

## **QUANG BINH PROVINCE HAS BEEN DEVELOPING CREATIVE TOURISM**

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### **ABSTRACT**

Main findings: Evaluate the creative tourism potential of QuangBinh province based on the SWOT method. Build a system of solutions to improve the effectiveness of creative tourism development in the coming time. Based on the actual analysis results, the article will be a useful document for tourism managers in particular and administrators in general.

Creativity is increasingly recognised as essential for success in many aspects of life: personal development, life-long learning, management. Therefore, for the tourism industry in QuangBinh province, creativity is even more necessary in the context of integration, tourism products need to promote diversity and sustainable development. The article is a meaningful product for managers and economic researchers, especially in the field of tourism, to refer to and find reasonable solutions for the tourism industry in the future.

**Keywords:** Creative tourism, QuangBinh Province, management, Vietnam.

### **1. INTRODUCTION**

QuangBinh is a locality with all the important conditions to develop new tourism activities - creative tourism successfully. Famous craft villages, typical dishes, rich cultural and spiritual activities have become QuangBinh province's own brands. The characteristic of creative tourism is to raise awareness, learn new life experiences, and unique knowledge of each ethnic group and different residential areas. It is these characteristics that make creative tourism in QuangBinh province considered a tourism activity of the new generation and it has a clear difference from previous forms of tourism. The development of creative tourism is found in very different

contexts. On the one hand, in rural areas, creativity is needed to address the lack of economic alternatives; On the other hand, cities are traditionally perceived as the engine of the creative economy. QuangBinh develops creative tourism based on existing advantages. At the same time, the province also analyzed challenges and difficulties to gradually solve them and provide the right development direction

**Research rationale:**

In Vietnam, tourism not only brings economic benefits but also plays a role in preserving, promoting the nation's traditional cultural values. The development of tourism currently faces new advantages and challenges. Under the impact of globalization, tourism has been integrating deeply with the region and the world.

However, the service quality at some destinations is not high; travel businesses are small in scale that makes it difficult to lead the international tourism market. Moreover, the quantity and quality of tourism human resources are limited, especially in terms of foreign language proficiency and professionalism. In particular, the massive development of the tourism industry has led to the copying of types of tourism and tourism products such as eco-tourism, shopping tourism, adventure tourism, medical tourism... Localities do not have unique types of tourism to create their own brands and attract visitors sustainably. In this context, Vietnam in general and localities in particular need a new type of tourism to attract tourists and develop sustainable tourism.

QuangBinh province has diverse and unique tourism resources with many handicraft villages, typical and attractive dishes, skilled artisans, a safe tourism business environment... Moreover, QuangBinh is always considered a safe, friendly, hospitable and pristine destination by tourists. These are important conditions for the locality to successfully develop new tourism activities - creative tourism. This type of tourism creates opportunities for tourists to participate in activities, promote their creative potential as well as feel cultural values from real-life experiences. QuangBinh has been promoting creative tourism as an alternative to mass cultural tourism. Research on the potential, current situation and solutions for developing creative tourism in QuangBinh province helps the province have an appropriate and sustainable direction in the future, contributing to turning tourism into an spearhead economy in coming time.

**Research problem:**

In new context, the emphasis shifts from the tangible to the intangible culture and the fundamental experience is an exchange of knowledge and expertise between the guest and the host. This exchange creates a more authentic and locally embedded form of cultural tourism. The research raises questions about the strengths, weaknesses, opportunities and challenges in

assessing the potential and ability to exploit the potential of creative tourism development in QuangBinh province. From there, solve the above questions and evaluate the current situation as well as directions for developing creative tourism in QuangBinh in coming time.

**Research methods:**

The article clarifies common issues about creative tourism (perspectives, definitions of scientists, the connotation of creativity in tourism..). Furthermore, the article emphasizes the potential of creative tourism of QuangBinh province, assessment of potentials and the ability to exploit those potentials. From the current situation of exploiting the potential of creative tourism in QuangBinh, the author analyzes and proposes solutions for developing creative tourism in the coming time. The author use the Document research method, analysis method, SWOT method to achieve the goal.

**2. LITERATURE REVIEW**

Tourism is a type of sustainable tourism because the core of this form is the boundless creativity of tourists and local people. While historical relics or scenic spots can be lost over the years. It is difficult to keep the original, creative tourism exploits the creativity and experiential spirit of people after many restorations. Tourists along with the authentic values of the indigenous people have become a foundation that cannot be eroded and is constantly renewed. Vietnam in general and QuangBinh in particular have many reasons and opportunities to develop creative tourism thanks to its diverse and rich tourism resources with unique traditional cultural values, attractive, delicious cuisine and beautiful natural scenery. In addition, rapidly developing tourism infrastructure and information technology also help tourists easily access new social trends. There are many domestic and international documents researching creative tourism

**2.1. Group of research projects on creative tourism in Vietnam**

\* **Title:** Developing creative tourism in Vietnam

**Citation:** Tran Dinh, T. (2014)

**Source:** [https://repository.vnu.edu.vn/bitstream/VNU\\_123/12710/1/02050002447.pdf](https://repository.vnu.edu.vn/bitstream/VNU_123/12710/1/02050002447.pdf)

**Overview:** The thesis is based on an overview of research documents by foreign scholars, notably Krispin Raymond, a New Zealander, and Greg Richards, a Dutchman to present the concept, characteristics, and conditions for creative tourism.

The second result is to generalize the conditions and potential for developing creative tourism in Vietnam such as creative resources (traditional professions, culinary arts, various types of

performances...), creative environment creation (craft villages, clubs...), creative human resources (artisans, lecturers...), creative products (traditional handicraft products, cultural works, art...)

Creative tourism development models have been proposed in some localities such as Hoi An, Hanoi, and Ho Chi Minh City.

\* **Title:** Developing creative tourism products in Vietnam

**Citation:** MA Trinh Le. A & Tran Thuy .L (2016)

**Source:** <https://www.vtr.org.vn/phat-trien-san-pham-du-lich-sang-tao-o-viet-nam.html>

**Overview:** The research raises the questions: Is creative tourism suitable for Vietnam? Why has creative tourism not developed in Vietnam? After that, the article points out the limitations of creative tourism in Vietnam such as: it has only developed spontaneously and fragmentarily, so these products reveal many limitations: creative tourism products are still lacking, exploiting and expressing the inherent cultural characteristics of the product. There are still potential phenomena of pushing prices high for foreign tourists, soliciting customers, dumping... creating an unprofessional appearance of Vietnam Tourism. Households do spontaneous tourism and operate freely, so sustainability is poor.

\* **Title:** Developing creative tourism products in Hanoi from cultural values

**Citation:** Ma Quỳnh. H (2020)

**Source:** <http://www.vanhoanghethuat.vn/phat-trien-san-pham-du-lich-sang-tao-o-ha-noi-tu-nhung-gia-tri-van-hoa.htm>

**Overview:** The research paper highlights the characteristics of Resources for developing creative tourism in Hanoi; Directions for developing creative tourism products in Hanoi. From there, it is affirmed: Creative tourism is no longer a new form, but is gradually becoming the top priority choice of tourists in current travel trends. If we focus on staying ahead of the trend with good investment and exploitation, offering unique and attractive creative products, the opportunity to develop tourism for Hanoi will certainly be great. This is even more meaningful when Hanoi Noi has been recognized by UNESCO as a world creative city.

\* **Title:** QuangBinh Tourism: Creativity to rise high

**Citation:** DieuHuong (2020)

**Source:** <https://tinquangbinh.com/2020/01/04/du-lich-quang-binh-sang-tao-de-vuon-cao/?amp=1>

**Overview:** The article shows the positive directions for QuangBinh tourism: Towards building a sustainable tourism community, the tourism industry has focused on unique and attractive community tourism products. People in localities began to focus on investing and launching tourism products, such as flower fields, sheep farms, lotus ponds, “check-in” points for young people... The resulting effectiveness has truly created motivation for people to try new types of community tourism; At the same time, it also affirms the agility and efforts to keep up with the development trend of the tourism industry in the 4.0 technology era.

## **2.2. Group of research projects on creative tourism in the world**

\* **Title:** Cultural Attractions and European Tourism

**Citation:** Richards, G. (2001)

**Source:** <https://books.google.com.vn/books?id=-bWbLcvnL4kC>

**Overview:** This book reviews the cultural tourism market in Europe from a survey carried out in 1997. It analyzes the way in which cultural attractions are produced for, and used by, cultural tourists and how such cultural attractions as museums, art galleries, monuments and heritage attractions are marketed.

\* **Title:** Tourism, Creativity and Development

**Citation:** Richards, G., Wilson, J (2007)

**Source:** <https://books.google.com.vn/books?id=ZkN8AgAAQBAJ>

**Overview:** This book critically analyzes the impact and effectiveness of creative strategies in tourism development and charts the emergence of “creative tourism”. Why has “creativity” become such an important aspect of development strategies and of tourism development in particular? Why is this happening now, apparently simultaneously, in so many destinations across the globe? What is the difference between cultural tourism and creative tourism? These are among the important questions this book answers. It critically examines the developing relationship between tourism and creativity, the articulation of the “creative turn” in tourism, and the impact this has on theoretical perspectives and practical approaches to tourism development.

\* **Title:** Creative industries as milieu of innovation: the Westergasfabriek, Amsterdam.

**Citation:** Bonink, C. and Hitters, E. (2001)

**Source:** <https://eurekamag.com/research/003/395/003395204.php>

**Overview:** This paper considers clustered creative industries (all branches of industry and trade that rely on imaginative creation and cultural innovation aimed at the production, distribution, and consumption of symbolic goods) as milieux of innovation that can reconnect the space of flows (the spatial manifestation of globalization) and the space of places (the spatial dimension that shapes the simultaneous process of localization). The process of globalization and its consequences for culture are first examined. A case study of the Westergasfabriek project in Amsterdam, Netherlands, is then presented. The Westergasfabriek is a former gas factory that was transformed into a park occupied by a mix of cultural organizations. It is concluded that the creative industries in the Westergasfabriek seem to be able to merge the networks of the global economy and the experience of ordinary people's daily life. The findings of the research show how the connection to the global network and its subsequent business logic are dependent on local experiences and the abilities of cultural producers to translate the cultural meanings of places into global flows of signs and symbols.

\* **Title:** Creative Industries: The Business of Definition and Cultural Management Practice

**Citation:** Roodhouse, S. (2008), *International Journal of Arts Management*, Vol. 11, No. 1 (FALL 2008), pp. 16-27 (12 pages)

**Overview:** The author introduces the creative industries as a global phenomenon by describing the concept in the United Kingdom, where successive governments have redrawn the policy boundaries and aligned resources, revealing an increasing reliance on evidence to support and evaluate policy. Where does this evidence come from, how is it collected and how reliable is it? Data collection requires a definitional framework or classificatory system. The author investigates the history and rationale for the definition formulated by the British government. He reports that international bodies define components of the creative industries and the arts differently.

\* **Title:** Creative tourism Thailand

**Source:** <https://pegthaiguides.com/creative-tourism-thailand/>

**Overview:** Creative tourism seems to be a new trend in tourism phenomenon which its goal is intending tourists to have and insightful understanding of host cultural and historical assets which each destination possesses its own uniqueness, and visitors can exercise close participation with the local cultures. Actually the Creative tourism is not a new concept.

### 3. METHODS

To achieve the research goals and tasks, the author used the following research methods:

### **3.1.Document research method**

The author read and researched documents related to creative tourism in Vietnam and around the world to grasp theoretical issues related to this field, especially is to learn concepts as well as documents related to creative tourism in QuangBinh province.

### **3.2.Analysis method**

The author uses this method to analyze the content of all documents related to the topic, such as: articles in the same field of research, craft villages, traditional craft villages recognized received in QuangBinh province, report on the socio-economic situation in 2022 of QuangBinh province...

### **3.3. SWOT method**

SWOT analysis is an important factor to create a creative tourism development strategy for QuangBinh province. Basically, SWOT analysis means analyzing 4 factors: Strengths, Weaknesses, Opportunities, and Threats to help you determine strategic goals and directions for QuangBinh Province in the future.

## **4. Results and discussion**

### **4.1. Creative Tourism**

According to Richards & Raymond: "Creative tourism is a trip that aims and engages with an authentic experience through participation in courses, heritage or a local feature. It provides connect with the people who live and create a culture of living in the destination". Creative tourism has the potential to draw on local skills and traditions from many areas. For example, the creative tourist may wish to learn about: Arts and crafts, Design, Gastronomy, Health and healing, Languages, Spirituality, Nature, Sports...

We may define creative tourism as: Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences of the holiday destination where they are undertaken

Thus, creative tourism products are products created by cooperation between tourism suppliers and tourists. In creative tourism, tourists actively participate in the process of creating tourism products, as both co-producers and consumers. With the guidance of artisans and creators, creative tourists create products at the destination.

In summary, creative tourism can be understood as a type of cultural tourism in which tourists actively participate in activities to create new material or spiritual values for traditional products of destination.

**4.2. Creative Tourism potential of QuangBinh province**

**4.2.1. Creative tourism development potentials**

**\* Traditional craftsmanship**

Normally, traditional craftsmanship are born out of the need to serve daily life and agricultural production.

**Table 1: Craft villages and traditional craft villages recognized in QuangBinh province (as of June 2023)**

No	Crafts	Total	Number of craft villages and traditional craft villages
	<b>Total</b>	<b>16</b>	<b>29</b>
1.	Broom profession		2
2.	Sedge mat craft		1
3.	Knitting craft		2
4.	Palm-leaf conical hat		9
5.	Seafood		2
6.	Wine		2
7.	Fish sauce		1
8.	Forging and casting		1
9.	Mechanics		2
10.	Noodle		1
11.	Milled sesame cake craft		1
12.	Fine arts carpentry		1
13.	Bamboo and rattan craft		1
14.	Incense craft		1
15.	Sweet potato		1
16.	Salt		1

Source: QuangBinh Rural Development Department

QuangBinh currently has 29 craft villages and traditional craft villages recognized by the Provincial People’s Committee. Most traditional handicrafts in QuangBinh have not got a complicated production process. These are the advantages of traditional crafts as a creative tourism resource. With a large number of craft groups, such as: carpentry, rattan and bamboo weaving, metal forging, incense making, broom making, fish sauce, sweet potatoes, conical



hats..., craft villages and traditional craft villages in QuangBinh all use raw materials and auxiliary materials from local agriculture, forestry and fisheries.

**\* *Food processing***

Learning cooking skills for dishes in QuangBinh is highly appreciated by creative tourists. Tourists are interested in preparing dishes of QuangBinh by themselves. Stuffed pancake, round sticky rice cake, girdle-cake, steamed wheat flour cake, pancake, stuffed sticky rice cake, snail rice noodles, beef noodle soup, fish sauce, blood pudding, sweet and sour pork ribs...are typical QuangBinh dishes that tourists are interested in and want to prepare them by themselves.

In addition, local specialties of QuangBinh province that meet OCOP 3-star and 4-star standards are gradually asserting their brand and having a solid foothold in the market. OCOP products such as ginger-dried dried sweet potatoes, Bo Chinh rice vermicelli ginseng, PhongNha peanut oil, NhanTho fish sauce, HaiNinh dried sweet potatoes... all attract tourists to experience and taste.

**\* *Traditional music and dance***

In QuangBinh province, traditional music and dance are extremely diverse. It was composed by local people and passed down from generation to generation. There are many genres of folk songs and folk dances typical of the villages: Le Thuy drill songs, Shallow cheo songs in coastal villages, Minh Hoa medicine songs, Non ward songs (Ba Don town), CaTru songs, Canh Duong lullaby singing (QuangTrach), QuangTrachcatrusongs, Hue songs (QuangTrach). Creative tourists have a desire to learn and experience performing the dances of Ho Khoan, CaTru, Ho Medicine... because of their uniqueness and popularity.

Moreover, QuangBinh's diverse natural tourism resources are so suitable for creative tourism. Professional or amateur photographers will definitely get beautiful photos to capture the beautiful sunrise on Nhat Le Beach, Da Nhay Beach, BaoNinh, PhongNha Cave and other famous caves of QuangBinh.

In addition to the resources mentioned above, there are many other potentials for creative tourism resources such as painting, sculpture...

***4.2.2. Assess potential and ability to exploit potential***

The author uses the SWOT method to identify strengths, weaknesses, opportunities and challenges in assessing the potential and ability to exploit the potential of creative tourism development in QuangBinh province.

**Table 2: SWOT analysis for exploiting the potential for creative tourism development in QuangBinh province**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- Local people have very valuable traditional experiences about nature in the place where they were born, grew up and live;</li> <li>- Traditional craft villages are diverse in type and rich in products;</li> <li>- Traditional music, dance, customs and cuisine have distinct, characteristic and attractive features;</li> <li>- Be able to coordinate many types of tourism: craft villages, community culture, sightseeing...;</li> <li>- QuangBinh is close to Hue and Da Nang - two tourist centers of the Central region, creating links and promoting the region's economy.</li> </ul>	<ul style="list-style-type: none"> <li>- Development planning work has not been implemented;</li> <li>- The management of craft villages still overlaps and lacks connection between travel businesses and craft village residents;</li> <li>- The infrastructure system is still limited and has not been focused on investment;</li> <li>- People have limited ability to communicate in foreign languages;</li> <li>- Creative tourism promotion work is still limited in both content and scope;</li> <li>- Travel programs lack creativity and are purely sightseeing.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>- Sightseeing, enjoying the scenery, resting, relaxing, learning, experiencing... are currently indispensable needs in human life;</li> <li>- The tourism industry needs new products to attract the tourists towards the goal of sustainable development;</li> <li>- The State has strategies and policies that prioritize investment in developing tourism products with a system of quality, unique, diverse and synchronous tourism products;</li> <li>- Promotion activities to develop QuangBinh tourism and Vietnamese tourism are rising to help international friends know QuangBinh more and more.</li> </ul>	<ul style="list-style-type: none"> <li>- The development of the economy in the context of integration, globalization and the negative side of information technology blurs traditional indigenous cultural values;</li> <li>- Planning, protection and renovation of natural resources and the environment are still low;</li> <li>- Craft villages face environmental pollution;</li> <li>- Demand for quality services and typical local products is increasing.</li> </ul>

**4.2.3. Current status of exploiting creative tourism potential in QuangBinh province**

In recent years, QuangBinh has focused on the domestic tourist market, promoting tourists in the province with the program “QuangBinh people travel to QuangBinh” and “Each QuangBinh citizen is a tour guide”. Priority areas for investment include: infrastructure systems serving tourism development; system of accommodation establishments and works serving tourism; building various types of tourism and entertainment facilities; renovate, embellish, protect

cultural relics and restore traditional festivals for tourism; other fields of development support; human resource training.

Although creative tourism is a new type of tourism appearing in QuangBinh, it has proven its development advantages. This is demonstrated through a series of innovative tourism products that have been put into operation in recent times.

***Firstly, creative tourism products related to traditional craft villages.***

QuangBinh has many traditional craft villages with products associated with local cultural and historical values. Currently, QuangBinh has a number of creative craft villages building new tourism products such as: Ha Thon traditional conical hat production village, Quang Tan commune, Ba Don town; Vo Xa traditional wine production village, Vo Ninh commune, QuangNinh district; Mai Hong traditional forging and casting village, Dong Trach commune, Bo Trach district... This helps tourists live together, work together and experience the craftsmen's work together. Despite the potential, there are still very few visitors to the craft village. Craft villages are just places for tourists to visit but have not been exploited in terms of cultural space. Furthermore, activities to help tourists gain practical experiences in the production of handicrafts and fine arts products have not been given due attention.

***Secondly, creative tourism products related to cuisine.***

Cooking classes for tourists, especially foreign tourists, are often held at restaurants, hotels and some home stays. Tourists are usually picked up at their hotel in the morning and the cooking lesson begins with going to the market to buy ingredients. The chef or home stay owner personally guides how to choose fresh meat, fish and vegetables. Then they introduce local specialties at affordable prices. Cooking at home stays is so attractive to families and tourists because they can interact with local people and hear them share their cooking experiences.

***Thirdly, creative tourism products related to the countryside, mountains and agriculture.***

In essence, this is a form of developing natural, cultural and human harmony between urban and rural areas through purposeful living or visiting to enjoy local products in each area. Practical experiences of farmers' work such as rice transplanting, tree planting, seafood fishing... have been attractive already. The highlight can be mentioned as the Chay Lapfarmstay destination. Chay Lap's visitors will be transformed into local farmers when growing and harvesting seasonal vegetables and fruit trees: sweet potato, laksa leaves, water spinach, ginger, fish mint, cucumber, etc. .. In addition, visitors can also enjoy their fruits after harvest with meals they cook themselves with ingredients they grow themselves. When participating in some agricultural

tourism products in PhongNha (Bo Trach District), visitors will wear brown shirts, conical hats, go barefoot, and enjoy culinary cultural spaces such as: wrapping Chung cake on Tet holiday.

In addition to the creative tourism products that have been formed and put into stable operation as above, QuangBinh has continued to research and test many ideas for other unique creative tourism products: beach tourism products with activities such as swimming, sunbathing, sand sports, sand skiing, building sand castles... Especially, in 2023, the “One Commune One Product” program (OCOP) in QuangBinh has shown effectiveness in contributing to improving the quality of agricultural products, handicrafts and traditional industries. All OCOP products are certified with 3 stars or higher and key agricultural products, advantageous agricultural products, are produced according to safety standards, with traceability identification stamps. From there, a unique tourism product is formed, including all tours and tourist routes in the province. QuangBinh has focused on community tourism products, experiential tourism, and shopping tourism associated with product establishments. producing OCOP products, craft villages...

Thus, currently QuangBinh has many creative tourism products that have been exploited. However, the exploitation of these products is still only a very small part of the local rich and diverse natural and human tourism resources. In addition, infrastructure at tourist destinations has not been invested in construction; Traffic connecting tours and routes is not synchronized; There are no entertainment areas or shopping malls. Furthermore, investment in tourism development is only based on what is available and done in the easiest way, without paying attention to the increasing needs and desires of tourists.

#### **4.3. Orientation and solutions for developing creative tourism in QuangBinh province**

The 17th QuangBinh Provincial Party Congress, term 2020 - 2025, determined: “developing tourism to truly become a key economic sector is one of the four major breakthroughs of the Party” [3]. At the same time, the Document of the 17th Provincial Party Congress continues to dedicate the 4th task in the economic development section for services and tourism to “make tourism truly become a key economic sector”; “Create strongly changes in exploiting and promoting tourism potential and strengths; Increase investment in tourism infrastructure development...”[7].

In addition, the Provincial Party Executive Committee issued Action Program No. 01-CTr/TU dated December 9, 2020 on developing tourism to truly become a key economic sector in the period 2021 - 2025. Province has proposed 5 guiding viewpoints and basic, specific goals, and at the same time, proposed 9 major tasks and solutions with many other small and key solutions, such as: (1) raise social awareness of the role of tourism in socio-economic development; (2) State planning, support, investment and mobilization of social resources to invest and develop

tourism; (3) tourism product development; (4) advertising, promotion, tourism linkage and tourist support; (5) develop and diversify the tourist market; (6) training, fostering and developing tourism human resources; (7) building tourism culture; (8) applying science and technology to tourism development; (9) state management [1].

From the general directions in tourism development in QuangBinh province, creative tourism needs appropriate directions:

#### ***4.3.1. Promote propaganda and promotion of creative tourism***

It is necessary to provide information about existing creative tourist programs, destinations and routes of localities to tourists regularly, anytime, anywhere. Implement information and propaganda programs about events that will take place annually in localities such as cultural activities, sports, traditional festivals... Furthermore, it is necessary to organize promotion campaigns , a thematic market launch and promotion event to introduce QuangBinh's creative tourism potential.

To achieve that, QuangBinh province must organize many thematic seminars to promote creative tourism. At these fairs and seminars in the tourism industry, businesses need to actively display and advertise the creative products that their businesses are exploiting or planning to exploit.

#### ***4.3.2. Promote community participation in the development of creative tourism activities.***

There are currently many creative tourism activities, creative tourism products originating from the daily life and work of a community, a traditional craft village in QuangBinh. Therefore, promoting the role of the general population in developing creative tourism activities is necessary. For the management of creative tourism activities, QuangBinh can establish their own creative tourism activities Management Board. Its group plays a very important role in laying the foundation for the future development of local creative tourism.

#### ***4.3.3. Build many creative and attractive local tourism products.***

The strengths of QuangBinh tourism in general are cultural and ecological tourism, marine tourism, especially spiritual and cultural tourism. Therefore, it is necessary to promote research on cultural tourism products in QuangBinh.

Creative tourism products are often concretized by tourism products in which tourists can participate in the process of creating specific physical products such as: observing and following instructions on the distillation process fish sauce, steps to make a traditional conical hat... The more unique products you create, the more tourists you will attract to enjoy.

***4.3.4. Improve the capacity of teams related to creative tourism.***

Creative tourism depends entirely on the people, and the experiences of tourists depend on the quality of services provided by the people. Therefore, these are the people who need to be trained with the necessary skills and capabilities to provide creative tourism products in the community. Furthermore, it is necessary to improve the capacity of the Management Board of creative tourism projects and activities and functional groups.

***4.3.5. Build strategic partnerships with tourism companies to develop creative tourism in localities.***

Strategic partnerships with tourism companies allow the company to program entire creative tourist destinations on the basis of joint investment or other agreements such as: providing capital, technology, business and marketing skills, or enjoy a commission rate when bringing visitors to the locality... It can be said that the participation of tourism companies is especially useful in the early stages of any creative tourism project.

In addition, building creative tours associated with craft villages is one of the important solutions, not only promoting the development of the tourism industry but also enhancing other types of local economies to develop in the right direction and sustainably. Building a craft village model, developing creative tourism products through craft villages, accessing handicraft products in regions and localities and bringing creative products of craft villages to tourist attractions are absolutely necessary.

**5. CONCLUSION**

QuangBinh province possesses extremely rich tourism potential, especially in creative tourism, including the potential for traditional craft villages, cuisine, folk arts, charming and diverse natural landscapes. ... Those factors are great favourable conditions for the development of creative tourism locally. However, there are still significant difficulties in exploiting and planning the potential. To effectively exploit the potential and develop creative tourism in QuangBinh province, local authorities at all levels need to have long-term orientations in planning and developing types of tourism commensurate with the potential province and thereby provide timely, appropriate and effective measures. Furthermore, there needs to be effective implementation measures in practice as well as support from tourism management agencies. This is to create a legal corridor and infrastructure for the development of tourism activities in general and creative tourism in particular in the coming time.

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