

RESEARCH TRENDS IN CRAFT VILLAGE TOURISM: THEORETICAL AND PRACTICAL APPROACHES

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Abstract. Craft village tourism is a type of cultural tourism, that exploits the tangible and intangible cultural values closely related to traditional craft villages and the products created by crafts of craft villages such as a tourism resource of great value in exploiting to serve the needs of entertainment, research, discovery and exploration of traditional craft village culture. Craft village tourism brings economic benefits to the locality and the country, contributing to the restoration and preservation of traditional values and local culture, increasing income for craft village residents and, promoting the development local economy. Document review has updated and systematized an overview of the theoretical and practical basis and benefits of craft village tourism development.

Keywords: *Craft village tourism, Research trends, Practice*

1. INTRODUCTION

Vietnamese traditional craft villages have a long history of formation and development, playing an important role in the fields of economy, culture and tourism. This place preserves traditional cultural values and supports the economic restructuring from agriculture to industry and services. Developing traditional craft villages associated with tourism plays an important role in preserving and promoting the cultural values of craft villages.

Traditional craft village tourism is increasingly attractive to tourists and is a direction of tourism development in many countries around the world. In modern society, craft village tourism is becoming a tourism development trend in many countries, including Vietnam. Developing this type requires building unique tourism products and effectively exploiting the tourism resources of craft villages. Although many craft villages have potential, tourism development still faces many challenges. It is necessary to exploit tourism resources to create unique products and meet the needs of tourists.

The author group conducted this research to update and systematize the theoretical basis of craft village tourism, synthesizing basic research on craft village tourism in the world and Vietnam.

2. THEORETICAL BASIS OF CRAFT VILLAGE TOURISM

2.1 Profession and Craft Village

2.1.1 Concept of Profession

According to Pham Manh Ha (2009), a profession is a form of labor that requires people to have a specialized training process, knowledge, skills, specialized

techniques, and mental and physiological qualities, health following the requirements of the corresponding type of labor. Through professional activities, people create material and spiritual values that contribute to satisfying personal and social needs. Based on the concept given by Pham Manh Ha (2009), the concept of profession can be broadly understood as follows:

- (1) The profession requires highly specialized workers, requiring long-term training to reach a level suitable to the requirements of the profession.
- (2) A profession is a long-term job that brings a stable source of income, through products that reflect the qualities and values of the person doing the profession.
- (3) Craft products are created by the needs of society and are recognized by society, contributing to the development of society.

2.1.2 Concept of the Craft Village

The reason for the formation of craft villages in Vietnam is closely related to the history of the formation and development of the agricultural economy. Taking advantage of leisure time, farmers have produced handicraft products to serve the needs of people. life, thereby leading to the emergence and development of rural crafts. Over time, these occupations spread to a larger scale, forming "craft villages."

In Vietnam, there are many scientists researching craft villages, enriching knowledge by providing concepts and knowledge related to craft villages. Pham Con Son (2004) said that the concept of craft villages given by the author in the book "Vietnamese Traditional Craft Villages" is as follows: "A craft village is an ancient administrative unit that also means a place of settlement." crowded, organized activities, discipline, and customs in a broad sense. Craft villages are not only villages that specialize in occupations but also imply that people of the same occupation live together to develop jobs. The solid basis of craft villages is collective business, economic development, and preservation of national identity and local characteristics."

From an economic perspective, Duong Ba Phuong (2001) introduced the concept of craft villages in the book "Preserving and developing traditional craft villages through the process of industrialization and modernization" as follows: "A craft village is a rural village with several crafts that are completely separate from handicrafts and independent businesses. Collections from those craft villages account for a high proportion of the total value of the entire village." In his doctoral thesis in economics "Development of traditional craft villages in rural Vietnam in the process of industrialization and modernization", Tran Minh Yen (2003) introduced the concept of craft villages as follows: "Craft villages should be understood as rural villages where non-agricultural occupations predominate in terms of several households, number of workers and income ratio compared to agricultural occupations.

In Viet Nam, according to the Government's Decree on the development of rural occupations, No. 52/2018/ND-CP issued in 2018: "A craft village is one or more residential clusters at the village, hamlet, hamlet, village, hamlet, care or similar residential areas participating in rural industrial activities. Rural industry activities specified in this Decree include Processing and preserving agricultural, forestry and fishery products; Production of handicrafts; Handling and processing raw materials to serve rural production; Producing wooden furniture, rattan, ceramics, glass, textiles, yarn, embroidery, wickerwork, small mechanics; Producing and trading ornamental creatures; Salt production; Services serving production and rural people's lives.

From the concepts mentioned above, a craft village is a combination of "village" and "profession", in which "village" is the living area of the resident community and "profession" is a type of manual labor. non- agricultural in nature. Craft villages are places where non-agricultural occupations operate, the proportion of income from this type is higher than from agricultural production. Craft villages are also places to preserve and express local and ethnic cultural values through craft village products and community activities.

2.2 Criteria for Recognition of Craft Villages

In Vietnam, according to the Government's Decree on Rural Industry Development, No. 52/2018/ND-CP issued in 2018, craft villages are recognized when they meet the following 3 criteria:

- (1) Having at least 20% of the total number of households in the area participating in one of the activities or rural occupations;
- (2) Having stable production and business activities for at least 02 consecutive years up to the time of request for recognition;
- (3) Meeting the conditions for environmental protection of craft villages according to current laws.

2.3 Classification of Craft Villages

Dinh Thi Van Chi (2015) stated that there are many ways to classify craft villages such as:

- **As for the number of occupations in the village**, there is one One-occupation village: That is, the village only produces one type of specialized product; Multi-craft village: Within the village, many different types of products are produced.

- **For scale**, there are: Large-scale craft villages, which are widespread, linking many villages doing the same craft or in the same geographical space or territory, forming craft areas or craft communes; Small-scale craft villages, within one village.

- **By type of product**: Craft villages specialize in producing and trading one type of product; The craft village specializes in the production and trading of many products.

- **By industry**, there are 8 industry groups including types of food processing; types of weaving, dyeing, and tanning; types of production of construction materials; types of mechanical and metal processing; types of livestock raising and slaughter; types of handicrafts; types of waste recycling; and other types, which the handicraft industry accounts for the majority of the craft village structure in Vietnam.

- **Regarding the history of formation**, there are traditional craft villages, which are craft villages that appeared a long time ago and still exist today; new craft villages are villages that appear due to the spread of a craft from a certain craft village or due to the introduction of a craft from another locality.

Within the scope of this study, the researchers focus on detailed research on traditional craft villages because this is the main goal of the topic and plays an important role in promoting tourism development.

2.4 Traditional Villages

2.4.1 Concept of Traditional Profession

Before understanding what a traditional profession is, the first thing to clarify is what the concept of tradition is. Tradition is a habit formed in thinking, passed down from generation to generation (Hoang Phe, 2023). Tradition is expressed in the form of learning traditions, traditional festivals, family traditions and traditional occupations (Bach Thi Lan Anh, 2010). In the process of historical development, old traditions, not suitable for the new situation, gradually disappear, some change shape, new elements arise and gradually become traditions (Vietnamese Encyclopedia Nam 4, p.630).

In general, traditions can be understood as specific cultural features, customs, or specific skills and occupations that people in the community inherit and develop over time. Tradition is not just the repetition of old things but a continuation, transformation and creation based on the foundation of good things left by ancestors. Bui Van Vuong (2002) indicated "Craftsmanship, in short, is production mainly with hands and simple tools, with the eyes and creative mind of the artisan. Traditional technology includes the skills of artisans and technicians in general."

According to the Vietnamese Government's Decree on the development of rural occupations, No. 52/2018/ND-CP issued in 2018, traditional occupations are

occupations that have been established for a long time, creating unique and valuable products. uniqueness, has been passed down and developed to this day or is at risk of being lost or lost.

According to the above views and statements, it can be defined: Traditional occupations are non-agricultural occupations, produced mainly with simple tools, through the talented hands of artisans. create unique and distinctive products. The traditional profession was formed and developed for a long time and has been passed down to this day.

2.4.2 Criteria for Recognition of Traditional Occupations

According to the Vietnamese Government's Decree on Rural Vocational Development, No. 52/2018/ND-CP issued in 2018, a profession to be recognized as a traditional profession must satisfy the following 3 conditions:

- (1)The profession has appeared in the locality for over 50 years and is currently continuing to develop at the time of request for recognition.
- (2)The profession creates products with national cultural identity
- (3)Turmeric is associated with the name of one or more artisans or the name of a craft village.

2.4.3 Concept of Traditional Craft Village

Traditional craft villages in Vietnam have an extremely long history of formation and development, however, there is still no unified concept of traditional craft villages. Several studies propose the concept of a traditional craft village as a combination of the two elements of "craft village" and tradition. Some believe that traditional craft village is understood in the direction of traditional craft villages and craft villages. traditional work. Some concepts of traditional craft villages can be mentioned as follows:

Tran Quoc Vuong (1996) posed, "A craft village is a village that, although still practicing small-scale farming and animal husbandry, also has several other side occupations such as wickerwork, ceramics, soy sauce... but has become prominent." A traditional, sophisticated profession with a class of professional or semi-professional craftsmen, with guilds (organizational structure), bosses, elders... and several small, dedicated assistants. There is a certain technological process "from art to art, from art to art", "the best technology, the best body honor", living mainly from that profession and producing handicraft items, these items have a high value fine arts has become a commodity product and has a marketing relationship with the surrounding area and with the urban market and is expanding to the whole country and can then be exported abroad.

Tran Minh Yen (2004) expressed, "A traditional craft village is first of all a craft village that has existed and developed for a long time in history, including one or more traditional crafts, and is a gathering place for artisans and artists. team of skilled workers, where there are many households specializing in long-standing traditional professions, between them they have links and support each other in the production and consumption of products. They have the same profession and especially the members are always conscious of complying with social and family conventions. According to the Vietnamese Government's Decree on Rural Craft Development, No. 52/2018/ND-CP issued in 2018, traditional craft villages are craft villages with traditional occupations that have been established for a long time.

In general, traditional craft villages are a combination of both crafts and agricultural activities, developing from simple products to highly specialized and aesthetic ones. This place contains tangible and intangible cultural values, professional secrets, and community aesthetic values. However, traditional occupations are facing the risk of being lost because of socio-economic development and ineffective vocational transmission.

2.4.3.1 History of Traditional Craft Villages in Vietnam

A craft village is an ancient administrative unit that also has meaning of a densely populated place with organized activities and its discipline and customs. In a broad sense, traditional craft villages are mostly concentrated in the region, Red River Delta such as Hanoi, Bac Ninh, Thai Binh, Nam Dinh. Craftsmanship in Vietnam has existed for thousands of years, proven through archaeological sites. For example, at Do Mountain (Thanh Hoa), archaeologists have found tens of thousands of primitive tools such as scrapers, hand axes, scrapers and many other tools, proving that toolmaking has existed since primitive times. After that, the traditional craft village went through many stages of history, with times of prosperity and decline. However, it still exists to this day, proving the important role of traditional craft villages in society.

Despite experiencing many ups and downs in history, the craft village still exists and develops. Currently, with the trend of industrialization and modernization, craft villages still play an important role in the economy and culture, serving as a place to connect the community and preserve cultural heritage. Therefore, traditional craft villages play an extremely important role in the social, cultural and spiritual life of the people. However, currently, due to many different influencing factors, craft villages have suffered and some craft villages are at risk of being eroded and disappearing completely.

2.4.3.2 Criteria for Recognition of Traditional Craft Villages

According to the Vietnamese Government's Decree on rural craft development, No. 52/2018/ND-CP issued in 2018, to be recognized as a traditional craft village, it is necessary to ensure all criteria for recognition of craft villages and villages are met. That profession must have at least one profession recognized as a traditional profession.

2.4.3.3 Characteristics of Traditional Craft Villages

In general, there are similarities between the concepts of village, craft village, and traditional craft village. Although these concepts are all related to "village," they are not all the same. Through the viewpoints given by the author, the following characteristics of traditional craft villages can be drawn:

First, the economic activities of traditional craft villages are non-agricultural but still associated with the village and agricultural activities. In general, traditional craft villages originally came from villages engaged in agricultural production. However, over time, handicraft industries gradually separated from agricultural production activities and handicraft production activities and agricultural production activities were intertwined within the craft village.

Second, traditional craft villages are a treasure trove of national cultural values crystallized over many generations. This place preserves cultural values, customs and practices expressed through the organization of craft villages, craft ancestors, and traditional festivals.

Third, the main form of labor in traditional craft villages is handicraft. It is the talented hands and skilled artisans that create the difference, aesthetic values, and uniqueness for the products of traditional craft villages.

Fourth, the name of a traditional craft village is always associated with the name of the village and the product, creating a separate brand for each craft village. In the current era, attaching geographical indications to names helps create a unique brand and identity, helping to raise the level of recognition and competitiveness of craft villages.

Fifth, traditional craft villages are often associated with the agricultural economy. The term "village" is used to refer to rustic, simple countryside, where simple, honest, gentle farmers reside, closely associated with agricultural activities.

2.4.4 The Role of Traditional Craft Villages

The development of traditional craft villages plays the following important roles: Firstly, traditional craft villages contribute to preserving and promoting the cultural and historical values of the nation. This place is considered a cultural and artistic center that preserves the long-standing traditional values of previous generations, these values are passed down through craft village products, festivals, and festivals.

Second, traditional occupations and villages create village employment opportunities and a stable source of income for local people. In particular, traditional craft villages are not picky about workers, regardless of whether children, the elderly or unskilled workers can participate in the craft village economy depending on their abilities to an appropriate level and reduce unemployment.

Third, traditional handicraft products can become valuable export items, contributing to enhancing the national image and brand in the international market. Products of traditional craft villages have great significance from a cultural, aesthetic, unique and economic perspective, especially being exportable, bringing high economic value.

Fourth, maintaining and developing traditional craft villages contributes to educating the young generation about cultural values and national spirit. Traditional craft villages are a long-standing economic model in our country. The great values that craft villages bring are not only expressed in economic terms but also through cultural values conveyed through each product.

And fifth, the operation of rural industries contributes to the economic restructuring from purely agricultural to non-agricultural, industrial and service. Activities of handicraft industries among villages contribute to increasing income for local people during leisure time, diversifying the country's economy.

2.5 THEORETICAL BASIS OF CRAFT VILLAGE TOURISM AND DEVELOPMENT OF CRAFT VILLAGE TOURISM

2.5.1 Concept of Craft Village Tourism

Traditional craft village tourism is a type of cultural tourism and a type of tourism that attracts the attention of many domestic and foreign tourists. Today's modern life is full of pressure, people tend to return to the traditional cultural values of the nation. The demand for traveling to rural areas and traditional craft villages is increasing. Hua Ngoc Thuy Trang (2018) displayed that craft village tourism is a type of cultural tourism, through which tourists access tangible and intangible cultural values closely related to a traditional craft village of a certain locality. A craft village is both a typical product and a typical tourism product when that craft village can attract and attract tourists, and an additional tourism product when creating souvenir items for visitors. Doan Manh Cuong (2020) also said that a tourism craft village is a rural territorial space in which people not only organize the production of one or several traditional handicraft products but also provide services to serve them and attract tourists. In addition, the author also emphasized that craft village tourism is not simply about watching craft village artisans make products, or going shopping or visiting craft villages, but tourists also want to learn about craft villages. Humanistic values in it, intangible values that have existed for thousands of years.

Thus, from the concepts mentioned, we can understand craft village tourism as follows: "Craft village tourism is a type of cultural tourism, exploiting the tangible and intangible cultural values that exist inside the craft village, providing exciting experiences with diverse activities such as sightseeing, meeting artisans, shopping and learning about local culture. At the same time, craft village tourism contributes to local economic development, cultural preservation and increased income for the community.

2.5.2 Characteristics of Traditional Craft Village Tourism

Dao Ngoc Canh & Nguyen Thi Huynh Phuong (2020) posed that craft village tourism has the following 4 characteristics: Craft village tourism is a type of cultural tourism, craft village tourism has both economic and cultural significance. Culture and craft village tourism is always associated with other types of tourism and develop community-based craft village tourism. Based on the above-mentioned perspectives combined with the concept of craft village tourism, the working group determined that craft village tourism usually has the following 4 characteristics:

- Craft village tourism is a type of cultural tourism, tourism activities in craft villages are based on exploiting cultural values in craft villages, including tangible and intangible cultural values.
- Craft village tourism is a type of sustainable tourism development that brings great significance to the preservation of cultural values in parallel with economic development.
- Craft village tourism is always associated with other types of tourism. Craft village tourism activities are often combined with resort tourism, sightseeing tourism, entertainment. This combination creates diversity in tourism while also creating a dual income source for tourism revenue.
- Developing community-based craft village tourism. Based on the concepts of craft villages and traditional craft villages, it can be seen that the local community is the most important component of a craft village.

2.5.3 Conditions for Developing Craft Village Tourism

Truong Tri Thong (2016) added that traditional craft villages are valuable humanistic tourism resources, however, to develop craft village tourism, certain conditions are required as follows:

Firstly, the cultural values of traditional craft villages are expressed through the nature of technology and production techniques, which is the result of a process of crystallization, transmission and continuity from one generation to the next.

Second, the historical values of craft villages must be quite old, the products are often associated with the material and spiritual life of the community, preserving elements of the beliefs, customs and practices of the craft villages. craft village.

Third, it is the level of community participation. Craft village tourism requires synchronous coordination between tourists, local people, and tourism business units.

Fourth, to develop traditional craft village tourism, it is necessary to have policies to develop craft villages in general and craft village tourism in particular, for example: policies to preserve and promote traditional craft village values, policies to support and call for investment capital for tourism development.

In addition, according to the Vietnam Tourism Development Strategy for 2020, vision to 2030, craft village tourism development must be based on (exploiting) the appeal of the craft and culture of the village (strength and uniqueness). The uniqueness of indigenous culture). According to the Tourism Development Research Institute (2013, cited by Ha Thai, 2019) in a presentation at the Workshop on solutions for craft village economic development associated with tourism development, visiting Quang Nam Province to develop craft village tourism. then it must be based on the 3D perspective as follows:

- **People** must be able to live by their jobs. People must live better thanks to tourism in addition to working in the village;
- **Tourists** must feel the unique value of the craft village, love receiving craft village products, and be satisfied when coming to the craft village.
- **Enterprises** gain additional profits from organizing tourism activities to craft villages.

2.5.4 Factors Affecting the Development of Traditional Craft Village Tourism

2.5.4.1 Human Resources

People are the decisive factor in tourism activities. Human resources means the workforce in the tourism industry, including management, service staff and employees of other production and business departments (Dao Ngoc Canh, 2011). In traditional craft villages, artisans and craftsmen are highly skilled and dedicated to their craft, through their craft activities they help preserve the traditions and cultural identity of their ancestors. They play a role in passing on the profession and creating unique products. Artisans are people who clearly understand the nature and history of their formation and play an important role in the development of craft village tourism.

2.5.4.2 Travel Resources

In terms of the tourism market, tourism resources in craft villages play an important factor affecting the tourism "supply", it provides the basis for building and developing craft village products. . Assessing tourism resources in craft villages is particularly important for craft village tourism development. Factors that need to be considered when assessing the potential of tourism resources in craft villages are: the attractiveness of tourism resources; quantity and concentration of tourism resources and exploitation capacity

2.5.4.3 Order, Security, Environmental Sanitation

According to Maslow's hierarchy of needs, when people meet their biological and physical needs, these needs will not be able to influence the thoughts and actions of visitors. At this time, tourists' needs will reach a higher level, the need for safety and stability. On the other hand, poor environmental hygiene such as garbage, cleanliness of toilets, etc. also causes a bad impression on tourists. Therefore, conditions of order, security and environmental hygiene are an important factor that needs to be considered when developing tourism in craft villages.

2.5.4.4 Infrastructure for Tourism

Tourism infrastructure and physical and technical facilities play a particularly important role in tourism development in general and craft village tourism development in particular. This is a factor that facilitates the production process, and exploits promotes the existing potential of each craft village. Infrastructure includes transportation systems, water supply and drainage systems, communications, commercial and public service works, etc. However, currently most traditional craft villages still exist. is facing many difficulties because infrastructure conditions are still weak and not synchronized.

2.5.4.5 Image Promotion and Tourism Development

In tourism development, policies on tourism promotion and development at all levels from central to local levels play an important role in orienting and supporting development. In terms of traditional craft villages, thanks to timely and synchronous policies, have created conditions to honor artisans, preserve traditional craft villages, etc., and many work to restore and preserve cultural heritage. Culture in craft villages is carried out to contribute to preserving valuable tourism resources in craft villages. In addition, land planning policies, capital support, and investment attraction also create great motivation for tourism development in craft villages.

2.5.4.6 Geographic Location and Accessibility

According to statistics, most traditional craft villages are located in convenient transportation locations or near raw material sources. Convenient locations for transporting raw materials or exchanging and trading products. Especially in the past, due to undeveloped traffic conditions, the "river wharf and market" factor always played a major role in the transportation and trade of craft villages. This is a favorable condition for tourism development in craft villages and traditional craft villages.

2.5.4.7 State and Local Policies

This is an important factor that directly affects the development of craft village tourism. The State and local authorities impact the development of craft village tourism through many activities such as: supporting vocational training and coaching. Improve business management skills, promote advertising, build craft village brands, infrastructure, etc. (Dao Ngoc Canh & Nguyen Thi Huynh Phuong 2020). The State and local authorities adopt appropriate and correct guidelines and policies, ensuring the urgency of the actual situation to promote the development of craft village tourism. The organization and management of the state create conditions for craft village tourism to develop sustainably, limiting the negative impacts of tourism activities on the current status of craft villages.

In summary, factors affecting tourism in craft villages include factors such as tourism resources; tourism human resources; infrastructure for tourism; geographical location and accessibility; the disappearance of craft villages; tourism development promotion work; conditions of safety, security, and environmental sanitation. In this study, the author only focuses on in-depth research on factors related to the current situation and exploitation of tourism in craft villages.

3.6 OVERVIEW OF THE SITUATION OF CRAFT VILLAGE TOURISM RESEARCH

3.6.1 Overview of Foreign Research

Research on traditional craft villages and traditional craft village tourism is one of the important resources in developing craft village tourism products. However, with the trend of increasingly modern development, traditional cultural values will gradually become extinct. Craft villages in general and handicrafts in particular are no exception. Therefore, preserving cultural values typical of traditional occupations is an issue that needs attention. To meet the above needs, in the world, many research projects on preserving traditional crafts and craft villages have been carried out. Around the world, based on the data collected by the author, typical topics on traditional craft village tourism are studied from many different angles:

From the perspective of researching economic benefits from tourism activities in craft villages, Benson (2014) conducted the research project "Benefits of selling tourist handicrafts at handicraft centers." Mwenge in Dar es Sa-laam, Tanzania". This study was interested in the economic interests of those who sell handicrafts for tourism. The results show that handicraft traders do not earn enough money to ensure the sustainable development of their businesses or an income that can be saved for future use.

From the perspective of researching sustainable tourism development in craft villages, Zargham (2007) conducted the research project "Sustainable tourism development in craft villages in developing countries". The focus of the topic is to determine whether or not handicrafts affect the sustainable development of the respective tourism industries and evaluate the adequacy of handicrafts in sustainable tourism development. and suggest ways to improve handicrafts to ensure further sustainable tourism development. The results show that handicrafts contribute greatly to creating jobs. In addition, it also contributes to limiting rural people migrating to industrial zones. Besides, the author also affirmed that handicrafts can be one of the top attractions in the tourism industry.

From the perspective of the relationship between relevant parties in the development of non-profit tourism. Developing craft village tourism must be done based on complex connections and relationships from many different parties (craft village artisans, local authorities, tourists...). To learn more about this relationship in tourism Dash (2015) conducted the research "Tourism and community development - A study on handicraft artisans of Odisha". In the study area of the region of Odisha (India), this study deals with various problems of the handicraft industry that can be

resolved by the mutual linkage of the government, the State government and the handicraft exporter to promote and promote the traditional industry. Research results show that artisan communities, especially those operating on a small scale, have not been able to benefit from tourism to a significant extent. Thereby, it can be seen that a sustainable tourism development policy plays an important role in enhancing the socio-economic position of the artisan community.

From the perspective of research on the role of stakeholders in the development of handicrafts in tourism, there have been several research topics by several authors: John (2014) in the study "Research Study on the Role of Tourism in Promoting Arts and Crafts - Case Study of Channapatna Toys". The author has identified the role of tourism in promoting the handicraft industry, thereby affirming that tourism activities have contributed greatly to the recovery and development of traditional crafts in Karnataka, India and to raising awareness of the perception of tourists. The study also highlighted the role of tourism development in improving the living standards of artisans and contributing to the sustainability of the art form.

Research on tourism products, tourism product development and traditional craft village tourism product development. Grasping the important role of tourism products, there have been many researchers around the world researching on tourism product development. Based on the data collected by the author, some research topics on tourism product development in the world can be mentioned: Dujmović & Vitasović (2014) with the topic "Tourism products and destination positioning". Based on research, the author identifies that tourism is a heterogeneous, dynamic and continuously developing phenomenon, aiming to satisfy the increasing needs of tourists. On the other hand, the travel needs and motivations of modern tourists (new tourists) are becoming increasingly rich and diverse, so paying attention to tourism product quality and destination positioning is extremely important. necessary. Modern tourism products, adjusted to the needs of new tourists, are transforming from services to experiences, or in other words, the basis of the production of tourism products is experience.

3. RESEARCH METHODS

3.1 Researches in Vietnam

Traditional craft villages are increasingly becoming the subject of interest for many researchers in many different fields to learn, research, analyze, and evaluate their value, history of formation, and conservation methods, develop traditional craft villages and develop traditional craft village tourism. Some studies on traditional craft village theory. Most traditional craft villages in our country are at risk of disappearing and being lost. Therefore, many studies on traditional craft villages and the preservation of traditional craft villages have been carried out.

Typical examples of craft village research and conservation include Duong Ba Phuong (2001) with the study "Preserving and developing craft villages in the process of industrialization" and Bui Van Vuong (2002) with the publication "Vietnamese traditional handicraft villages". The above two studies play an important role in providing an important theoretical basis for future related research topics.

Some studies on traditional craft village tourism in the direction of traditional craft village development, the trend of developing traditional craft villages combined with tourism is of increasing interest. Specifically, several studies on the development of traditional craft village tourism in some localities of our country have been conducted by Mai Van Nam (Factors affecting the development of craft villages combined with tourism in the river delta). Cuu Long, 2013), Nguyen Thi Hong Ngoc (Research on the development of traditional craft villages in Bac Ninh province, 2014), Pham Thi Trang (Development of traditional craft village tourism in Hanoi, 2015), Truong Tri Thong and colleagues. (Current situation and solutions for tourism development in traditional craft villages of Khmer people in Tinh Bien - An Giang, 2017).

Bui Thi Hoa (2018) with the research topic "Development of craft village tourism products in Phu Tho – A case study of craft villages Hung Lo, Son Vi, Sai Nga" is one of the rare research topics announcement related to the issue of developing craft village tourism products. The study has provided some concepts about tourism products, craft village tourism products, and conditions for developing craft village tourism products. There are three craft villages of Hung Lo, Son Vi and Sai Nga in Phu Tho province. The author researched to evaluate the current situation and ability to meet the conditions for developing craft village tourism products in the three above-mentioned craft villages, thereby proposing measures to develop craft village tourism products.

CONCLUSION

Through synthesizing, referencing and analyzing research works on traditional craft villages and craft village tourism, a comprehensive picture of this research trend has been created. Through synthesis, it can be seen that in recent years the number of studies on craft village tourism has increased in quantity both domestically and internationally. This shows that craft village tourism is a type of tourism that is becoming more and more popular, and its urgency for life is increasing. On the academic side, these studies provide a theoretical basis and new research directions for future research. In real terms, these studies provide authorities, investors, and businesses with a basis for developing reasonable policies and measures to effectively exploit craft village tourism resources. The author group conducted this study with the purpose of synthesizing and analyzing reputable scientific research and articles at home and abroad with the desire to support future research to keep up with related research trends to tourism in general and trends in research and development of craft village tourism in particular at home and abroad.

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