architecture: All 60 households of the Dao Cham people in Nam Dam maintain traditional house architecture - a unique type of housing in the high mountains, keeping warm in the winter and cool in the summer. Derived from the support of Caritas organization (Switzerland) to build a traditional house meeting the standards to serve tourists in 2011, Nam Dam has 4 typical house models designed to overcome the limitations of the old house model, while ensuring architectural diversity, economic suitability, flexibility in space use and comfort.

The traditional house architecture of the Dao Nam Dam people has been used to build the village's community house, also known as the big house. For ethnic minority areas, the community house plays an important role in cultural activities. In addition to the unique traditional architecture, the community house is also a place to introduce cultural values and crafts, contributing to improving the cultural and spiritual life, providing jobs and increasing income for the local community.

Currently, in the village, there are 26/60 households participating in community tourism activities. Traditional houses are all repaired and renovated to meet the needs of guests staying on the old architecture, using local materials, changing the structure by extending or raising the roof - transforming from the loft. into sleeping floors, forming homestay spaces, serving the accommodation needs of tourists.

The average house is designed to serve large groups over 10 people. The first floor is the living and dining space, the second floor is the sleeping space, the movable partition divides the different large and small spaces, serving a variety of uses.

Small homestays can serve up to 10 visitors, they live and participate in cultural activities as a member of the family. With the support of the local government and the efforts of the community, in Nam Dam, there are 26 traditional houses serving homestay services with an average price of 100,000 VND/guest.

From the traditional house model, there were 7 households exploiting bungalows with a total of about 30 units, the average price of which was 600,000 VND/unit. In addition to preserving the traditional houses, the investment in amenities to ensure accommodation for tourists has brought regular and stable economic income for households.

Tourists experience traditional culture with the community: In the traditional houses, tourists can experience cultural activities, mingle with the family culture of the local community. This has created an attraction, keeping tourists in Nam Dam. Visitors can enjoy unique dishes, made from agricultural products collected in the forest, in the stream such as sour bamboo shoots, bitter bamboo shoots, bitter soup, lam rice, wild banana flower salad, roasted wild boar, hill chicken, and wine corn... The value of meals ranges from 50,000 to 200,000 VND.

Besides enjoying the food, visitors can cook together, harvest rice, fish, grow vegetables, sing with the people or ride bicycles around the village to admire the majestic and unspoiled nature of the mountains...

The Ao Dai people in Nam Dam cultivate terraced fields and do some unique crafts such as making silver jewelry, embroidering fabrics... These activities also become one of the cultural experience products for tourists to discover about the farming culture, survival and development of the highland community.

The traditional costumes with the main color is indigo color and dot points on the indigo fabric are decorative patterns. The head scarf is a black indigo cloth with a red cloth about 5-6 cm wide so that when worn, the red border of the scarf is exposed on the sides of the ears; the upper is embroidered with a pattern, mainly with white, blue, red, yellow, black threads. This is the highlight of the traditional costume of the Dao Ao dai woman. Currently, during peak times, the costumes are rented according to the demands of tourists with service prices ranging from 20,000 to 50,000 VND/day depending on the costumes.

Tourists can participate in spiritual and cultural activities such as: Gratitude ceremony, harvest festival, reciprocal singing, stick push, tug of war, stall dance, campfire...

In addition, to enrich community tourism activities, Quan Ba district connects tours to districts: Yen Minh, Dong Van, Meo Vac; participate in cultural activities, arts, sports and major events of the province: Soup boat race; racing tournament "Spirit of stone"; village festival of traditional embroidery and linen weaving of the Mong ethnic group; Festival of Culture, Sports and Tourism of Ethnic Groups in Quan Ba district... The above activities have attracted tourists, contributed to preserving and promoting traditional cultural values of the locality...

Another attractive point in Nam Dam is that visitors can easily see the friendly smiles of the people in the village. Residents actively invite tourists into their homes, proudly introduce and help visitors experience the culture. These very small things make a very interesting Nam Dam.

3.3.2. *Effective promote social capital - community network*

Developing community-based tourism, community participation in tourism activities is a priority direction in Vietnam's tourism development and is being considered as an important direction and condition to realize sustainable development tourism.

Community cohesion creates social resources or social capital, helping shared values, individuals and social groups trust each other and work together. The community network supports people to directly manage resources, protect the environment, develop products, approach tourists, improve capacity, awareness, and increase participation in tourism activities.

From there, communities benefit from tourism activities to improve lives, preserve natural - cultural values and develop the socio-economic status of the local community. As an ethnic group who settled in Vietnam quite late, living sparsely, the Dao people in Nam Dam have high community cohesion. The community link is more closely linked by blood relationship, family line instead of neighbor relationship of lowland residents.

Nowaday, the 60 traditional houses are maintained to this day as a result of the strength of community cohesion. The construction of houses is done by the village's worker groups with the method of "lending each other's working days", alternating from one person to another. Households live near each other, do home stays together, meet to agree, dig a pond to build a house, plan a barn in the same place, share a bioga system, help save and protect the environment...

Communities in Nam Dam do tourism with their own values. Participating in tourism and to do business tourism is 100% Dao people, no one outside the community. The members of the village agree with each other, do not sell land to people outside the village to maintain the original cultural values and closely link the ethnic relationship. After being trained and supported by the government and tourism development organizations, the community guided the following households by themselves, actively learning from other community-based tourism village models, participating in training courses to improve the quality of tourism.

In 2011, with the guidance of local authorities, only a few households dared to participate in community-based tourism. Up to now, there have been 26/60 to do business homestay households. It is the result of sharing in the community network. The success and benefits achieved by the Dao pioneers in tourism are the factors that affect and change the community's mindset. In addition to the training programs of the authorities at all levels, there are regular "self-training" sessions in the village by exchanging and sharing tourism experiences among households. Since then, they have realized that it is the best way to help preserve their identity and transfer culture to the younger generation most effectively.

It can be seen that not only is the ethnic group with a high spirit of self-reliance, but the Dao people in Nam Dam are also very sensitive and proactive in the integration process. That is a special feature in the ethnic cultural character, which is promoted in the current socio-economic development process.

Tourism contributes to raising the knowledge and awareness of Nam Dam people. Tourism business is not only concentrated in households with homestay services. Only 26/60 households do tourism, but 100% of people indirectly participate in tourism such as embroidering and sewing brocade products to sell to tourists; participating in cultural performances; nurturing pigs, chickens, growing vegetables and fruits to sell to homestay families.

The way to manage tourism in Nam Dam is extremely unique, ensuring a fair distribution of benefits in the community. Income from tourism of each household contributes to developing the community. Every month, households with staying guests must deduct VND 8,000/guest (\$0.32) into the village's general

fund. This fund is used for the general purpose of beautifying the village landscape: cleaning, planting trees, conducting and organizing self-training classes, and sharing experiences in tourism...

The success of tourism in Nam Dam today cannot be without the role of medicinal plants and the consensus, contribution, and joint effort of the community in developing the strength of medicinal plants into products that bring high economic value. Determined to awaken the potential and strengths of the locality, Mr. Ly Ta Den took out a loan from the bank to establish Nam Dam Community Cooperative specializing in growing medicinal herbs. 22 members of the village with him contributed the family's land to open a workshop to extract and prepare many types of herbal medicines from the local key medicinal plants to improve product quality and value.

3.3.3. Exploiting special products

If the Mong ethnic groups are considered as a master of the high mountains, the Dao ethnic groups are considered as a doctor of humanity. As a community with a residential space associated with the forest, in the knowledge of Dao people there are many valuable remedies.

Before doing tourism, the Dao people in Nam Dam village only knew how to go to the forest to pick medicinal plants to use. Since Nam Dam Community Cooperative is established, medicinal plants have been planted concentrate in gardens to preserve the genetic resources of medicinal plants and exploited into commodity products such as finished medicines and leaf bathing services, medicines... bring stable jobs for local people, eliminate hunger and reduce poverty, contributing to implement successfully the most difficulty criteria of the National Target Program on new rural construction, which is income and reducing the unemployment rate, poverty rate. Exploiting typical products from medicinal plants is a strength and a particularly attractive point in the Nam Dam's community - based tourism.

At the beginning of tourism exploitation, the Dao people in Nam Dam can have a fairly high income, about 20 million VND/month, from going to China to work as hired labor, but it is not stable. However, with the strength of the people who reside in the forest, with the knowledge of medicinal plants, many people in the village have chosen to participate in the construction and development of medicinal cooperatives. This was a bold decision, they were inclined to the less profit then, but to invest in a livelihood with a longer and more sustainable future. Mr. Ly Ta Den, Director of Nam Dam Community Cooperative, said that: each year, the cooperative has created continuous jobs for 30 employees, about 15 seasonal workers with a stable income of 4-5 million VND/person/month.

To improve production value, the cooperative invested in building and perfecting the system of facilities, such as: medicinal leaf bath house, system of workshops for preliminary processing and processing of medicinal herbs with an area of over 4,000m², extraction pot steam generator with a capacity of 1.5 tons of raw materials/day and the Dao medicinal plant conservation garden with a total area of more than 0.3ha...

In addition to developing medicinal products, the cooperative has invested VND 1.5 billion to build 14 bathrooms with a view of the valley, wooden bathtubs, helping customers feel close to nature. With the price of 120,000 VND / person, visitors can both take care of their health and enjoy the natural scenery of the mountains. With the support of Assoc. Prof. Dr. Tran Van On (Plant Department, Hanoi University of Pharmacy), Nam Dam Community Cooperative has launched bottled Nam Dam herbal bath products, which can be easily transported, becoming local products purchased by tourists for use or as gifts.

In 2016, the cooperative cooperated with the Center for Research and Development of Traditional Medicinal Plants of Vietnam to implement the project "Preserving the genetic resources of precious medicinal plants of the Dao people". After 2 years, the cooperative has overcome the endangered status of some medicinal plants in the wild due to the thorough exploitation and massive purchase in large volumes, continuously for many years. To ensure input materials, the cooperative grows nearly 10 hectares of medicinal plants each year.

Medicinal herbs are considered an economic crop when helping the Dao people in Nam Dam improve their incomes and stabilize their lives, as shown in Figure 2.

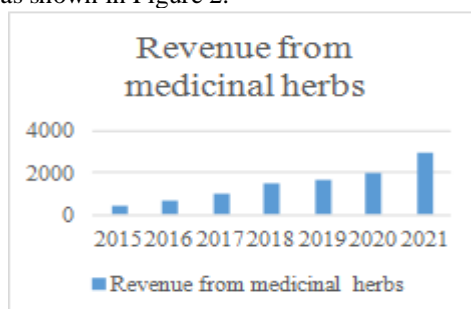


Figure 2. Revenue from medicinal herbs in Nam Dam over the years (Unit: billion dong)

(Source: Nam Dam Community Cooperative)

IV. CONCLUSION

Quan Ba is a mountainous district with a strategically important location for the economic, social, and national defense and security of the province. In the province's tourism development space, Quan Ba has made significant contributions and highlights in building the Nam Dam VHDLCĐ village that has achieved the ASEAN standard with many awards, such as the ASEAN homestay (2017), ASEAN for the combined accommodation model with introduction, experience, and conservation of the UNESCO Global Geopark Dong Van's heritage (2022), and the ASEAN cultural village standard for the 2023-2025 period (2023). These awards are a testament to the unique and sustainable community tourism in Nam Dam village. This not only has significance for livelihood development, income enhancement, social understanding, and access for the local community but also preserves the natural beauty and culture of the ethnic minority, affirms the community's subjectivity, and ensures equitable benefits for the people. With the achieved results from the unique community tourism approach, Nam Dam is on the path of sustainable development and is ensuring sustainability according to four pillars: culture, environment, society, and economy./.

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