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Developing Cultural Tourism in Binh Lieu District, Quang Ninh Province

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Abstract

One of the types of tourism that is growing strongly, attracting domestic and international tourists, is the type of cultural tourism. Cultural tourism is considered as a solution to promote sustainable tourism and preserve and promote local cultural values. Sustainably developing cultural tourism will contribute to local economic growth, develop infrastructure, improve health conditions, invest in education, help people get jobs, and increase income. integration, improving people's knowledge and quality of life. Cultural tourism is being exploited in Binh Lieu and Quang Ninh. The study and research on cultural tourism

helped Binh Lieu have a longer vision and, a more optimal orientation for the use of cultural resources in tourism development systematically and sustainably. The coordination between the government, businesses, and the community is also an important factor for cultural tourism to truly develop sustainably in Binh Lieu. Articles reflect _ The current status of cultural tourism development and the orientation of cultural tourism development towards sustainable development in Binh Lieu district, Quang Ninh province.

Keywords: Tourism Development, Sustainable Tourism, Cultural Tourism, Binh Lieu District, Quang Ninh Province

1. Introduction

In the context of economic development and the need to find unique travel experiences, more and more people are interested in discovering and experiencing the unique culture of the lands. In the future, cultural tourism is predicted to become one of the fastest-growing tourism industries. To take advantage and preserve its cultural heritage, Binh Lieu district - a part of Quang Ninh province, has quickly attracted the attention of researchers, local authorities, and investors in the region. the development of cultural tourism.

Binh Lieu, located on the northeast coast of Vietnam, is not only famous for its beautiful natural landscape but also a place associated with the unique cultures of ethnic minorities. With a diversity of languages, customs, practices, and traditions, the Binh Lieu district has become a unique cultural picture that attracts the attention of local and foreign tourists as well as locals. In 2020, when recognized by the Provincial People's Committee as a provincial tourist area, Binh Lieu prioritized spending a lot of resources on investing in synchronous infrastructure, promoting investment attraction, and developing new tourism products. Binh Lieu has strengthened the management, conservation, and promotion of the value of relics and landscapes in the area; Strengthen training and development of tourism human resources; actively promote and communicate Binh Lieu tourism on prestigious television channels and social networking sites as well as update images of Binh Lieu tourism and services on smart tourism platforms... Thereby, creating conditions and opportunities to promote Binh Lieu's tourism to make a strong breakthrough in the coming time. Binh Lieu has deployed to stimulate domestic tourism through the following programs: "Vietnamese people travel to Vietnam - Each trip loves the country more", and "Promoting the role of young people to explore the border region". majestic spirituality". Develop agro-forestry products, typical local products to serve tourism development under the program "One commune, one ward, one product" launched by Quang Ninh province.

Binh Lieu's tourism products in general have ensured the conditions for connecting tourist areas and tourist spots within the locality; Take measures to protect the landscape, environment, and service facilities serving tourists along the tourist route. Despite great efforts, tourism products and services in Binh Lieu district in general are still weak, not diverse, and not commensurate with the potential of tourism development of the locality, many people still Binh Lieu tourism is not known, so it has not attracted many tourists, especially international tourists to Binh Lieu.

2. Theoretical Basis for Cultural Tourism Development

2.1 The concept of cultural tourism

According to the Law on Tourism: "Cultural tourism is a form of tourism based on national cultural identity with the

participation of the community to preserve and promote traditional cultural values” (National Assembly, 2017)^[11].

According to the World Tourism Organization, Organization Mondiale du Tourisme - OMT "Cultural tourism includes activities of people whose main motivation is to study and explore culture such as research programs and learning about art, performing arts, about various festivals and cultural events, visits to monuments and radio stations, nature, culture or folk-art tourism and pilgrimage”.

According to the International Council on Monuments & Sites - ICOMOS: “Cultural tourism is a type of tourism whose objective is to explore monuments and sites. It brings positive effects by contributing to maintenance and conservation. This type has proved the efforts of conservation and embellishment, meeting the needs of the community for cultural - economic - and social benefits. The above concept is given from the perspective of research only on sites and monuments.

2.2 Concept of cultural tourism resources

It can be considered that culture has given birth to tourism, nourished tourism, and the tourism industry is enjoying cultural values.

Cultural tourism resources are a unique form of tourism resources in general. Cultural tourism resources are divided into two types: “intangible cultural resources” and “tangible cultural resources”.

Referring to the classification of tourism resources, most documents now clearly divide two main categories: natural resources and human resources. The Law on Tourism of Vietnam defines as follows: “Natural tourism resources include elements of geology, topography, geomorphology, climate, hydrology, ecosystems, and natural landscapes that can be used "Humanistic tourism resources include cultural traditions, cultural elements, folk art, historical, revolutionary, archeological, architectural, works creative human labor and other tangible and intangible cultural heritages that can be used for tourism purposes” (National Assembly, 2017)^[11].

Thus, with the above perspective, the elements of culture are listed as cultural tourism resources such as cultural traditions, folk art, architecture, and archeology... and this is essentially a resource. Extremely valuable resources for the tourism industry. However, not all cultural products are tourist products, and all cultural products are tourism products because many cultural products cannot or should not be put into the tourism business without any problems. must be preserved and preserved to promote the core values of that culture. These cultural resources should only be exploited and used when they are placed in a specific situation (in a tourist area, a tourist center, or an area close to tourist centers). Exploit in an oriented, strategic way associated with conservation, preservation, and promotion of the great value of this resource.

2.3 The concept of tourism products

As we know, any business activity will produce products from that business activity. Therefore, when understanding the general concepts of tourism, we must also learn what a tourism product is and its basic characteristics.

According to the Tourism Law, tourism products are a collection of necessary services to satisfy the needs of tourists during a travel trip.

According to the General Department of Tourism: product is one of the mixed services and amenities that hotel and travel companies provide to customers.

According to Tran Thi Minh Hoa, tourism products are a combination of tourism services with tourism goods and tourism resources.

From the reality of tourism activities, we can introduce the concept "Tourism product is a combination of tourism resources and tourism services”.

Tourism products are first and foremost a commodity, but as a special commodity, it also requires a process of research, investment, producers, and consumers... like any other commodity. Tourism products often carry high cultural characteristics, satisfying the needs of tourists. It could be a travel program with different times and locations. The tourism product shown in these tours is the exploitation of the potentials and resources available in an area or created when combining these potentials and resources in their ways. each individual or company. That is the exploitation of the tangible and intangible cultural values of the localities into tourism activities such as the introduction of various art forms, folk songs, folk dances, culinary culture, or other forms of cultural activities. Sports activities, traditional festival activities, performances, folk performances... to serve tourists. Such activities help visitors directly appreciate enjoy and experience the culture that they need but do not know how, where, and when. Tourism products are also health care services, beauty services, communication services, postal and telecommunications services, financial services, banking... convenient, bringing great benefits. for visitors.

Tourism products are often concretized by physical products provided to tourists in places where tourists stop, rest, or visit. It can be items or souvenirs; Types of goods with designs, materials, and manufacturing methods bring many different utility functions to users. Taken together, the value of all the different tourism products is measured by the number of visitors to and from a particular area. The quality of tourism products will increase or decrease the number of tourists in that area. The value of a tourism product is "measured" by the expenditure of tourists on a trip and the business results of tourism businesses, the sum of revenues for the local budget from tourism and tourism activities. income of residents engaged in the tourist services business. The value of tourism products is also reflected in the influences and impacts of the tourism product system on the socio-economic development of a locality or country.

2.4 Concept of cultural tourism products

A cultural tourism product is a tourism product that is also a cultural product, it has all the characteristics of a tourism product.

“Cultural tourism products must be a combination of cultural tourism resources and appropriate cultural tourism services to serve the needs of tourists to enjoy, discover, and experience different things. the novelty of different cultures” (Tran Thi Minh Hoa, 2004)^[9]. So, it can be understood that cultural tourism products must be a combination of all kinds of cultural tourism resources and all kinds of appropriate tourism services to serve the needs of enjoying, discovering, and experiencing. about the different and new things about each tourist's indigenous culture.

With an economic approach, tourism products are defined as "commodities and services provided to tourists, created by the combination of exploitation of natural and social factors with the use of resources: technical facilities and labor in an establishment, a region or a certain country" (Nguyen Van Dinh, 2006)^[7].

Considering the cultural tourism product alone, it is first a cultural product and then put into the tourism business to satisfy the needs of visitors to learn and learn. Therefore, a cultural tourism product is a collection of services necessary to satisfy the needs of cultural tourists during a tourist trip.

According to the Vietnam Tourism Law, "Tourism product is a collection of services necessary to satisfy the needs of tourists during a tourist trip" (National Assembly, 2017)^[11].

3. Current Status of Sustainable Cultural Tourism Development in Binh Lieu

Tourism development management: To create a legal corridor for Binh Lieu tourism to develop, since 2015, Binh Lieu District Party Committee issued Resolution No. 01-NQ/HU dated July 31, 2015 on tourism development in Binh Lieu district for the period 2015-2020, with a vision to 2030, officially identified tourism services as one of the pillars for rapid and sustainable development. Quang Ninh Provincial People's Committee issued Decision No. 2666/QD-UBND dated September 10, 2015, on the recognition of tourist attractions of Binh Lieu district.

To manage, deploy, and promote tourism activities, types of tourism, and tourism products, Binh Lieu has developed several projects to help orient and build the Binh Lieu tourist area to become one of the key border tourist areas of the province and the whole country, while helping to preserve and promote cultural identity, ecological environment, and nature, thereby contributing to economic restructuring and improving living standards. of local people, creating conditions for stakeholders to coordinate with the locality to develop tourism sustainably. The projects can be mentioned: "Project on sustainable tourism development associated with poverty reduction and socio-economic development in Binh Lieu district, Quang Ninh province by 2030"; "Project on preserving and promoting cultural values of ethnic minorities in Binh Lieu district until 2020, orientation to 2030"; Binh Lieu has built tourism products with diverse features, imbued with the cultural identity of ethnic communities in the area, connecting with major tourist centers inside and outside the province to attract tourists. attract guests. In addition, Binh Lieu also implemented several plans such as Plan No. 3431/KH-UBND dated October 27, 2021, on organizing a Fam trip to explore Binh Lieu tourism. The program with the participation of more than 40 leading businesses in the North, in Binh Lieu, the delegation organized a field survey of the Binh Lieu landscape, experienced the unique culture of ethnic minorities, and joined the people. digging galangal tubers, producing vermicelli, and exchanging football with San Chi women.... Plan No. 2277/KH-UBND dated July 26, 2022, of the District People's Committee on the pilot organization of the Binh Lieu Night Market, which identifies three main activities at the night market (cultural, cultural activities, games, etc.) folk games; culinary business; trading in garments, souvenirs, handmade products) ... thereby assessing potentials and available strengths to give orientations for Binh Lieu tourism.

Infrastructure and technical facilities: With the desire for

tourism to develop and stabilize, Binh Lieu district has focused on investing in building a system of social infrastructure and urban technical infrastructure, That focuses on investing in infrastructure to serve tourism development. Up to now, the traffic routes serving tourism development in the district have been completed, and tourist destinations have signposts and directions. Since 2020, the district has completed transportation infrastructure connecting 104 villages, hamlets, and neighborhoods; The route passes through many tourist destinations in the district. Electricity, telecommunications, and information technology infrastructure continue to receive investment attention in association with promoting digital transformation activities in tourism. ...Food and beverage establishments are also invested more spaciouly and professionally (such as at Binh Son Hotel and Binh Lieu Place Hotel, which are the two largest catering establishments in the district. There are also more than 10 Smaller-scale restaurants serving food such as Viet Tien-Hoanh Mo Motel, Dung Thao-Hoanh Mo Restaurant, Anh Kiet Restaurant, and Anh Hung Restaurant. Accommodation and tourism services in the district Now developed in both quantity and quality, Binh Lieu currently has 27 accommodation establishments with nearly 250 rooms, including 2 hotels, 15 motels, and 10 homestays (Binh District Information & Culture Department). Lieu), in addition to several other small services such as renting tents, camps, motorbikes, renting national costumes. To ensure the best service for tourists, communes and towns have reviewed and operated to mobilize several households to have housing that meets the conditions, and actively register for procedures according to regulations to be able to welcome tourists.

Tourism promotion and promotion activities: Coordinate with the media to make reports on tourism propaganda publications, organize cultural, tourism, and sports events at fairs and exhibitions, conferences... Maintain tourism promotion activities in forms such as the website of the province, the district, and the social networking sites Facebook, and YouTube. Some contents of work in collaboration with the Department of Tourism: developing the outline of the project "Improving the quality of tourism products in the area, strengthening communication to attract international tourists";

Tourism human resources: Binh Lieu's labor resources are quite abundant, the population of working age is 20,244 people, accounting for 68% of the total population, however the percentage of local people have knowledge and expertise. Very little about tourism. Most people involved in tourism today have not been properly trained. This situation is a big difficulty for tourism development in Binh Lieu district, training human resources for tourism development is also focused on implementation. Recently, Binh Lieu district has cooperated with the Quang Ninh Department of Tourism to organize training and grant certificates to tour narrators, organize training, and issue tourist guide cards at points, training and training. fostering awareness raising of community tourism for cultural officials of communes and towns, owners of establishments participating in tourism activities, organizing guiding people to do tourism... Besides, the district has organized Organizations to visit and learn about experiences in tourism development in localities with similarities with Binh Lieu district such as Mai Chau - Hoa Binh, Trung Khanh - Cao Bang, Thai Hai - Thai Nguyen cultural and tourism village, model tourism in

Nghia Lo - Muong Lo, Yen Bai province, survey, and study on community tourism model in localities of Ha Giang and Thanh Hoa provinces... for district leaders and departments, committees, communes and representatives of villages and hamlets with tourism potential, participating tourism businesses. Moreover, Binh Lieu district also focuses on training and fostering to improve the quality of tourism staff, appointing staff to participate in training courses on domestic and foreign tourism (PC Quang Ninh province in 2022).

Tourism business results of Binh Lieu district in the period 2018-2022

Table 1: Tourism business results for the period 2018-2022

| Targets | Unit | 2018 | 2019 | 2020 | 2021 | 2022 |
|------------------|------------------|--------|--------|--------|--------|--------|
| Tourists | Number of people | 72,000 | 73,000 | 66,927 | 15,285 | 92,465 |
| Visited customer | Number of people | 15,000 | 17,000 | 17,520 | 6,237 | 37,520 |
| Revenue | Billions dong | 20.68 | 22.5 | 27.32 | 8,085 | 50,491 |

Source: Compiled from the BC for CBT development in Binh Lieu district in 2020 and the Department of Culture and Information.

Except for the impact of the COVID-19 epidemic in 2020 and 2021, Binh Lieu tourism has had an upward growth rate, a strong breakthrough after the COVID-19 epidemic. With tourism as a spearhead economic sector, Binh Lieu has set a target that by 2025, the total number of tourists will reach 221,900 arrivals, the total revenue will be 152.7 billion VND, by 2030 it will reach 648,000 arrivals and the revenue will be about 554.3 billion VND, contributing 20.3% to the district's economic growth (<https://baoquangninh.vn/>).

Routes and tourist attractions: Binh Lieu district has been recognized as a provincial tourist area with a large area of Vietnam with a total natural area of 27,886ha. (Quang Ninh Provincial People's Committee in 2022), with many rich tourism resources at tourist attractions and attractions such as Khe Van waterfall, Luc Na communal house, district central market, Dong Van market, Khe Tien waterfall, village Mooc River, border marker 1317, Hoanh Mo border gate, in the district, there are many unique and unique features such as Cao Ba Lanh, Cao Xiem, Goryeo peaks, Cao Son flower garden, the road to the landmark 1305 "living life". dinosaur back", border patrol route from landmark 1300/4 to landmark 1327. Currently, Binh Lieu is coordinating with travel agencies and enterprises to build tours according to tourist routes. intra-regional and extra-regional. In particular, intra-regional routes include Eco-cultural tourism routes (8 routes); Spiritual cultural tourism routes (1 route), and landscape ecotourism routes (3 routes). Extra-regional connection routes include Intra-province connection routes (4 routes connecting to famous tourist destinations of the province such as Ha Long Bay, Bai Tu Long Bay, Tra Co (Mong Cai) and Dong Trieu, Uong Bi); inter-provincial connecting routes (7 routes to provinces and cities: Hai Phong, Hai Duong, Bac Giang, Lang Son, Hanoi, Ho Chi Minh City, Da Nang) and international connecting tourist routes (1 route connected to Phong Thanh Cang (Guangxi - China).

In Binh Lieu, cultural tourism has not developed strongly. In the district, there are only historical and cultural relics of Dinh Luc Na recognized as a provincial relic that regularly organizes cultural and spiritual activities in the early spring. In addition, there is the Cao Ba Lanh Memorial on Cao Ba

Lanh Mountain to commemorate the soldiers who sacrificed their lives in the 1979 border war. However, the memorial as well as the road system up to the top are currently under renovation. Repairing and perfecting the infrastructure has not yet recorded many tourists visiting. In Binh Lieu town, there is also Vo Ngai Communal House in Vo Ngai commune. According to people, King Ngai Communal House has existed for a long time, but now due to history and war, the communal house has been destroyed. Currently, the Communal House has been rebuilt by the government and people in the commune with a four-level house, walls built of clay bricks, and a roof covered with yin and yang tiles. However, this is not an attractive destination for tourists in recent times. In the future, these tourist destinations will be connected with tourist destinations inside and outside the district to form typical tourist routes in the region.

From 2018 - to now, several tourism stimulation activities have been organized: Luc Na communal house festival, Soong palm festival on March 16 (lunar calendar); The Tay Heritage Festival Binh Lieu; The singing and zither singing exchange program between Binh Lieu district; Association for Abstinence on 4/4 (lunar calendar); Binh Lieu District Sports Congress; Culture - Tourism Week, Binh Lieu Golden Season Festival with many experiential activities for tourists such as cultural exchanges, beautiful photo exhibitions of Binh Lieu, conquering the spine of the Dinosaur - milestone 1305, conquering the road In the golden season, the contest to show the best national costume, women's football, games, tug of war, stick push, throw, reenactment of the wedding rituals of the San Chi people, Binh Lieu district was established. traditional folk art clubs in communes, towns, and residential areas such as the Then-Dan Dan Singing Club, and Soong Co Singing Club, with more than 300 members, thereby implementing the program, local events, and performances for tourists. However, because there is not much demand for cultural enjoyment by tourists when coming to Binh Lieu, the frequency of activities of these clubs is still limited.

Cultural tourism activities in Binh Lieu recently stopped at sightseeing and sightseeing. The significance of preserving and promoting indigenous cultural values is not high. There are many reasons why cultural tourism activities in Binh Lieu district have not been developed: (1) Visitors to Binh Lieu often do not need to learn about local culture, mainly tourists spend time visiting the waterfalls, mountain peaks or border landmarks; (2) tourism facilities are lacking and do not meet the needs of tourists; (3) Products from cultural tourism activities are not rich and unattractive; (4) Communication and promotion of Binh Lieu tourism are not effective.

4. Some Orientations for Sustainable Cultural Tourism Development in Binh Lieu District, Quang Ninh Province

Firstly, Orientation for tourism space development. It is necessary to adhere to the direction of respecting the traditional cultural space of the ethnic minorities in the area and at the same time develop tourist attractions and attractions worthy of their cultural, historical, and special potential. color of Binh Lieu. It is very necessary to locate specific spatial regions to focus investment and exploit the maximum potential and advantages of tourism development. Because of the clear positioning, there is a central, key, and

convenient development orientation for the relevant organizations and individuals when directly deploying. Moreover, it is necessary to define tourism development in a professional and modern direction without disrupting the natural landscape and village landscape, especially the traditional house architecture of the Tay, Dao, and San Chi ethnic groups. It is necessary to have an overview of architecture suitable to the culture and architecture of the village and each ethnic group in the Binh Lieu district.

Monday, Focus on building detailed and specific plans and plans associated with the implementation of the Action Program of the Binh Lieu District Party Executive Committee in Resolution No. 01-NQ/HU on "Binh Lieu tourism development period 2015-2020, orientation to 2030" and the Provincial People's Committee's Plan to implement Action Program No. 15-Ctr/TU dated August 16, 2017 of the Provincial Party Committee to implement Resolution No. 08-NQ/TW dated January 16, 2017 of the Politburo on developing tourism to become a key economic sector.

Third, effectively implement the "Master plan for socio-economic development of Binh Lieu district to 2020, vision 203" in Decision 3428/QD-UBND dated December 31, 2014; "Master plan for district tourism development in the period 2016-2020, orientation to 2030" in Decision No. 3652/QD-UBND dated November 28, 2016; Project "Sustainable tourism development, associated with poverty reduction and economic and social development of Binh Lieu district, Quang Ninh province until 2030"; Project "Preserving and promoting the cultural values of ethnic groups in Binh Lieu district until 2020, with a vision to 2030".

Fourth, T organizes activities to stimulate tourism demand to propagate and promote the tourism potentials and strengths of Binh Lieu. Promote communication and promotion of tourism on the district's tourism website and fan page. Enhance the introduction of Binh Lieu tourism at thematic seminars and fairs to promote tourism products to invite representatives of the tourism department, culture department, tourism companies, and travel agencies to attend. Participate in directly commenting on the district's tourism activities, aiming to diversify tourism types, tourism products, and more professional services. Design publications, leaflets, and books with many attractive and eye-catching images introducing destinations in the district. Providing tourism information and products on the internet; Promoting tourist destinations in Vietnamese and English on reputable travel sites of the Vietnam National Administration of Tourism, Quang Ninh province, or reputable international sites such as Trip Advisor, and Lovely Planet.

Fifth, Orientation to promote indigenous cultural values. Cultural tourism development must take the traditional cultural values of the ethnic groups in the district as the basis for tourism development and vice versa, develop cultural tourism to preserve cultural values. This is the mutual relationship towards cultural preservation and sustainable development of cultural tourism in Binh Lieu district. Conduct research, survey, and open classes to teach traditional intangible culture (Dao writing, singing, and ceremony), and traditional crafts of the Tay, Dao, and San ethnic groups Threads (embroidery, weaving, knitting) are taught to the younger generation by the artisans themselves. Periodically organize cultural festivals, sports, and tourism

of ethnic groups in the district such as Tay, Dao, and San Chi ethnic cultural festivals; organizing exchanges and art festivals of the singing - Dan Dan of the Tay ethnic group to increase interactivity and pride in the nation. Organizing a meeting to meet artisans and people with meritorious services in preserving and promoting the traditional culture of ethnic minorities in the district; regularly restored and re-enacted traditional festivals of ethnic minorities at the visitor center of Luc Hon commune. Thereby, educating the tradition of patriotism, and pride, honoring the national cultural identity, and contributing to strengthening and strengthening the national strength.

Sixth, Orientation for training and attracting the community to tourism development. Attracting local people to participate in tourism is the best way to both develop tourism and preserve local cultural identity, ensuring sustainable tourism development orientation. Therefore, regularly organize training courses to raise awareness about tourism development, foreign language training, and basic skills to serve tourists. Focus on developing quality, skilled, and highly professional human resources to meet high-end and foreign customers. There is a regime to encourage local children to study tourism to build high-quality human resources locally. Taking advantage of local human resources is not only convenient for general development but also helps improve economic life, reduce poverty, increase people's income, and minimize their dependence on natural resources, thereby improving the awareness of protecting national cultural identity, protecting the landscape and ecological environment. Organize activities to exchange information, and knowledge, and share experiences in sustainable tourism development. Improve the capacity of tourism management staff.

Seventh, Tourism product development orientation. Spiritual and historical cultural tourism products must be associated with spiritual and historical cultural sites such as Luc Na Communal House, King Ngai Communal House, and Cao Ba Lanh Peak, which will be the key products that make a difference in the tourism activities of Binh Lieu. Among them, the Luc Na communal house is oriented to be a place to organize spiritual rituals, cultural exchange activities, and ethnic arts; The visitor center near the Luc Na communal house will be the representative point of the ethnic groups, the first stop of all tourists when coming to Binh Lieu. Ba Lanh Cao Point, tourism products should be developed based on historical stories of border wars and local cultural stories so that tourists can understand the great spiritual significance of this area.

Eighth, Orientation for tourism infrastructure development. Investment in tourism development infrastructure in Binh Lieu district must be carried out synchronously, with focus and focus, avoiding scattered, fragmented, and small investments, prioritizing concentrated investment in areas with attractive cultural tourism resources, but the traffic is still difficult to invest, such as the way to Cao Xiem mountain, Cao Ba Lanh peak, the way to the forest of Ngan Chi... The investment ensures improved efficiency, Bringing benefits to investors, the state, and society and protecting the environment. The accommodation system needs to be planned and proposed to be built according to the cultural and natural identity of each locality, paying attention to the needs of the potential tourist market. Strengthen management, and improve the quality of auxiliary services for visitors such as information and communication systems,

finance and banking, commerce, medical care, etc. to ensure comfort for visitors.

Ninth, Market development orientation. Currently, the international tourist market coming to Quang Ninh province is very rich and diverse in nationality. However, for Binh Lieu district, access to international tourists in the recent period is still very low, because Binh Lieu is a border area related to national defense - security and sovereignty, so regulations on Policies for foreign tourists coming here are very strict. Therefore, to access the market of international tourists coming to Binh Lieu in the period of 2025 and orientation to 2030, it is necessary to have a special mechanism to easily carry out procedures for foreign visitors. Only then will the Binh Lieu district government, relevant parties as well and travel agencies have the confidence to promote and bring foreign tourists to visit and travel here.

Tenth, Orientation on management, exploitation, and supervision of tourism activities. Develop policies to encourage businesses to invest in Binh Lieu tourism, especially support for land funds, land taxes, and training. Develop policies to support people in tourism development, tourism from training, home renovation, and business establishments to communication and promotion activities... Establishing management boards with representatives are business households, and local authorities to unify management of products, prices as well as quality and cultural - social - natural environment. Develop regulations on community tourism activities, focusing on the protection of the environment, landscape, security, safety and social order, traditional cultural values, and especially the distribution of benefits. Benefits from community tourism business activities for people and localities.

5. Conclusion

Developing cultural tourism in Binh Lieu is one of the important solutions to exploit the potential and strengths of Binh Lieu tourism according to the "Master Plan for tourism development of Binh Lieu district for the period 2016-2020, defining 2030" and implement Resolution No. 08-NQ/TW dated January 16, 2017, of the Politburo on developing tourism to become a key economic sector.

To develop cultural tourism in Binh Lieu, the first human resource must be the local community, because even if you want to develop tourism without the direct participation of the local community, it is not possible, and will not ensure sustainable development orientation. Therefore, it is necessary to promote ownership. Community ownership and participation throughout the development and operation of tourism are very important. The community is the subject of national heritage management, has its style and lifestyle that should be respected, and has the right to participate in tourism activities. The government and relevant parties also need to create maximum opportunities for the community to participate, own, and implement tourism services in the district. Above all, income from tourism development needs to be shared fairly with the community in terms of how profits are divided. Part of it is kept for the community, part to preserve cultural values, part to protect the environment, and to reinvest in the locality in addition to Government support.

To ensure the sustainable development of cultural tourism in Binh Lieu district in particular and the socio-economic development of Quang Ninh province in general, cultural

tourism activities need to be promoted based on appropriate exploitation. explore the strengths and potential of cultural tourism resources in Binh Lieu and connect with other tourist routes and regions inside and outside the province. To do so, there needs to be a synchronous combination between the policies of the Party and the state, the management of local governments, and the participation of the local community.

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