

RESEARCH FOR ECONOMIC DEVELOPMENT OF TRADITIONAL CRAFT VILLAGES IN AN GIANG PROVINCE

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ABSTRACT

An Giang is one of the provinces with many traditional craft villages that have existed for a long time and become an indispensable cultural feature of the province. In the process of economic restructuring and new rural development, traditional craft villages play a very important role in preserving culture and economic development in An Giang province. Therefore, the preservation and development of traditional craft villages is extremely important in the current context. Within the framework of the article, the author gives opinions and practical solutions to preserve and promote cultural and economic values in traditional craft villages in An Giang province.

Keywords: Economy, craft villages, traditions, development

1. Introduction

Traditional craft villages have always played an important role in preserving and promoting Vietnamese national cultural values in history and up to now. Traditional craft villages were born and developed along with the history of our nation. From ancient times along our country, people knew how to make pottery, jewelry, weaving, knitting, carpentry, painting... gradually they were organized into villages and guilds specializing in a profession, bearing bold traditional cultural values of a village of a nation. Traditional craft villages have been preserved and developed by our people to this day. In addition to preserving cultural values, traditional craft villages also contribute economic values and create jobs for people. In An Giang province, Vietnam is still preserving and developing many traditional craft villages, typically: Tan Chau silk village, Phu Hoa fishing hook craft village, Chau Phong brocade weaving village, Brick and tile craft village, etc. Binh Duc incense making craft, Cho Thu carpentry village, An Phu palm sugar craft village, etc. Each craft

village has its own history of formation and development, contributing to its own cultural values and especially contributing to the economic development. The economy of An Giang province in each craft village is also very positive. It is very important to study the economic development of the rapids village in An Giang province. Thereby, understand more about the contributions of craft villages in various fields, especially in the economic development of craft villages. From there, make recommendations to bring economic efficiency to the people. When the economy is stable and developed, the society is prosperous, people's living standards will be improved.

2. Method

Several research methods have been applied in this study to clarify issues of research for economic development of traditional craft villages in An Giang province

Firstly, the methods of analysis and synthesis are applied to analyze documents related to research issues.

Secondly, the logical methods help to identify appropriate research issues.

3. Result

3.1 Theoretical basis

The concept of craft villages

At present, there are many concepts of craft villages, of which Pham Con Son said that: a craft village is an ancient administrative unit, which also means a place of dense population, organized activities, and its own rules and customs. In a broad sense, a craft village is not only a village of professional living but also implies that people with the same occupation live together in harmony to develop jobs. The solid basis of the craft villages is the collective business, economic development, while preserving the national identity and the individuality of the locality (Pham Con Son, 2004).

According to the Vietnamese dictionary, a craft village is a village specializing in a traditional craft (Language Institute, 2006).

According to Professor Tran Quoc Vuong, "a craft village is a village that, although still cultivates in the ways of small farmers and livestock, has a number of other side occupations such as knitting, ceramics, and soy-making... but has excelled in a traditional, sophisticated craft with a class of professional or semi-professional craftsmen, with corporation (organizational structure), leading by tycoons, elders... and a number of small workers and assistants, dedicated to having a certain technological process "living by any profession, die because of that profession", "master

one trade and you will have a comfortable life ", live mainly by that profession and produce handicrafts, these items have become artistic, have become commercial products and have a relationship with a market that is a large area around with the urban market and then expand to the whole country, which can be exported to foreign countries. ” (Proceeds of the international conference, 1996).

Thus, we can say that a craft village is the sum total of material and spiritual values that exist in the same geographical area, are stable in terms of occupation, or a group of occupations that are closely related to each other to produce a product, which has been handed down to this day. A traditional craft village is a place associated with a community where a profession is handed down. Stability in a profession or a number of occupations that are closely related to each other in the process of producing a type of product. The craft village has a team of highly skilled artisans and workers, whose professional secrets passed down to the next generations. The product has economic, cultural and historical value related to the craft village community.

The concept of tradition

According to the Vietnamese dictionary, tradition is a long established habit in lifestyle and thinking, which is passed down from generation to generation (Linguistics Institute, 1053).

Thus, traditions are the virtues, customs, ideas and ways of life that are formed in life and recognized by society, it is passed on from generation to generation and it has great effects to each individual and to society as a whole. It is the quintessential property of the previous generation that is passed on to the next generation.

3.2 The formation of traditional craft villages

From the beginning, even in a village, most of the people were engaged in agriculture, low productivity of agricultural labor did not guarantee income for farmers. Therefore, the need to create jobs for additional income outside of agricultural production becomes urgent. At the same time, due to the seasonality of agricultural production, a surplus of labor was created in a certain period of time; meanwhile, in the local market, there is a demand for handicraft products for consumption, daily life and agricultural production, and the source of raw materials for handicrafts is relatively abundant. ... all of which has promoted the development of handicraft activities. Along with the development, appeared parts of the population living by handicrafts, they closely linked with each other, forming a number of occupational organizations forming trade villages, trade wards, and trade communes associated with local place names, from which the professions were spread and developed into craft villages. Besides those who specialize in occupations, most of them both produce agriculture and work as a profession (side occupation).

But due to the need to exchange goods, occupations with a more specialized nature and often limited to a small scale (villages, communes) gradually separated from agriculture to specialize in handicrafts. Later, the trend of workers leaving the fields, switching to handicrafts and living by that profession is more and more and so traditional craft villages are formed and developed.

Characteristics of craft villages

- Craft villages often exist and develop in the countryside and are attached to agriculture. Some craftsmen are also farmers.
- Most of the raw materials of craft villages are mostly local.
- Vocational training mainly follows the method of passing the profession in families from generation to generation. Currently, the method of vocational transmission is more diverse and richer.
- Products in traditional craft villages are mostly made by hand.
- The products of the craft village are unique and have both use value and high aesthetic value.
- The market for products of craft villages is often local and small. Each craft village has a market used as a place to exchange, trade and consume products. Up to now, the products of the craft village have been traded throughout the country and countries around the world.

The role of traditional craft villages

Create jobs for workers

Farmers involved in agricultural production are often seasonal, so they often have idle time leading to excess labor. In the spare time, the farmers can engage in the production of traditional products. Not only will the labor be fully utilized, but the production will also increase incomes for households and ensure their lives. Therefore, traditional craft villages have been and will solve the problem of jobs for many people, reducing the burden on the country.

Exploiting capital and technology in the people

The production process of the products of the craft village has made full use of the capital, labor and technical factors of each household. All family members can participate in the production of traditional goods. So that, the professions left by the forefathers are not lost, on the contrary, they are increasingly developed to meet the market needs.

The economic and labor structure in rural areas is becoming more and more reasonable

The development of craft villages will take advantage of raw materials that are products of the agricultural industry or agricultural and forestry production tools, increasing the ability to accumulate capital and technology, supporting agriculture, industry and other types of services in developed rural areas. Therefore, if the craft village is developed, it will become an economic center for the locality, avoiding the situation of people migrating to other places to work and live, reducing the wave of immigration to cities, causing many inadequacies, imbalance in security and society.

3.3 Economic development of traditional craft villages in An Giang province

An Giang has many traditional craft villages, production facilities, handicrafts such as brocade weaving, hand embroidery, palm sugar, dried varieties, fish sauce, etc., which are quite famous. Currently, An Giang province has 34 traditional handicraft villages, evenly distributed in 49 communes and wards in the province. Of which, 26 occupations have been recognized by the People's Committee of An Giang province. In particular, 14 traditional occupations have existed for over 50 years, such as: blacksmithing in Phu My (Phu Tan), brocade weaving in My A (Tan Chau town), brocade weaving village of Cham people in Chau Phong (Tan Chau town) for over 100 years, Cho Thu carpentry village (Cho Moi) appeared in the mid-18th century, jaggery cooking village, incense making village (Long Xuyen city), Van Giao brocade weaving village (Tinh Bien), jaggery cooking village of Khmer people (Tinh Bien), fish sauce production (Chau Doc city), brick and tile and pottery craft in Chau Thanh, Chau Phu; painting on glass in Long Dien B... the craft villages have attracted over 6,300 households to participate in craft villages. Annual production value from craft villages is over 500 billion VND, export turnover is over 300,000 USD. Currently, An Giang's craft villages have created jobs for 33,000 rural workers with stable income. Thus, traditional craft villages play a very important role in economic development and job creation in the province.

- The interest of An Giang province in economic developing of the traditional craft village

The traditional craft villages of An Giang province are also interested by local authorities, creating conditions for development, expansion and diversification of industries. Many craft villages were restored, many new craft villages were built and developed. An Giang province has had projects to preserve and develop handicraft villages such as knitting water hyacinth carpets, producing earthen ovens, embroidering, processing fish sauce, knitting baskets, etc. The government of An Giang province has launched craft village development project, including 2 phases. In which, phase I from 2008-2010 has 43 projects with total investment capital of 60,394

billion VND, including 23 conservation and development projects, 11 craft village development projects associated with tourism and 9 development projects develop new craft villages. Phase II from 2011-2020, there are 7 projects with a total investment capital of 4,275 billion VND, including 1 conservation project, 4 craft village development projects associated with tourism and 2 new craft village development projects. According to the An Giang Department of Industry and Trade, craft villages have created jobs, contributed to the restructuring of labor in rural areas, helped people have more income, and contributed to preserving traditional crafts. An Giang province has organized 85 vocational training classes. Thereby, creating jobs for 2,550 workers in the fields of processing industry, handicrafts, mechanical engineering technology and manufacturing, processing textiles, embroidery, jaggery, and sugar production. ... At the same time, the province also supports the application, new technology, investment in advanced machinery and equipment in production for 211 projects in the province. In addition, it also supported and created conditions for 20 enterprises to apply tools to improve productivity and quality, and announced 30 products and goods in accordance with local technical regulations. In addition to creating jobs, craft villages also play the role of one of the important tourism resources, in developing tourism associated with craft villages, bringing economic profits, promoting the image of An Giang's culture and people.

- Developing the economy of traditional craft villages associated with tourism in An Giang province

Over the years, An Giang has formed 6 "linking" points of tourism with the development of handicraft villages such as resort and community tourism routes in My Hoa Hung commune with My Khanh rice paper craft village; Binh Duc incense village (Long Xuyen city), Chau Giang brocade weaving village (Tan Chau town) associated with Chau Phong community tourism center; brocade weaving villages Van Giao, An Hao (Tinh Bien district), An Phu palm sugar craft village (Tinh Bien district) associated with agricultural tourism model; Cho Thu carpentry village associated with Gieng island eco-tourism model... In which, brocade weaving village of Cham people in Chau Phong, Khmer in Van Giao commune has bold unique and specific cultural characteristics of ethnic minorities which are popular with tourists. In addition, many products of traditional craft villages have been promoted and consumed in restaurants and hotels in the province (dry, fish sauce, scarves, Khmer brocade sarongs...) . Besides the socio-economic benefits, this form of tourism has contributed to preserving and promoting the unique cultural identities of the locality.

The great benefits of developing craft village tourism are not only reflected in the numbers of economic profit growth, settlement of local labor resources, but also a way of conserving and preserving cultural values of the nation.

The problems of traditional craft villages in An Giang province

Traditional craft villages contribute to socio-economic development and preserve local cultural values. However, in this period, traditional craft villages nationwide in general and An Giang province in particular are facing difficulties and challenges in competing and expanding the market.

At present, there are still traditional craft villages of the province facing many difficulties, mainly in terms of capital, consumption market and technology... One of the craft villages facing difficulties is the craft of making glass paintings in Cho Moi district (An Giang), which has a thickness of about one hundred years, concentrated in 3 communes: Long Dien A, Long Giang and Long Kien. The products are rich and diverse such as: landscape paintings, word paintings, classic referenced paintings ... Previously, the profession of making glass paintings was very flourishing, but in recent years, the products made are difficult to sell, so many establishments working only in moderation, some highly skilled workers quit their jobs to do other jobs or go to other places to live and work for their secured life.

In fact, there are still some traditional craft villages of the province still producing according to the old model, with little improvement, to suit the current trend. This leads to difficulties in receiving products from the consumer market. In addition, the price is always fluctuating, while the price of raw materials is increasing day by day. These are the difficulties of the households in the traditional craft villages of the province.

In addition, labor shortage is a difficult problem for production facilities. Although vocational training and vocational training are highly valued by localities, keeping employees engaged in the locality is a difficult problem. When they have mastered their skills, workers oftentend to go to other places to make a living such as: Binh Duong, Long An, Dong Nai... to find work because they do other jobs with higher incomes than working in traditional craft villages.

Besides, craft village tourism is one of the strengths of An Giang province, but currently, this potential has not been effectively exploited. The way of doing tourism associated with craft villages is mainly spontaneous exploitation. Many craft villages have not arranged a product display area, production demonstration space of craftsmen and artisans, as well as an area for guests to experience such as participating in the production and manufacturing stages.....

4. Discussion and conclusion

In order to solve the shortcomings and difficulties in economic development in traditional craft villages in the province, first of all, find ways to improve, innovate and improve the quality of products according to the tastes and requirements of the market. Along with focusing on

improving product quality, the promotion and introduction of products is very important, in order to find and expand the market. It is necessary to build a brand for the products of traditional craft villages, because it has great significance for finding and expanding the market, when having its own brand, buying and selling will be very convenient.

In order for craft village activities to go into depth and develop in the right direction, it is necessary to associate craft development with craft village planning to create conditions for the craft village economy to develop. For localities that already have craft villages, it is necessary to set up projects to develop existing occupations and expand new occupations for households.

In addition, the development of tourism in traditional craft villages is also an effective solution for socio-economic development in localities. In order to develop craft village tourism and bring economic benefits, the tourism industry and localities need to pay attention to invest in infrastructure development, a full range of accompanying services, and a green - clean - beautiful environment to make an impression to attract tourists, increase the average expenditure of tourists when coming to An Giang and preserve the unique features of traditional craft villages.

Need more local support policies to develop traditional craft villages such as investment in equipment procurement; creating industrial products and attracting rural labor, retaining the labor force in craft villages by ensuring job stability and high income; organize vocational training and vocational transmitting to create quality products; supporting trade promotion... Thereby, attracting many rural workers, exploiting local raw materials to create valuable products in tourism economic development, which is practical work.

Besides the preferential policies of the province, it is necessary to actively review the operation status of production facilities in the craft village. On that basis, to take timely support and encouragement measures to expand the scale and improve the quality of the products of the craft villages in combination with strengthening the promotion, branding, introduction and expansion of trade market for traditional craft village products.

Strengthening business connections to promote the promotion and advertising of craft village products. At the same time, through businesses, to grasp the needs of the market. From there, consulting and supporting local craft villages in investing in the quality and quantity of products. In order to be professional, it is necessary to train people in craft villages in communicating, approaching buying and selling, and promoting products, especially supporting innovating a suitable model to develop the craft village economy.

It is necessary to associate traditional craft villages with tourism activities. Tourism is an easy place to promote and consume products of craft villages. Combining traditional craft villages with folklore activities, especially festivals and traditional culture of ethnic minorities. From there,

promote the unique cultural features, so that the craft villages become attractive destinations for domestic and international tourists.

Therefore, in order to effectively exploit and take advantage of the potentials and opportunities available to the exploitation and economic development of traditional craft villages, local authorities at all levels, relevant departments and branches need to pay attention to the development of traditional craft villages. Moreover, there are correct and timely solutions for the province's traditional craft village economy to develop, bringing economic efficiency and social stability.

Conclusion

The traditional craft villages in An Giang province have created a lot of products that are not only for commercial exchange but also have cultural and historical value. A team of artisans, a secret system and technological processes that create products are handed down. In order to improve the economic efficiency of traditional craft villages, the development of craft village tourism is also a content that needs special attention. The economic development of traditional craft villages in An Giang province will facilitate the transformation of agricultural production structure and rural labor structure towards industrialization and modernization. Since then, creating many stable jobs for many local idle workers, improving the material and spiritual life of the people. In order for people to feel secure to work in craft villages, the attention of local authorities plays an important role in orienting the economic development of craft villages. Attention should be paid to the connection between businesses and craft villages in order to sell products. On that basis, both increase income for employees and contribute to preserving, conserving and widely promoting the cultural values crystallized in traditional craft villages in An Giang province.

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