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Tourism Resources of the Temple of Van Mieu - Quoc Tu Giam are the Basis for Forming Tourism Products at Hanoi Tourism Route

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Abstract

Tourism is not only a human entertainment need but also an important source of profit for each country's economy and culture. In today's life, the environment is increasingly affected by environmental factors. Due to environmental and social weaknesses, tourism resources must also transform to attract tourists, especially the Van Mieu - Quoc Tu Giam relic, a place with many tangible and intangible values. This article focuses on analyzing the factors that create the tourist attraction of the Temple of Literature - Quoc Tu Giam, analyzing historical and cultural values as

well as learning about the strengths and characteristics of the Temple of Literature - Quoc Tu Giam thereby creates the basis for forming tourism products of the Temple of Literature - Quoc Tu Giam and Hanoi tourist routes in general. The article analyzes the main factors that constitute the attractiveness of the Temple of Literature - Quoc Tu Giam relic, considers the potential to attract tourism and ensure sustainable development without harming the surrounding environment.

Keywords: Travel, Quoc Tu Giam Temple, Tourism Products, Tourist Destination

1. Theoretical basis of tourism resources of a tourist destination

Tourism resources include raw material, energy and information resources available on earth and space that people can use for their life and development. In other words, tourism resources are resources that have tourist attraction. Tourism resources are a social resource but contain a tourist attraction, and have the ability to be exploited for tourism purposes. For a place to be called a tourism resource, it must meet three main factors: Resources, Attractiveness and the ability to exploit tourism.

According to Pirojnik, 1985: Tourism resources are the totality of nature, culture - history and their components, creating conditions for the recovery and development of mental health, working ability and health. Human health. In the current and future tourism demand structure, under the conditions of economic and technical capabilities, these types of resources are used to directly and indirectly produce tourism and leisure services.

In Vietnam, according to the 2017 Law on Tourism, "Tourism resources are natural landscapes, natural elements and cultural values as a basis for forming tourism products, tourist areas, and tourist destinations, aiming to meet tourism needs. Tourism resources include natural tourism resources and cultural tourism resources ^[1].

According to Clauses 4 and 7, Article 3 of the 2017 Law on Tourism, a tourist destination is a place where tourism resources are invested and exploited to serve tourists. In particular, tourism resources are natural landscapes, natural elements and cultural values as the basis for forming tourism products, tourist areas, and tourist attractions to meet tourism needs.

Exploiting tourism potential, combining services and physical facilities to bring satisfaction to tourists will create tourism products. According to the Vietnam Tourism Law (2017): "Tourism products are a set of necessary services to satisfy the needs of tourists during a travel trip."

Tourism products include two parts: tourism services and tourism resources. In particular, tourism services include: Travel services; Shipping services; Lodging; Food Service; Entertainment and recreation services; shopping services; other intermediary and supplementary services. Tourism resources include: Natural tourism resources and human tourism resources. Tourism resources are made up of many factors, one of the most important of which is the attractiveness of that resource. Below are some analyzes of the attractiveness of tourism resources:

- Tourism attractiveness: is the most essential characteristic of tourism resources. Without this characteristic, a normal resource cannot be a natural resource as stated above.

- Diversity: Tourism resources can be natural or human, can be past or contemporary, can be tangible or intangible. Tourism resources are very diverse in type, nature and level of tourist attraction.
- Fixedness: always associated with a certain geographical location. For example, Ha Long Bay, the Great Wall, the Egyptian pyramids... all are associated with certain landmarks.
- Vulnerability: Tourism resources are influenced by many impacts of natural and social factors. Therefore, they are very sensitive to environmental changes. They are very susceptible to loss.
- Connectivity: Tourism resources do not exist separately. They are combined in different combinations in the same space of the tourist destination. They are closely related and linked together and make a difference in the attractiveness of destinations. This is a characteristic that needs special attention when researching tourism of a destination.
- Seasonality: Most tourism resources are seasonal. This greatly affects the effective exploitation of resources in the tourism business.
- There are many types of tourism resources, but they are mainly divided into two main categories as follows: Natural tourism resources and Humanistic tourism resources. This classification is based on the origin of the resource.
- Natural tourism resources are created by nature: They include geological factors, topography, climate, hydrology, ecosystems, and natural landscapes that are or can be exploited for purposes. Tourism. Natural tourism resources do not exist independently, they consist of many elements that combine harmoniously according to natural laws in a certain territorial space. Natural laws move objectively, change constantly and always affect natural tourism resources.
- Humanistic tourism resources are associated with people and human communities, they have great tourist attraction. Humanistic tourism resources can be intangible or tangible.

2. The role of tourism resources in tourism development

The role of tourism resources in tourism development is evaluated through some important points below:

+ Tourism resources are the basis for forming tourism products, tourist routes and destinations: tourism resources are an indispensable element of each tourism product. Tourism resources and their distribution in space are the basis for forming local, national and regional tourist destinations and routes (including a number of different countries).

+ Tourism resources are one of the prerequisites for forming different types of tourism: Any type of tourism is formed and developed based on the following conditions: tourist needs, tourism resources. Calendar and other socio-economic factors. Tourism resources are one of the decisive factors.

+ The more diverse a destination's tourism resources are in terms of type, nature and spatial distribution, the more diverse the tourism types of that destination will be.

+ Tourism resources are an important factor that shapes the attractiveness and difference of a destination.

Tourism resources are the most important element of a tourist destination, each tourist destination possesses a

different combination of tourism resources. The attractiveness of a destination depends entirely on the Tourism Resources it possesses. They create the differences of destinations.

+ Tourism resources are the center of the spatial organization of the tourist territory of a tourist destination. A tourist destination is made up of many elements: tourism resources, infrastructure, facilities of the tourist area, of which the most important element is Tourism Resources.

+ Tourism resources are often fixed and cannot be moved. Therefore, the organization of the destination's tourism space must take tourism resources as the center.

3. Current status of tourism resources at the Temple of Literature - Quoc Tu Giam

The Temple of Literature was built in (1070), the second year of Than Vu in the reign of Ly Thanh Tong. In 1156, Ly Anh Tong repaired the Temple of Literature and worshiped only Confucius. Quoc Tu Giam is located behind the Temple of Literature area, which is the Quoc Tu Giam area. This entire area spreads over an area of 1530 square meters, including the Front Street, Back Street, Left Palace, Right Palace, bell house, and empty house on both sides. This is where Quoc Tu Giam school was once built, Vietnam's first high-class university, where thousands of talented people were trained for the country. When the Nguyen Dynasty came to the throne, the court-built Quoc Tu Giam in Hue, this area became the school of Hoai Duc palace, later the Nguyen Dynasty built Khai Thanh temple to worship Confucius' parents. By 1946, this area was completely burned down, leaving only the paved road in the middle from the Thai Hoc gate leading to the foundation of Khai Thanh Palace. The entire Thai Hoc area today was rebuilt in 1999, as a work to celebrate the 990th anniversary of Thang Long, Hanoi. Tien Duong House in front consists of 9 rooms with 40 ironwood columns supporting the roof, the two gables are built with Bat Trang bricks. Currently, Tien Duong House is the place to organize ceremonies to commend good students, good teachers, scientific conferences, and important ceremonies of the city and the State such as: Rewarding good Valedictorians excellent university degrees in the city, Professor and Associate Professor conferment ceremonies and many other important ceremonies... Temple of Literature - Quoc Tu Giam is a diverse and rich relic complex, with many aspects of value. Of Hanoi. The Temple of Literature - Quoc Tu Giam in Hanoi is currently the largest Temple of Literature in the country, relatively completely preserved and has attracted a large number of domestic and foreign visitors, becoming an important tourist destination of the Capital. The Temple of Literature - Quoc Tu Giam relic was recognized as a national monument on April 28, 1962.

The Temple of Literature - Quoc Tu Giam tourism resource is a humanistic tourism resource. Humanistic tourism resources, in short, are objects and phenomena created by humans throughout their existence and have value to serve tourism needs. Humanistic tourism resources include tangible humanistic resources such as historical relics, cultural and historical relics, contemporary works, souvenirs, and national treasures. Intangible humanistic tourism resources include festivals, traditional crafts and villages, artistic culture, culinary culture, customs, practices, languages, writing, religion, and information sources and sources of scientific knowledge and production experience

[2].

Temple of Literature - Quoc Tu Giam has many of the following tangible humanistic resources: Three-entrance gate of Van Mieu Mon; Ho Giam; Dai Trung Mon; Khue Van Cac; Thien Quang Well; 82 Doctoral stele; Dai Thanh Mon; Dai Bai Duong; Khai Thanh Temple.

Intangible tourism resources of the Temple of Literature-Quoc Tu Giam relic include:

Festivals

The Temple of Literature - Quoc Tu Giam has organized major festivals such as: Association for lucky letters on exam occasions, holidays, and tourism and discovery festivals. Association for education and preservation of cultural heritage of Van Mieu-Quoc Tu Giam, Association for night experience tourism,

Culture and arts

At the Temple of Literature - Quoc Tu Giam, cultural and artistic tours are organized every night performed by artists. During the holidays, booths are set up to reminisce about old times such as "Master-Map Class",

Customs and practices

Temple of Literature - Quoc Tu Giam has symbolic value for Confucianism, similar to pagodas for Buddhism, churches for Christianity. Confucianism entered our country around the beginning of the Common Era, flourished most under the Le Dynasty and became the state religion. When Western colonialists invaded, Confucianism declined. Today, Confucianism no longer has as profound an influence on many aspects of life as it did in the past. The presence of the Temple of Literature - Quoc Tu Giam makes it impossible for us to forget the nation's thousand-year-old culture. People entering the Temple of Literature - Quoc Tu Giam are like ancient students searching for a master to study religion. Due to ancient legends, the terms Trinh yard, Trinh gate or Tuyet yard, Tuyet gate not only refer to a place to study Confucianism but also have an additional meaning that refers to the determination to study of those who have the will to progress. Before each exam, university students in Hanoi do not forget to stop by the Temple of Literature - Quoc Tu Giam to pray for success in their studies.

Hanoi tourism product is a tour around Hanoi with scenic spots such as Sword Lake, Imperial Citadel of Thang Long, Temple of Literature, etc. When a guest wants to travel to Hanoi, they want to learn about the culture, living and learning process of Hanoi people. Coming to the Temple of Literature-Quoc Tu Giam, visitors will learn about the history and architecture of this place. Visitors see the entire formation and development in the field of learning of the Vietnamese people.

A tourism product includes the following elements: tourist destination, accommodation and food services, transportation services, and prices. Temple of Literature-Quoc Tu Giam is a tourist destination when tourists visit Hanoi. Tu Van Mieu-Quoc Tu Giam is located in the center of the capital so visitors can easily connect with other relic tourist areas conveniently. The Temple of Literature-Quoc Tu Giam is also a place to worship Chu Van an and his outstanding students.

Temple of Literature - Quoc Tu Giam has many intangible values such as:

- Historical value: Among the typical values of the Temple of Literature - Quoc Tu Giam relic, historical

value is highly appreciated. Temple of Literature - Quoc Tu Giam is located south of Thang Long citadel, formerly belonging to Minh Giam village, Huu Nghiem canton, Tho Xuong district, now belonging to Dong Da district, Hanoi city. The Temple of Literature was built in the eighth month of the year Canh Tuat, the 2nd year of Than Vu (1070) with the function of worshipping the Saints and Masters of Confucianism. Six years later, in April of the year Binh Thin, the first year of Anh Vu Chieu Thang (1076), King Ly Nhan Tong established Quoc Tu Giam, the Royal School. During the feudal period of Vietnam, the Temple of Literature - Quoc Tu Giam still maintained its position as the most sacred place, a center for - Architectural value: Temple of Literature - Quoc Tu Giam is considered an architectural complex typical of traditional Vietnamese architecture. The Van Mieu - Quoc Tu Giam architectural complex is located on a large area of 54,331 square meters including: Van lake, Van Mieu - Quoc Tu Giam area and Giam garden, whose main architectural object is the Temple of Literature, a place to worship Confucius and Quoc Tu Giam, Vietnam's first high-class university. The criminal record area is the open space in front, giving the Temple of Literature a majestic and majestic appearance. This area begins with four pillars and a horse stele facing Ho Van. The inner sanctum of the Temple of Literature - Quoc Tu Giam is separated from the noisy outside space by surrounding brick walls and divided into five different layers of space, each layer is limited by brick walls and has different layers. Connecting doors: one main door in the middle and two side doors on both sides with the main architectural subjects being: Temple of Literature gate, Dai Trung gate, Khue Van Cac, Dai Thanh gate, shrine area, Thai Hoc gate and ending with the area Thai Hoc. The most prominent feature in the architecture of the Temple of Literature - Quoc Tu Giam is shown in Khue Van Cac, an architectural work that, although not massive, has harmonious and beautiful proportions, combining the architecture of brick pillars below to support the floors. The upper deck is made of a clever wooden structure. Around the attic there are wooden borders, intricately carved, and surrounded by convenient railings. The four sides of the attic have four round windows surrounded by wooden bars radiating out to all four sides, symbolizing the rays of the shining star Khue. In the center of the Temple of Literature - Quoc Tu Giam relic, where Khue Van Cac and Thien Quang Well are located, 82 doctoral steles are kept, priceless relics that have been honored by UNESCO as a world documentary heritage in March 9, 2010. Doctor's stele are massive "stone historical records" through which we can see the views on education in feudal times, revealing the study and examination regime, the full names of famous scholars, localities, and scholars. The family has a scholarly tradition.

- Cultural value: In addition to historical value, doctoral stele also exhibits unique aesthetic value. These are also continuous systematic documents, at least for three centuries (from 1484 to 1780), on stone sculpture techniques. Art researchers and visual artists can draw from stele shapes, turtles, patterns and carved motifs.

- Scientific value: With a rich history and presence of precious relics, the Temple of Literature - Quoc Tu Giam also contains many values of social sciences and humanities. Scientists can rely on the Han Nom writing system to research the history of the country's Confucian development, the feudal examination system, famous scholars, historical figures... In the past The Temple of Literature - Quoc Tu Giam is the place of "Confucius' Gate, Trinh Court", a cathedral of Confucianism, a place to train and praise the country's talents. Today, the Temple of Literature - Quoc Tu Giam is a historical relic with symbolic meaning for Vietnam's cultural process, a proof of Vietnam's contribution to the region's Confucian civilization, and is a place to honor the country's talents.

Due to its many intangible values, the Temple of Literature - Quoc Tu Giam has attracted many tourists when visiting Hanoi. This is an indispensable attractive destination in Hanoi tours.

4. Evaluation of tourism resources at the Temple of Literature - Quoc Tu Giam

*** Advantage**

Temple of Literature - Quoc Tu Giam is a famous tourist destination in Vietnam with many factors that create the attraction of this place. Here are some general assessments of these factors:

Firstly, the number of visitors to the historical and cultural relic Van Mieu - Quoc Tu Giam has increased every year. This shows that tourists really want to come here when traveling to Hanoi. The tangible and intangible tourism resources at the Temple of Literature - Quoc Tu Giam all have great cultural, architectural and historical value, so they are very attractive to tourists.

Second, the current monument has been cared for, maintained and preserved for its historical, cultural and spiritual values in Hanoi. In particular, the festival has retained its many-generation traditions and fully expressed the spirit of admiration of the city's people. The relic has become a place where people place their trust and aspirations for education. Travel businesses, suppliers, and the Monument Management Center have had initial discussions on coordinating the development of cultural tourism products.

Third, the authorities have developed a tourism development strategy for the Temple of Literature - Quoc Tu Giam in terms of both infrastructure and intangible values in the overall tourism development in Hanoi.

Fourth, historical relics in the Temple of Literature - Quoc Tu Giam are always maintained and maintained periodically, so the tourism resources here are increasingly developed comprehensively.

Fifth, at the festival of the Temple of Literature - Quoc Tu Giam, there were additional entertainment activities to attract tourists. Visitors have the opportunity to interact with artists, write calligraphy, participate in human chess games... environmental sanitation, security and order are maintained at a certain level.

Besides the points achieved, the Temple of Literature - Quoc Tu Giam also has the following shortcomings:

*** Limit**

During holidays and festivals at the Temple of Literature - Quoc Tu Giam, there is also the phenomenon of taking

advantage of crowds of people to solicit and steal property from guests.

Although university admission has been divided into clusters, the number of candidates taking the exam in Hanoi has decreased compared to last year but is still very large. Before each exam, a large number of students often flock to the Temple of Literature - Quoc Tu Giam to pray for good luck by touching the turtle's head and rubbing the gold plaque, affecting the relic values at the monument.

Temple of Literature - Quoc Tu Giam is located in the center of Hanoi, so during the festival season, traffic jams often occur, leading to difficulties in traveling to this tourist destination.

Besides, there are still limitations such as: the quality of human resources of the monuments is limited in terms of professional expertise and sustainable development, ability to analyze work, plan, organize and operate., implement and inspect the organization of tourism activities. The current organizational structure of the monument is not reasonable, and the team of professional staff organizing tourism activities is still too thin. There are still no specific measures to minimize negative impacts on the environment, culture and society. The Temple of Literature is often overloaded, so it is impossible to manage the behavior of visitors. Customers make noise, eat, drink, and litter without being reminded by the management unit. Public sanitation facilities are only fully evaluated but not well evaluated.

5. Conclude

Temple of Literature - Quoc Tu Giam is an attractive tourist destination located on the Hanoi tourist route. This is an important destination with historical, cultural and spiritual significance that clearly shows the beauty of the capital Hanoi. With tangible and intangible cultural relics, the Temple of Literature - Quoc Tu Giam has become the basis for forming tourist routes and destinations of the capital Hanoi. The uniqueness of the Temple of Literature - Quoc Tu Giam is the combination of history and present. To maintain and develop Van Mieu - Quoc Tu Giam tourism in particular and Hanoi tourism in general, we need to build and develop tourism resources here comprehensively.

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