

Solutions to Develop Traditional Craft Villages Associated with Tourism in Hanoi Capital



Dr. Do Thi Yen¹, Dr. Trieu Thi Trinh²

^{1,2}University of Labor and Social Affairs, Hanoi, Vietnam

ABSTRACT: Traditional craft villages are humanistic tourism resources that contribute to attracting a large number of tourists, enriching and diversifying tourism activities, creating many attractive options for tourists. Tourism associated with Hanoi's traditional craft villages is increasingly attracting tourists because of the long-standing cultural values and creativity of craft workers through each typical handicraft product. Visitors to Hanoi's craft villages can not only admire the landscape of a typical Northern Delta village with banyan trees, wells, and communal houses, but can also visit the production site and directly interact with local artisans craftsmen and participate in testing some stages of product production. This creates the unique appeal of craft village tourism. Despite many improvements, the current development of craft village tourism in Hanoi is not commensurate with its potential. On that basis, the article studies the potential and current status of developing traditional craft villages associated with tourism in Hanoi, thereby proposing a number of solutions to promote the development of traditional craft villages associated with tourism in Hanoi.

KEYWORDS: Craft villages, tourism, tradition, craft village tourism, Hanoi, Vietnam

1. INTRODUCTION

A craft village is an ancient administrative unit that also means a place with a large population, organized activities, and its own discipline and customs in a broad sense. A craft village is not only a specialized village but also means that people of the same profession live together in groups to develop jobs. The solid basis of craft villages is collective business, economic development, and preservation of national identity and local characteristics.

Due to the characteristics of agriculture and village relations in Vietnam, handicraft industries are selected and easily developed on an individual scale and then expanded to a family scale. Gradually, handicrafts were spread among artisan families, gradually spreading and developing in the whole village, or many villages close together according to the principle of passing down the craft. And because of the different benefits brought by handicrafts, each village began to differentiate. Jobs that bring a lot of benefits will gradually develop, whereas jobs that are less effective or not suitable for the village will gradually disappear. From then on, craft villages specializing in a single craft began to form, such as pottery villages, mat villages, silk villages, wood carving villages, bronze villages...

Currently, Hanoi has about 1,350 different craft villages. Among them, 318 traditional craft villages have been recognized and preserved as historical relics and attract millions of visitors to explore and learn each year.

Traditional craft villages in Hanoi have been and are tourist destinations that fully preserve the beauty of Vietnamese cultural heritage, loved by tourists from all over every time they have the opportunity to visit the capital of a thousand years of civilization. With special historical value, these villages contribute to brightening Vietnamese tourism with friends around the world.

2. RESEARCH RESULTS

2.1. Potential for developing traditional craft villages associated with tourism in Hanoi

Hanoi, the capital city with 1,000 years of civilization, has always been a tourist destination that attracts tourists from near and far. Not only is it marked by 36 bustling streets, interesting entertainment spots or delicious cuisine, but this place is also known for its rich history associated with Vietnamese culture. Hanoi's traditional craft villages were left by our ancestors from ancient times as a unique feature of the land of spiritual masterpieces. These villages are all hundreds of years old, serving as a witness to

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history, witnessing many ups and downs and events of the country's leading cultural center. Each craft village will contain impressive beauty and unique characteristics that create the cultural value of Thang Long civilization. This is the reason why traditional craft villages in Hanoi always appear in countless literary works and leave unforgettable memories for many generations of Vietnamese people.

Hanoi city, with its treasure trove of valuable cultural heritage, is also home to the largest number of craft villages and artisans in the country. Among nearly 5,400 craft villages in Vietnam, Hanoi accounts for 1/3 with about 1,350 craft villages, of which 48 villages are recognized as Traditional Craft Villages, 270 villages are recognized as Craft Villages (painting- grinding and inlaying mother-of-pearl craft villages; hat and leaf hat craft villages; rattan and bamboo craft villages; forest product processing villages; embroidery craft villages; textile and garment craft villages; leather and footwear craft villages and ball stitching; metal craft craft villages ; carving and sculpture craft villages; agricultural and food processing craft villages; ornamental plant craft villages...). Hanoi's craft villages are highly creative with diverse, unique handicraft products rich in cultural identity, such as: Bat Trang Pottery Village, Chuong Hat Village, Quang Phu Cau Incense Village, Quat Dong Embroidery Village, Thu Thuy Bamboo Village, Kieu Ky Garment and Gold Inlay Village, Vinh Thinh Hat Village, Ha Thai Lacquer Village, Phu Yen Leather Shoe Village, Phung Xa Metalwork Village, Minh Khai Vermicelli and Rice Paper Village, Tay Tuu Flower Village, Van Phuc Silk Village, Phu Vinh Rattan and Bamboo Village, Son Dong Carpentry Village, Thuong Hiep Garment Village, Thanh Thuy Mechanics Village, Ha Thai Lacquer Village, Van Diem Luxury Carpentry Village,... has become famous throughout the country. In particular, products of Van Phuc silk village, Bat Trang pottery village or Me Tri green rice village... have been recognized as national brands. Products of Hanoi's traditional crafts have clearly shown and preserved the unique features and nuances of the nation. The cultural values of the nation represent Vietnamese thinking, unique customs, national traditions, lifestyle... are expressed through drawings, patterns, decorations and product structure. That can only be achieved in traditional professions that fully express humanistic and cultural values. Handmade products all contain emotions and love for the country's nature through the talented hands of people. This is also the advantage of traditional Vietnamese products when expanding exchanges in the international market and expanding cultural and artistic relations with countries around the world.

Thanks to the strengths of traditional craft villages, Hanoi has a special advantage in developing tourism associated with traditional craft villages because there is a close, organic relationship between craft village tourism and traditional craft villages with each other. Developing tourism in traditional craft villages is an effective solution for socio-economic development in traditional craft villages in general in a positive and sustainable direction. On the contrary, traditional craft villages also create new attractions to attract tourists and have strong impacts on tourism in a common development goal.

Hanoi's craft media villages are often associated with a rural area. Each craft village is a long-standing traditional cultural, socio-economic and technical environment. It is a place where the quintessence of art and production techniques are preserved from generation to generation, gathered from talented artisans. Inside craft villages often contain pure Vietnamese cultural features with agricultural cultural spaces: banyan trees, wells, communal courtyards, with folk songs, white stork wings, green bamboo... Behind the bamboo groves are patches of quiet colors, the quintessence of the nation's culture, gentle and quiet, making visitors feel peaceful and relaxed. It can be said that traditional craft village tourism will be an ideal address for tourists to learn about cultural values, customs and festivals in modern conditions. In particular, visitors will be surprised to encounter unique handicraft products that are only made by talented artisans and can buy exquisite, one-of-a-kind souvenirs in these villages. In addition, the craft village is also a place to produce special handicraft products, with high use value and artistic value, typical of the culture of a countryside, a gentle and hospitable people. Tourists traveling to traditional craft villages not only satisfy their need to admire and learn about unique cultural values, but also have the opportunity to shop for exquisite, unique, and satisfying handicrafts for themselves or their loved ones.

2.2. Current status of traditional craft village development associated with tourism in Hanoi

The Prime Minister signed Decision No.801/QD-TTg approving the "Program to preserve and develop Vietnamese craft villages for the period 2021-2030". The program aims to preserve and develop occupations and craft villages, preserve and promote the traditional cultural values and identities of Vietnamese craft villages, promote production development, and improve competitiveness and value of craft village products; create jobs and increase income for people; Protect landscape, space and environment, build residential areas and cultural villages, contributing to promoting sustainable rural socio-economic development.

From the State's policy, Hanoi also proposed "Strategy for developing the capital's cultural industry to 2020, vision to 2030" which affirms that handicrafts are one of the important elements of culture and is the foundation for innovation and development of creative design and cultural tourism industries. Hanoi City also approved the Craft Village Development Plan to 2020, with a vision to 2030, pointing out a list of priority investment projects, including 17 craft village development projects associated with

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tourism; 17 traditional craft villages need long-term preservation; 7 typical traditional craft villages need to focus resources to preserve and promote cultural heritage values. Planning for developing occupations and craft villages in Hanoi city by 2030, Hanoi will have 1,500 craft villages; create stable jobs for about 1 million rural workers. The Vietnam Craft Village Association also chose Hanoi to pilot the construction of the "Essence of Vietnamese Craft Villages" project at Bat Trang pottery village, Gia Lam district. The Essence of Vietnamese Craft Villages project was held in Hanoi city with contemporary creative design activities, connecting traditional handicrafts as one of the highlights in creative design, serving the cultural life of the people as well as contributing to creating brands for traditional handicraft products, arousing and spreading the capital's creativity.

The development of traditional craft village tourism products is focused on by Hanoi city. Hanoi has organized a showroom to introduce craft village products; Supporting many handicraft production establishments in craft villages, consulting on product design with hundreds of newly created models, including product models for tourism; Organizing a competition to design handicraft products in Hanoi, creating over 200 new product models in the field of handicrafts each year. Travel businesses develop programs and tours to introduce and promote the potential and strengths of traditional craft village tourism in Hanoi. Van Phuc craft village is one of five localities piloted to introduce and promote OCOP products associated with craft village tourism and rural tourism. Hanoi Department of Agriculture and Rural Development organizes a review and evaluation of the effectiveness of the models, thereby advising and proposing the City to consider and approve projects, plans, and programs in the coming years. Hanoi City has considered a long-term strategy for the OCOP Program, which is expected to create a "push" to promote the construction of new rural areas in the Capital, supporting and supplementing the weak stages of craft village artisans to revive the number of craft villages in difficulty, including craft villages in general and traditional craft villages in particular, creating conditions to help artisans improve their knowledge. Currently, linking production - design - consumption has been contributing to preserving unique cultural values and enhancing the brand value of craft village products in the capital.

Thanks to the city's policy of encouraging, restoring and developing traditional craft villages and industries, production in craft villages is restored and increasingly developed, such as embroidery, weaving, ceramics, rattan and bamboo weaving... Traditional crafts continue to expand on a large scale, such as Bat Trang ceramics, Kieu Ky leather tailoring, Quat Dong embroidery, Van Phuc silk, Phu Vinh rattan, Van Ha woodcarving (Dong Anh district), Dinh Quan sculpt (Thuong Tin district), Van Tu sewing (Phu Xuyen district)...

In recent years, the development of craft village tourism associated with building the "Creative City" brand has been identified as a priority direction in the Capital's tourism promotion and development policy. The great benefits of developing craft village tourism are not only reflected in the numbers of economic profit growth and local labor resources, but more than that, it is also a way to preserve and conserve cultural values of the Capital, contributing to building the brand "Creative City".

In order for the development of craft village tourism associated with building the "Creative City" brand to be truly effective, Hanoi city advocates that craft villages need to retain artisans and houses with ancient architecture, collects famous products, has a gallery of artifacts from the history of craft village development, in the village there needs to be someone knowledgeable about the craft, with a deep understanding of village customs and culture to introduce to visitors. Visitors to the craft village will be able to visit the typical scenery of the Northern Delta; directly participating in several stages of producing Van Phuc silk craft village, Phu Vinh rattan, Chuong village hats, Ha Thai lacquer, Quat Dong embroidery... Hanoi City is interested in investing in upgrading transport infrastructure, electricity, water, improving environmental landscape, and forming a team of tour guides at craft village establishments; organize meetings with artisans and skilled workers; support craft villages to build brands, treat environmental pollution... In addition, districts and towns in the city also carry out propaganda, promotion and creation of typical craft village tourism products, such as Ha Dong district printing the Ha Dong Tourism Handbook, build a website to promote Van Phuc silk weaving village in many languages; Ba Dinh district prints the Ba Dinh district Tourism Handbook, develops tourism products for the traditional craft village of Hang Than green rice cake and the traditional craft of Ngu Xa bronze casting; Me Linh district makes short films introducing the special national relic of Hai Ba Trung temple associated with the traditional flower growing village of Me Linh commune...

In addition, the City has also allowed research and development of the project "Training and improving the quality of human resources to preserve and develop traditional craft villages combined with tourism in Bat Trang ceramic village and Van Phuc silk weaving"; Implement a pilot project to build brand identity (logo), signage and tourist souvenir products; Building brand identity for Hanoi craft villages and logos for Bat Trang pottery village and Van Phuc silk village; Develop souvenir products with characteristics of each craft village and tourist destination in Hanoi to create the attraction of the destination...

In addition, Hanoi city regularly direct travel businesses to promote the development of programs and tours to introduce and promote the potentials and strengths of traditional craft village tourism; implement tourism development cooperation programs with districts, towns in the city and localities across the country to jointly improve quality, connect destinations and services to create tour travel products...

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Developing craft village tourism is a direction and priority in the Capital's tourism promotion and development policy. The great benefits of developing craft village tourism are not only reflected in the numbers of economic profit growth, in solving the local labor source but moreover, it is also a way to preserve the cultural values of the nation, preserve the identity, human image and cultural beauty of each locality in the Capital.

However, despite being proud of traditional occupations, cases of having to struggle to find ways to promote and introduce occupations and craft villages are not rare. It is not difficult to see that tourism development in craft villages is still a long story because it lacks many factors that attract tourists.

Existences such as insufficient and weak quality of human resources; Fragmented and small production thinking; Product designs are not diverse, lack creativity, and have not caught up with consumer tastes; Facilities and transportation infrastructure are still quite far away from the needs of tourism development... so Hanoi's craft village tourism development is not commensurate with its potential.

In addition, the involvement of management agencies and the coordination between ministries, branches, localities and businesses are not tight and synchronous, causing the development of craft village tourism to lack a strategic vision and not be truly effective.

2.3. Solutions to develop traditional craft villages associated with tourism in Hanoi

To promote the sustainable development of traditional craft villages associated with tourism in Hanoi requires fundamental and synchronous solutions:

First of all, we must realize that developing craft village tourism is sustainable economic development, creating jobs and income for people, and improving living standards. Grassroots authorities that want craft villages to develop into a tourism product must call for investment and mobilize economic sectors to participate according to the motto of socializing tourism products; Localities need to promote information and propaganda of policies to encourage the development of rural industries and occupations so that organizations and individuals wishing to implement programs, schemes, projects development of rural industries and occupations, access to resources and policies to support the development of rural industries. Strengthen brand development activities, build potential markets of craft villages, thereby promoting the export of handicraft products, contributing to promoting the Capital's culture in particular and Vietnamese culture in general with countries around the world.

Second, localities need to promulgate or propose preferential mechanisms and policies, create a legal corridor for investors, and support them with tourism services such as road construction, promote and introduce tourism products, building a clean and beautiful environment. Survey the situation of activities in craft villages to grasp the characteristics of traditional craft villages, classify and evaluate the potential of craft villages to have plans for conservation, restoration and development. Build a database of production and business activities in craft villages; Identify craft villages that have disappeared, are lost and are unlikely to develop in the future; Determine the number of craft villages with good consumer markets, the number of craft villages associated with tourism development and new rural construction, the number of craft villages that create jobs, increase income for local people, the number of craft villages associated with preserving and developing cultural values through traditional occupations... to evaluate the advantages, difficulties, and obstacles in the work of preserving and developing occupations and craft villages. Have preferential policies to support craft villages that are recognized according to investment capital standards, build craft village infrastructure, support all types of production in craft villages to register to participate in fairs and exhibitions, organize craft village tourism routes, ensuring effective combination between traditional craft villages and tourism.

Third, it is necessary to raise awareness of all levels and sectors, especially people in craft villages, about the position, role and cultural value of traditional handicraft products of craft villages. Promoting creativity, cultivating emotions through generations of craft villagers, contributing to preserving and developing the Capital's craft villages in the new context. In the context of globalization and national integration, many cultural values of traditional handicraft villages are gradually being eroded, professional secrets are lost along with the departure of older artisans; In fact, there is even a trend of commercializing handicraft products, focusing only on profit goals, disregarding the cultural values of traditional handicraft products, leading to the branding of craft villages faded or completely lost. Therefore, fostering the love of craft villages for traditional occupations is extremely important in protecting craft villages. In addition, it is also necessary to raise the sense of responsibility of each artisan in preserving and developing traditional crafts, creating conditions for them to live well with their profession.

Fourth, localities need to re-plan the craft village space accordingly, ensuring convenience for tourists when visiting. Craft villages need to have production areas, experience areas, and product display areas; rearrange production processes; allowing visitors to participate in experiencing the stages of production and product manipulation. Localities can organize services to serve tourists, invest in homestay accommodation services to increase the length of stay as well as services for tourists to experience; restoring and increasing the vitality of ancient houses to ensure sustainable attraction of visitors...

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Fifth, improve the quality of human resources of craft villages. Regularly organize training and refresher classes to improve the qualifications of management and technical staff to create designs, improve skills, creativity, knowledge of production organization... for workers and production facilities in the capital to create unique products with high economic value while still retaining cultural identity. Continue to have policies to care for, support, and honor generations of artisans whose mission is to acquire, improve, supplement, and pass on their craft.

3. CONCLUDE

Promoting the strengths of traditional craft villages associated with tourism is a story that Hanoi city has been concerned about over the years. Craft village tourism is considered a type of tourism with great potential because of its vividness, diversity and richness. Traditional craft villages with many outstanding advantages have been contributing to preserving and promoting national identity and promoting creative design in the socio-economic development of Hanoi. In recent years, many craft villages in Hanoi have taken advantage of available advantages to exploit tourism potential and have had initial success, becoming attractive tourist destinations. Bat Trang pottery village, Van Phuc silk village... have been successful in developing craft village tourism by welcoming many tourists during the day with activities to visit production sites and buy goods as souvenirs.

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