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### Some Resources for Cultural Tourism Development in Vietnam

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#### Abstract

Currently, tourism is gradually becoming a key economic sector of Vietnam. Vietnam is one of the countries with abundant and diverse resources, one of the countries in the ASEAN bloc with great potential in the tourism industry. Vietnam is a country with many forests, many beautiful beaches, and many landscapes with great cultural value. In addition, Vietnam also has a unique and rich culinary culture throughout the regions from north to south. Thanks to state policies, the conditions and foundations for tourism

to thrive and achieve much success have been created. In recent years, tourism has also contributed a large part to Vietnam's economic growth. However, to develop tourism, Vietnam requires increasing many resources to match international tourism. Since then, it has attracted many international tourists to come and return to Vietnam. With the scope of this article, the author wants to introduce some resources as a basis for the development of cultural tourism in Vietnam.

**Keywords:** Vietnam Tourism, Cultural Tourism, Resources for Cultural Tourism Development

#### 1. Humanistic tourism resources

Humanistic tourism resources include: World cultural heritage and historical and cultural relics and scenic spots at national and local levels<sup>[1]</sup>.

**World cultural heritage:** Is one of the most important human resources, a basic resource for developing cultural tourism. There are many standards to evaluate world cultural heritage, but in general, world cultural heritage is the highest crystallization of the cultural creations of an ethnic community. It is also a valuable resource that has great attraction for tourists, especially international visitors.

#### National and local historical and cultural relics and landscapes:

According to the Vietnam Tourism Law (2017): "Historic and cultural relics are construction works, locations of relics, antiques, and national treasures belonging to those works and locations that have historical value, culture, science".

Cultural and historical relics contain good traditions, quintessence, wisdom, talent, cultural values, architecture, and fine arts of each locality. Cultural and historical relics are left behind by the collective creation of individual human beings in history.

National and local historical and cultural relics and scenic spots are divided into the following categories:

- Archaeological relics are places that hide a set of cultural values, belonging to a period of human social history that did not have written records and that time in ancient history. These relics may be buried underground or present on the ground and discovered by researchers when excavating.
- Historical relics are places, monuments, memorabilia, and artifacts that mark historical events, battles, famous people, and national heroes of a certain time. in each locality, including: Ethnological relics; Monuments mark important political events; Monuments marking the victory against invasion; Monuments mark memories; Monuments mark the glory of labor; Monuments mark the crimes of imperialism and feudalism<sup>[2]</sup>.
- Artistic architectural relics are relics associated with valuable architectural works. They not only contain architectural values but also contain socio-cultural, spiritual and historical values.
- Scenic landscape "Is a natural landscape or a place that combines natural landscapes with architectural works of historical and scientific aesthetic value" (Cultural Heritage Law 2009)<sup>[5]</sup>.

Scenic landscapes not only have natural beauty but also the combination of human hands and minds to create human values, including the values of historical relics. Culture. In our country, most scenic spots have Buddhist temples.

- Contemporary works are architectural works built in the modern era that carry values of architecture, fine arts, science, construction techniques, economics, culture and sports that attract tourists. That is a system of museums, national stadiums, conference centers, buildings, traffic works, communications...

#### Festival

Festival is a type of traditional cultural activity that attracts many people to participate and becomes a need in the spiritual life of the people and an attractive tourist resource for tourists. Festivals are precious literary resources, the "national soul and essence" of each nation. Festivals are valuable human resources serving the purpose of tourism development, including large-scale traditional festivals and modern festivals that also preserve rich and diverse traditional historical and cultural values. form, characteristic.

The festival consists of 2 parts: the ceremony part and the festival part.

- **Ceremony part:** are serious and solemn rituals that open the festival according to time and space.
- **Festival part:** often organizes folk or modern games, cultural and artistic performances to maintain traditional cultural values and tend to add new cultural elements.

Festivals are often held after the production season, the seasons with beautiful weather and scenery are spring and autumn. The cultural and historical values of the festival are valuable resources for organizing and implementing various types of sightseeing, research, and shopping tourism.

When researching and evaluating festivals for the purpose of tourism development, it is necessary to pay attention to the seasonality of the festival, the scale of the festival and the combination of exploiting festival values with the values of historical relics. Cultural history because festivals are often held at cultural and historical sites.

#### Traditional crafts and craft villages:

These are professions that demonstrate know-how in production to create products with aesthetic value, emotions and human aspirations.

Traditional handicraft villages are conceived as villages with traditional handicrafts produced using rudimentary tools and mainly from human hands, passed down from generation to generation.

Traditional crafts and craft villages have become human resources that effectively serve tourism activities. Demonstrating ingenuity and creativity in the human labor process.

#### Other cultural values:

- **Culture and arts:** Folk songs, dances, music, musical instruments, performing arts in general, etc. are the spiritual food of the people, expressing traditions, cultural identity, feelings and emotions. Human desire. Cultural and artistic values not only contribute to the diversity of tourism products but also have a special appeal to tourists; it not only brings visitors relaxation, joy, enhances their spiritual life, forgets daily worries and hardships, but also brings awareness and a sense of beauty in their free time.

#### Cuisine:

Eating is an indispensable need for humans. But cuisine in tourism is not only to meet the need for full, nutritious food, but each tourist is also interested in the artistic and cultural value of each dish, which will attract and raise awareness of price. Culinary art treatment for every visitor.

#### Poetry and literature:

Poetry and literature are the arts of using words to explore beauty and love of people with nature, between people, with their homeland, country and social life-Human production.

Literary works praising localities, countries, and peoples express the national spirit of each country, and are a place to express people's souls, feelings, and desires for their homeland. Combining with nature, landscapes and other tourism resources will create great attraction for tourists.

#### Cultural behavior and good customs and practices:

It can be said that behavioral culture is the image of each destination. The unique cultures of behavior, customs, living and production practices in localities are cultural values that tourists want to learn and experience. Therefore, it becomes a valuable tourism resource, creating a unique diversity of tourism products.

#### Tourism resources associated with ethnic cultures:

Each ethnic group has its own living conditions, cultural characteristics, customs, activities, and production, and has a certain area of residence. Those are the mysteries that every tourist wants to discover and create diversity when organizing different types of tourism.

#### Event activities:

Event-based activities such as film festivals, music festivals, and sports are also attractions for tourists and are conditions and resources for developing MICE tourism.

#### Protecting humanistic tourism resources:

Tourism resources are the most important resources and the basis for tourism development. But tourism resources change and decline due to natural and human impacts and socio-economic activities. Therefore, in tourism development, attention should be paid to protecting tourism resources in general and protecting humanistic tourism resources in particular.

Humanistic resources not only carry cultural and humanistic values of a community, but they are also the soul of the nation, the history and present of a country. Developing tourism based on humanistic tourism resources is not only an opportunity to revive cultural values, but tourism is also a factor that reduces and degrades those values.

To develop sustainable tourism, protecting tourism resources in general and human tourism resources in particular is an important task and is always associated with the management and exploitation of resources for tourism purposes. Localities and countries need to implement strategies and scientific methods to promptly and appropriately use and protect this valuable tourism resource.

## 2. Economic - political - social factors

### Population and labor:

Population and labor are both resources for social production and a market for the tourism industry. Population and labor with different characteristics in terms of scale, structure and income will directly affect the structure and ability to develop the tourism industry.

In tourism activities, residents contribute tourism human resources, markets, investment capital and the ability to develop tourism. As society develops, the demand for tourism is increasing. However, people's tourism needs also depend on many social and demographic characteristics of the population. Understanding the population size, population distribution, ethnic composition, and demographic characteristics is of great significance in the development of tourism.

### The development of social production and economic sectors:

As social production develops, it will become more and more important in the development of tourism. It is the basis to turn people's travel needs into reality.

The development of a number of economic sectors such as industry, agriculture, and transportation are all meaningful to the development of tourism. Industrial development creates a premise for tourism. Diverse materials for tourism development.

Industrial development increases income for workers, increases quality of life, causing more and more different tourism needs to appear; is the driving force for tourism development. The development of agriculture meets the dietary needs of tourists. Transportation is increasingly modern, ensuring speed, transport capacity, and saving travel time for tourists. Besides, the guarantee of safety, comfort, and price will positively contribute to the development of tourism.

### Conditions of political security and social safety:

Population can only develop in conditions of peace and stability among nations. Peaceful politics promotes tourism development. Tourism development contributes to strengthening friendship between peoples. Health and social guarantees will create a safe environment for tourists, which is an important condition to retain tourists<sup>[4]</sup>.

### Travel rest needs:

In business, the customer is king. In tourism, tourist needs are an extremely important part of tourism business. Travel needs are a special and general type of human need, different from daily needs. When traveling, people often spend more and demand better service with higher quality. Meeting tourism needs is an important factor and a driving force for the tourism industry to continue to develop.

### Scientific and technological revolution and international integration trend:

Regardless of the achievements of the scientific and technological revolution in the 21st century and the trend of integration and globalization, these are factors that give rise to tourism needs and activities.

### Urbanization:

The positive contributions of the urbanization process contribute to promoting tourism development and are the

basis for urban tourism development. However, the negative sides of urbanization such as noise and stress have affected human health. Since then, the need for rest and entertainment has become an irreplaceable need of urban residents. Since then, a variety of types of tourism have emerged, especially short-term tourism with the use of accompanying services.

### Living condition:

The key factor is the income of the population. When income increases, reaching a certain level, consumption demand will arise, including tourism demand.

### Free time:

Tourism only takes place in people's free time. More leisure time increases society's need for tourism. It is really an important factor to promote tourism activities. Free time is necessary time for people to improve their awareness, education, and understanding. And traveling is a way to express those desires.

## 3. Infrastructure and technical facilities serving tourism

### The infrastructure:

Infrastructure is the foundation and lever of all economic activities, including tourism activities. The infrastructure system serving tourism activities includes the following facilities:

- **Network and means of transportation:**

Tourism is associated with the movement and travel of people. A complete, modern transportation network, with convenient and safe means of transportation will attract tourists. Each type of transportation has its own advantages, creating conditions for tourists to choose for each trip. That also contributes to the appeal of each tour.

- **Communications:**

It is an indispensable part of tourism activities. The more modern the communication network, the more utilities it creates that can shorten distances in time and space, reduce costs for tourists, and help transport news quickly and promptly.

- **Electricity and clean water supply network:**

Each destination must have a clean water and electricity supply network to serve the rest and entertainment needs of tourists. The electrical system ensures that tourism activities take place regularly and continuously. Water supply, drainage and waste treatment equipment systems provide clean water and create a clean environment that attracts tourists.

### Physical and technical facilities:

Physical and technical facilities play a very important role in the value of creating tourism products, as well as deciding the level of exploitation of tourism potential to satisfy tourist needs.

Tourism physical and technical facilities include the physical and technical facilities of the industry and a number of national economic sectors participating in tourism activities such as trade and services.

- **Tourist accommodation establishments:**

This is an indispensable condition for tourism, especially long-term tourism. According to the Vietnam Tourism Law (2017): "Tourist accommodation

establishments are establishments that rent rooms, beds and provide accommodation services, in which hotels are the main tourist accommodation establishments [6]."

Accommodation facilities include: "Hotels, tourist villages, tourist villas, tourist apartments, tourist camping grounds, tourist motels, houses with living rooms for tourists to rent and other facilities. Other tourist accommodation".

In the above accommodation system, hotels play an important role and bring the greatest profit.

▪ **Network of food stores and commercial services:**

A network of food and beverage stores and commercial services that serve and meet the dining and shopping needs of tourists by selling typical tourism items, food and other goods.

▪ **Sports facilities:**

Sports facilities have the effect of creating favorable conditions for tourists' vacation, making it more positive. Sports facilities include sports facilities, sports rooms of sports centers of many different types, specialized equipment for each type (swimming pools, water bikes, water slides...)

Sports facilities are part of the physical and technical facilities of tourist centers. They increase the efficiency of hotels and resorts and enrich various types of tourism activities.

▪ **Medical treatment facilities:**

Medical facilities have the purpose of serving medical treatment and providing additional services at tourist locations. Medical treatment facilities include treatment centers (with mineral water, sunbathing, sea, dietary dishes.), medical rooms with equipment in them (bathroom, sauna, massage).

Usually, tourism medical facilities are attached to sports facilities and are located right in the hotel area.

▪ **Entertainment facilities and cultural information activities:**

These facilities aim to help guests have fun, entertain themselves, expand their socio-cultural knowledge, and facilitate communication and promotion of the nation's traditions and cultural achievements. They include entertainment facilities, cultural and information centres, cinemas, theatres, clubs and exhibition halls and can be located in hotels or operated independently in hotels. Tourist centers.

These facilities help tourists extend their stay or use them appropriately, creating more comfort during their trip.

▪ **Facilities serving other additional services:**

This facility is an additional condition, helping guests use it more effectively in tourism, creating more convenience when they stay at the tourist destination. These are gas stations, first aid stations, hair salons, laundries, beauty salons, and photo service shops.

These facilities contribute to increasing the uniformity of the tourism service system.

factor has its own function. However, they have a close relationship with each other, working together to perform the function of promoting tourism development.

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In short, the entire system of above factors is the driving force for strong development of tourism activities. Each