

Building and Developing a Community-Based Cultural Village Model to Serve Tourism in An Giang: Practices and Solutions

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KEY WORDS

Community-based cultural village model for tourism, Ethnic cultural values, International experiences, Current situation and solutions, An Giang Province.

ABSTRACT

The construction of community-based cultural village models to serve tourism has long been a focus for foreign countries and some regions in Vietnam. As a province in the Mekong Delta, An Giang is renowned for its historical sites and the rich cultural blend of four ethnic groups: Kinh, Hoa, Cham, and Khmer. This diversity offers immense potential for building and developing cultural villages to support tourism. To achieve this goal effectively, comprehensive studies from various aspects are essential to summarize experiences for application in An Giang. By using methods such as document analysis, statistics, and comparisons, this study extracts lessons learned from other countries. Based on evaluations of current conditions and references, this study proposes solutions for building and developing cultural village models to serve tourism in An Giang, contributing to sustainable tourism development both locally and nationally in Vietnam.

1. Introduction

Preservation, exploitation, and development of traditional cultural and community values for tourism have become increasingly important for different nations. They bring significant benefits to communities and align with poverty alleviation goals in certain countries (WTTC, 2016; Nguyen Quyet Thang, 2017). In practice, utilizing cultural values for tourism not only helps preserve cultural heritages that are gradually fading but also generates economic benefits, creates advantages for the tourism industry, and contributes to the welfare of residents (Thang, 2017). In countries where there are diverse

ethnic groups, effective preservation and exploitation of cultural values to serve tourism are key issues of interest. Development experiences of global tourism indicate that addressing these issues improperly can lead to unforeseen consequences, such as the hybridization of indigenous cultural values and the loss of traditional cultural identity (Oscar Salemin, 2001; VNAT, 2022).

One successful model implemented in countries is the building of community-based cultural village model for tourism (Thu, 2024). Community-based tourism is a type of tourism relying on local communities, in which Indigenous residents actively participate to organize, manage, and provide tourism

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services (Cuong, 2019). Community-based cultural village for tourism is a kind of tourism that the destinations are local communities relying on cultural community products, and traditional ethnic festivals, as well as customs, beliefs, and traditions to attract visitors (Supardal et al., 2022). A cultural village represents the development of a village through the integration of attractions, accommodations, and supporting facilities within the structure of community life (Syafi'i & Sukariyanto, 2015; Dewi et al., 2018). Ethnic village models are places preserving and displaying the beauty of daily cultural practices of ethnic communities. Beyond historical and cultural value, these areas provide unique living environments where every street corner and house offer visitors culturally rich photography opportunities (Nga, 2024). The models of community-based cultural village for tourism encapsulate the characteristics of Indigenous cultural communities, catering to tourists (Dewi et al., 2018). Visitors to community-based cultural villages can immerse themselves in the cultural spaces of ethnic groups and communities, creating a significant tourism appeal.

An Giang, a province in the Mekong Delta, is renowned for its historical sites and cultural diversity among four ethnic groups: Kinh, Hoa, Cham, and Khmer, creates tremendous tourism potential (Han, 2023). Displaying the cultural heritage values of ethnic communities enables visitors to explore, experience, and integrate into the cultural lives of these communities, making it an attractive tourism product (Thang & Nga, 2024). Given the diverse and rich cultural potentials of the Kinh, Hoa, Cham, and Khmer communities, the effective use of these potentials and the creation of unique local tourism products are urgent requirements for provincial tourism (An Giang People's Committee, 2022). Together with An Giang's current cultural assets, it is an advantageous foundation for An Giang to establish community-based cultural village models for tourism which revitalize, preserve, and exploit the traditional cultural values of the Kinh, Hoa, Cham, and Khmer (Thang, 2024).

In Vietnam, there have been related studies on exploiting community-based cultural villages for tourism, such as research by Lam & Thao (2021); Vu & Nhi (2021); Thach (2022); Thang & Nga (2024). However, these studies introduce and highlight experiences in utilizing community cultural values for tourism. Notably, no research has yet approached the

topic of exploiting ethnic cultural values to develop community-based cultural village models for tourism in An Giang, referencing international experiences to propose sustainable solutions for this endeavor.

2. Research Methods

To evaluate the cultural values of the Kinh, Hoa, Cham, and Khmer ethnic groups as a foundation for developing a community-based cultural village model to serve tourism in An Giang province, the research team employed statistical, analytical, and documentary research methods. The data and information are primarily secondary sources collected and synthesized from various organizations such as the Ministry of Culture, Sports, and Tourism, the Vietnam National Administration of Tourism, the Institute for Tourism Development Research, reports from the People's Committee of An Giang Province, the Department of Culture, Sports, and Tourism of An Giang, as well as research articles in journals and conference proceedings.

3. Research Results and Discussion

3.1. Experiences in building and utilizing Community-Based Cultural Village Models for Tourism.

3.1.1. Building pilot models for managing and developing cultural villages to serve tourism

The current global experience in establishing pilot cultural village models for tourism varies depending on the specific conditions of each locality and country. There are two main implementation approaches:

The first is pilot models implemented to gather experiences before expanding. In Thailand, since the 1990s, the Tourism Authority of Thailand (TAT) has implemented numerous pilot community-based cultural village projects, particularly focusing on ethnic minority communities. For instance, a pilot project was initiated in Umphang, the largest district in Thailand, located in the northwest province of Tak (about 600 km from Bangkok). Umphang, a pristine destination with abundant wildlife, ancient forests, and natural resources, also features diverse cultural identities and traditions of the northern Thai people, especially the Karen and Hmong communities. In early 1995, TAT decided to launch a tourism project

in Umphang with the aim of maintaining tourism activities, protecting the natural environment, as well as preserving indigenous culture (Thavarasukha, 2002). TAT formed a working group to assess tourism potentials, develop strategies, and implement measures, including: (1) *Establishing a district Tourism Promotion Committee*; (2) *Creating activities within conservation clubs through collaboration between local authorities, travel agencies, and traditional craft businesses*; (3) *Building mechanisms such as empowering local communities and instituting regulations for resource conservation* (Sriphomya, 2002; Thanam & Jansuri, 2021). The pilot project in Umphang was highly successful due to its meticulous research and implementation, particularly its engagement of local communities in management and planning (Thavarasukha, 2002; TAT, 2024). The project remains a benchmark for community-based cultural village models for tourism, contributing not only to the preservation of ethnic cultural values but also to environmental conservation so far (TAT, 2024).

The second approach involves gradually establishing pilot cultural village models, then upgrading and granting autonomy in management and operation to these villages. This model has succeeded in Yogyakarta, Indonesia (located in south-central Java). The cultural villages in Yogyakarta are organized into three types: cultural pilot villages, cultural villages, and independent cultural villages with distinct characteristics. These are managed by the Yogyakarta Special Region Cultural Office, which trains personnel with the knowledge and experience needed to coordinate the villages, operate equipment, and implement potential programs. Regular evaluations are conducted based on established criteria, and classify villages into the above categories. Through this approach, Yogyakarta has successfully developed numerous effective cultural villages (Supardal & Pribudi, 2022).

Based on the successes of these projects, key lessons can be drawn for establishing community-based cultural village models in An Giang, particularly for the Kinh, Hoa, Cham, and Khmer ethnic groups (1) Conduct pilot studies of cultural villages in potential localities within the province. Combine tourism with cultural and natural resource conservation will ensure long-term appeal and sustainability. (2) Emphasize the role of local communities as a critical factor in developing cultural villages. Residents should be

encouraged to participate in management, operation, and benefit-sharing from tourism activities. (3) An Giang can learn from the Yogyakarta model by establishing a classification system for cultural villages. Autonomous cultural village models empower local communities to effectively exploit tourism resources, ensuring sustainable and long-term development. These lessons can be applied not only in An Giang province but also in other provinces across Vietnam.

3.1.2. Developing Cultural Village Models Based on the Preservation and Promotion of Ethnic Cultural Spaces

Tasmania Island (located in southern Australia) covers an area of 68,401 square kilometers and has a population of approximately 489,600. The island's terrain mainly consists of mountains and wilderness, and it also preserves numerous historical relics from various periods, such as the Port Arthur Historic Site, Salamanca Market, the Heritage Highway, traditional Tasmanian crafts, and the cultural traditions of both the indigenous Aboriginal people and immigrant communities who have settled in Tasmania (Stell & Pocock, 2007). In the process of establishing cultural villages, the Tasmanian Tourism Department collaborated with the Department of Culture and Heritage Tasmania, the Tasmanian Arts Department, and other stakeholders to develop plans for preserving the cultural spaces of Aboriginal and immigrant populations. These efforts involve preserving traditional attire, unique rituals, daily habits, architectural works, artworks, souvenirs, and more within model villages in the historic town of Hobart (TICT, 2012). Several action programs have been proposed by the Tasmanian state government to achieve the goal of developing tourism villages effectively..

From the above experiences, we can draw lessons for developing community-based cultural village models in An Giang as follows: *First*, establish close coordination between the Department of Culture, Sports, and Tourism, heritage conservation units, and tourism businesses to ensure consistency in the preservation and development of cultural villages; *Second*, design specific action programs such as cultural experience tours for the Cham, Khmer, and Kinh communities, as well as organize festivals, craft village markets, and art events. Combining tourism with cultural preservation will support sustainable

Table 1. Objectives for Tourism Development Based on Tasmania’s Heritage (Tasmania’s Strategic Plan, 2015)

No.	Objectives	Priority
1	Objective 1: Maximize the Potential for Heritage Tourism Development in Tasmania	Facilitate Collaboration and Improved Communication to Strengthen the Link Between the Tourism and Heritage Sectors
2.	Objective 2: Develop High-Quality Heritage Tourism Products	Priority 2.1: Build cultural villages, heritage sites, and experiential activities that reflect the stories of the first settlers.
		Priority 2.2: Develop heritage sites and experiential activities that depict the heritage journey.
3.	Objective 3: Enhance the Attraction Capability of Tasmania’s Heritage Tourism	Priority 3.1: Establish and maintain effective promotional partnerships. Priority 3.2: Integrate heritage tourism with Tasmania’s media and communication industries. Priority 3.3: Embrace digital technology to enhance opportunities for attracting tourists.

economic development and ensure long-term visitor attraction.

3.1.3. Developing Tourism Based on the Preservation and Restoration of Local Community Traditional Culture

This approach was successfully implemented in 2015 in the Kingdom of Thailand by focusing on visitors’ experiences of local life to immerse themselves in the culture and customs. One notable event was the “One and Only” competition organized by the Tourism Authority of Thailand, highlighting participants’ ability to showcase unique characteristics and the distinct cultural identity of the Thai people (TAT New, 2015). In Chiang Mai, cultural heritage preserved for hundreds of years remains intact, including traditional clothing, handicrafts, temples, and pagodas with their architectural styles and surrounding landscapes. The preservation and development of the local dialect (Kham Muang) further attract tourists (Doan, 2015). Additionally, since 2000, the Thai government has implemented the “One Tambon One Product” (OTOP) project, which not only creates unique, distinctive products for each traditional craft village with memberships ranging from 30 to 3,000 per village and totaling 36,000 OTOP models but also addresses employment issues, increases local income, and contributes to preserving the longstanding culture of each craft village (ITDR, 2013).

From the above experiences, we can derive lessons that An Giang Province can apply to developing community-based cultural village models:

- First, it is necessary to promote tourism

experiences connected to local cultural identity. Like Thailand’s “One and Only” competition, An Giang could organize events and festivals to help tourists deeply understand the customs, traditional attire, and cultural life of the Cham, Khmer, and Kinh people. Preserving architecture, craft villages, and local languages are also key elements for attracting visitors.

- Second, An Giang can implement the “One Village, One Distinctive Feature” activity. Developing unique handcrafted products for each craft village not only creates jobs for residents but also helps preserve cultural identity while serving as a highlight for sustainable tourism.

3.1.4. Developing cultural village models for tourism in connection with empowering local communities

This approach has been distilled from the experiences of countries that have successfully implemented it, such as the United Kingdom, Japan, South Korea, Thailand, and Indonesia. One notable example is the Bedulu Cultural Village in Bali, Indonesia. This model focused on key aspects such as identifying local potential, providing skills training and enhancing service quality, strengthening effective promotional efforts, and implementing a management process according to the outlined plan. The specific details are presented in Table 2 (Arismayanti & Suwena, 2018).

The authorities approached three models to effectively implement these activities, they are: (1) *Participatory Rural Appraisal (PRA)*; (2) *Entrepreneurial Capacity Building (ECB)*; and (3)

Table 2. Key activities and implementation tasks (Arismayanti & Suwena, 2018)

No.	Contents	Key activities
1.	Identify the Potential at Tourist Attractions	Goa Gajah Temple, Yeh Pulu Monument, Samuan Tiga Temple, and Tegallinggang Cliff Temple...
2.	Focused Group Discussion (FGD) with Relevant Stakeholders	Potential and Strategic Issues in Developing Cultural Tourism Based on Local Wisdom in Bedulu Village
3.	Training skills	Training on Cultural Tourism Package Development in Bedulu Village Technical Training for Tour Guides in Bedulu Village Practical English Training in Bedulu Village
4.	Advanced training	Training on Homestay Management in Bedulu Village Training on Culinary Development in Bedulu Village
5.	Promotion activity	Create Guidebooks, Design Brochures. Provide Website Management Guidance. Market Through Websites, Social Media Platforms like Instagram, and Videos Uploaded to YouTube
6.	Managing tourism in Bedulu village	Building Capacity and Knowledge, Along with Community Empowerment, through a Variety of Training Programs Provided

Technology Transfer (TT). These models aimed to achieve three main objectives: *Strengthen village management systems; increase community participation in tourism and development activities; and improve income levels for residents* (Arismayanti & Suwena, 2018).

The lessons learned from empowering local communities above provide invaluable insights for developing community-based cultural village models in An Giang, specifically:

- *First*, it is necessary to empower local communities in managing and operating tourism. It's like the model in Bedulu Village (Bali). An Giang should identify the potential of each village, provide skills training for residents, and enhance service quality. Strengthening promotional activities and implementing a planned management process will help cultural villages operate sustainably and attract tourists.

- *Second*, it is essential to encourage the participation of community in tourism activities. Authorities should facilitate local involvement in planning, managing, and organizing tourism activities. This will increase community initiative, enhance their responsibility in cultural preservation, and improve livelihoods for residents.

3.2. Potential for harnessing ethnic cultural values in building community-based cultural village models for tourism in An Giang

3.2.1. Geographical map

An Giang lies between latitudes 10° and 11°

North, near the equator. It is a province in the southwestern region of Vietnam, a part of the key economic area of the Mekong Delta (which includes four main economic zones: Can Tho, An Giang, Kien Giang, and Ca Mau). An Giang is also located within the development triangle connecting Ho Chi Minh City, Can Tho City, and Phnom Penh (Cambodia) (Department of Culture, Sports, and Tourism, 2025).

An Giang has both land and water borders adjacent to Cambodia, accessible through two international border gates: Tinh Bien and Vinh Xuong. Additionally, the Khanh Binh international border gate is being upgraded, alongside numerous other border crossings and access points along the Cambodia border. Overall, An Giang is geographically advantageous for trade and development connections with provinces, cities, and even international regions. Moreover, as the upstream location of the Mekong River, it has favorable conditions for the development of agriculture, aquaculture, and eco-tourism, as well as experiential tourism activities (People's Committee of An Giang, 2022).

3.2.2. The potential of ethnic cultural values in building cultural village models in An Giang

An Giang currently boasts 88 recognized historical and cultural heritage sites, encompassing various categories such as cultural-historical relics, architectural artistry, archaeological sites, and natural landmarks. Specifically, *02 sites have been classified as special national heritage sites; 28 sites are recognized at the national level, and 58 sites are classified at the provincial level.*

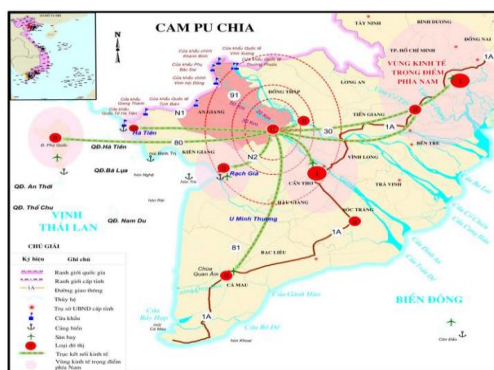


Figure 1. Location map

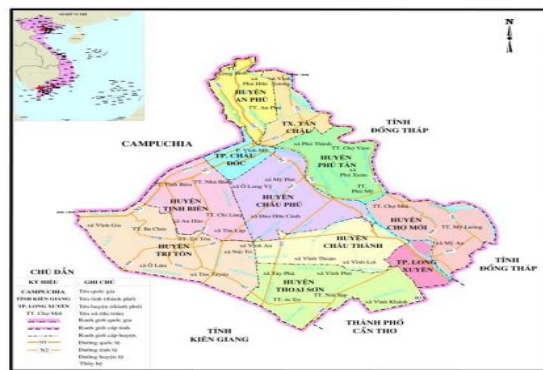
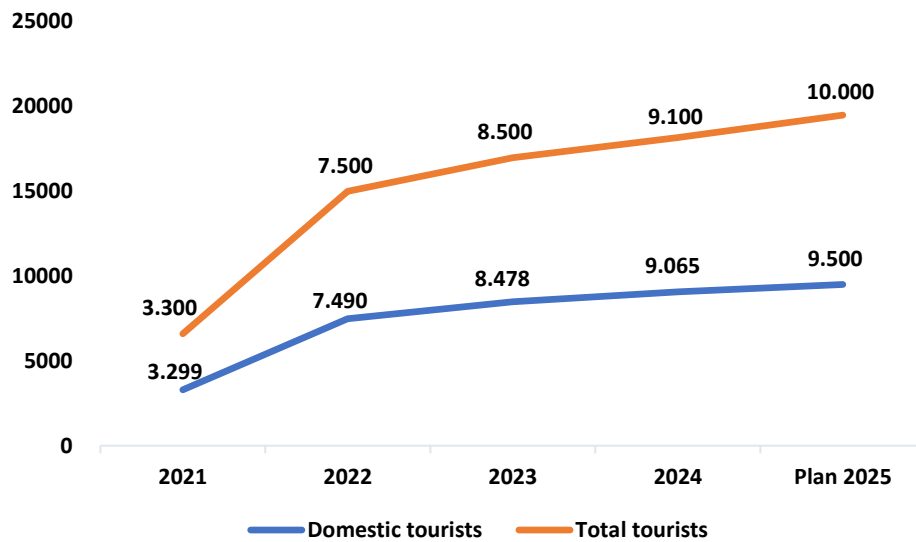


Figure 2. Administrative map

Source: The People's Committee of An Giang (2022)

Table 3. Statistics on the distinct cultural values of the four ethnic groups:
Kinh, Hoa, Cham, and Khmer

Population	Characteristics	Tangible Cultural Heritage	Intangible Cultural Heritage
The KHMER Ethnic Group			
<p>The Khmer population in An Giang is approximately 90,000 people</p> <p>They constitute 4.2% of the total population of the province</p>	<p>The Khmer population in An Giang is primarily concentrated in Tri Ton and Tinh Bien districts</p> <p>The remaining population is scattered across other areas, including Thoai Son, Chau Thanh, Chau Phu districts, and Chau Doc town</p>	<p>The Khmer community in An Giang primarily practices Theravada Buddhism, which plays a central role in their spiritual and cultural life</p> <p>They predominantly rely on agriculture and livestock farming as their main livelihoods</p>	<p>Khmer Pagodas: Xa Ton Pagoda, Krang Kroch Pagoda, Ta Pa Pagoda, Sok Po Lok Pagoda, Van Rau Pagoda, My A Pagoda ...</p> <p>Co To Mountain</p> <p>Ta Pa Field; Thot not Palm Fields...</p>
The CHAM Ethnic Group			
<p>The population of this group in An Giang is approximately 14,200 people</p> <p>They account for 0.66% of the province's total population</p>	<p>The majority of this group is concentrated in An Phu and Tan Chau districts</p> <p>The remaining population is scattered across Chau Phu and Chau Thanh districts</p>	<p>This group primarily practices Islam</p> <p>They mainly earn their livelihood through agriculture and the weaving of traditional handicrafts, showcasing their artisanal skills and cultural heritage.</p>	<p>Roya Festival</p> <p>Cham brocade weaving village</p> <p>Bung Binh Thien (An Phu)</p> <p>Traditional specialties: Banh ngọt, Tung lo mo, Com ni – ca pua...</p>
The KINH and HOA Ethnic Groups			
<p>The Hoa ethnic group in An Giang has a population of approximately 8,000 people.</p> <p>They make up 0.37% of the province's total population</p>	<p>The Hoa ethnic group primarily lives intermingled with other communities and is mostly found in cities, towns, and urban areas</p> <p>Their largest concentrations are in Long Xuyen City and Chau Doc City</p>	<p>They primarily makes a living through business and trade</p>	<p>Famous Temples and Shrines: mieu Ba Chua Xu; Quan De mieu; Thanh That mieu; Thien Hau mieu...</p> <p>Renowned Buddhist Temples: Pagoda Ong (Quan Thanh De quan); Phuoc Lam, Kim Tien, Dong Lai...</p> <p>The Ba Chuc Tomb</p> <p>The Truc Lam Buddhist Meditation Monastery</p> <p>Cot Day Thep Historic Site; Tuc Dup hill...</p>
			<p>Traditional specialties: Chau Doc dried fish and fermented fish paste; Chau Doc fish noodle soup; lau mam; Pickled mangoes from Cu Lao Gieng...</p> <p>Traditional Craft Villages</p> <p>Crispy rice crackers village ...</p>



**Figure 3. An Giang's tourism statistics for the period from 2021 to 2025
(Measurement: 1000 thousand visitors counts)**

Source: An Giang Department of Culture, Sports, and Tourism (2025)

The preliminary survey and secondary data analysis compile the cultural value potentials of the four ethnic groups: Kinh, Hoa, Cham, and Khmer for the development of cultural village models in An Giang. The details are outlined in Table 3.

An Giang features five key tourist destinations, which highlight its cultural and natural beauty such as *Ton Duc Thang Memorial Complex*; *Sam Mountain National Tourism Site*; *Con En Tourism Spot*; *Tra Su Melaleuca Forest*; *Tuc Dup Hill Tourism Spot* to boost tourism. An Giang has actively participated in numerous collaboration programs such as *the Survey tours introducing and connecting tourist attractions between Vietnam-Japan, Cambodia-Thailand and The promotional conferences for the Mekong Delta tourism in Thailand*, which significantly contributed to attracting domestic and international visitors to An Giang.

Most tourists visiting An Giang are for cultural and spiritual tourism (Thang & Nga, 2024; Department of Culture, Sports, and Tourism, 2025). Therefore, leveraging cultural values to serve tourism plays a vital role in enhancing An Giang's tourism industry, especially in the context of current global integration. This approach aligns with the policy outlined by the An Giang Provincial People's Committee in Decision No. 1008/QĐ-UBND, issued in 2014 (An Giang PPC, 2014).

Even though the policy of building and developing a community-based cultural village model to promote tourism in An Giang is affordable with the growing trend, it remains unprecedented in the region. Therefore, to implement this model effectively, it is important to have comprehensive understanding of both opportunities and challenges to leverage strengths and mitigate weaknesses. This approach enables stakeholders to identify key potentials to harness and limitations to address. The opportunities and advantages for An Giang to adopt this model in the upcoming phase include:

First, the post-pandemic recovery of the tourism industry has shown significant signs of growth in recent years, particularly in the southern region. This progress contributes to the development of tourism in An Giang, creating opportunities to establish and enhance community-based cultural village models.

Second, An Giang possesses immense cultural and natural potential for tourism development. This region, home to diverse ethnic groups such as the Kinh, Hoa, Cham, and Khmer, boasts a wealth of unique and varied cultural heritage. These attributes offer considerable advantages for developing community-based cultural villages.

Third, the rapid expansion of infrastructure, particularly the construction and extension of highways across the Mekong Delta, has significantly

improved transportation activities in the area. This advancement will help attract visitors to community-based tourism village models.

Finally, the increasing popularity of the distinct types of tourism such as spiritual, leisure, and ecological tourism, has created opportunities to develop local tourism products. Establishing community-based village models would complement and synergize with these existing tourism forms, fostering overall growth.

In addition to the advantages, An Giang possesses other strengths, such as its geographic location and supportive tourism policies. However, the establishment and development of community-based cultural village models for tourism in An Giang face significant challenges, including: (1) Vulnerability to Climate Change: Being situated at the headwaters of the Mekong River, the province is highly susceptible to climate change, which poses threats to its infrastructure and tourism resources; (2) Underdeveloped Transportation Network: The traffic system connecting the provincial center to resource sites, especially to communities like the Cham and Khmer, remains insufficiently invested in and underdeveloped; (3) Risk of Over-Commercialization: The potential for commercialization may lead to the loss of cultural authenticity; (4) Competition from Other Localities: Efforts by other provinces to establish similar community-based cultural villages may result in product overlap, reducing the attractiveness of An Giang's model.

Based on this analysis, the implementation of community-based cultural village models for tourism in An Giang is crucial and aligns with current tourism development trends. However, it requires thorough research and the adoption of specific, coordinated solutions to ensure effective and sustainable execution.

3.3. Solutions for building and developing community-based cultural village models for tourism in An Giang

From the experiences of countries such as Thailand, Indonesia, Japan, and South Korea, combined with an evaluation of potentials, opportunities, and challenges, this study has proposed solutions for developing community-based cultural village models in An Giang. These solutions aim to harness local cultural potential, complement and enhance the “synergistic” value with

other tourism types, and improve the competitiveness of An Giang as a travel destination. The proposed solutions include:

3.3.1. Have mechanisms, policies, and pilot models for managing and developing cultural villages to serve tourism

Based on existing policy frameworks, it is crucial to develop mechanisms and policies to support the implementation of community-based cultural village models for tourism development. Drawing from the current situation and lessons learned from other countries, the formulation of such policies in Vietnam, and specifically in An Giang, should focus on the following areas: (1) Planning policies for Community-Based Cultural Village; (2) Support for Cultural, Social, and Religious Preservation Programs, Economic Benefits for Local Communities; and (3) Regulations on Cultural Tourism and Environmental Conservation. Additionally, we should conduct pilot models to assess and refine these mechanisms for broader implementation.

3.3.2. Develop cultural village models based on the preservation and promotion of the cultural spaces of ethnic communities

After conducting a thorough survey of An Giang's resources, the study proposes developing cultural village models for the Kinh, Hoa, Cham, and Khmer ethnic groups to support tourism in a suitable and effective manner. This involves creating a scientifically-designed plan to preserve and enhance cultural values. During the development process, special attention must be given to the unique cultural characteristics of the Kinh, Hoa, Cham, and Khmer communities while safeguarding their cultural spaces. Proper planning for cultural villages is essential to protect the community's cultural spaces, including identifying key areas such as information centers, performance stages, commercial zones, and experiential areas. The design of architectural structures and infrastructure must align with the culture and traditions of each ethnic group, creating spaces where tourists can enjoy and explore.

3.3.3. Preserve and restore traditional cultures while providing vocational training to support local community-based tourism

Develop policies to protect, preserve, and promote

both tangible and intangible cultural heritage of each ethnic community within tourism villages. During the process of restoring and conserving structures, artifacts, and intangible cultural heritage of different ethnic groups, it is essential to prioritize authenticity and original cultural values when utilizing them for tourism purposes. We need to restore and develop traditional local crafts sustainably. Especially, we should emphasis on training and assisting communities within cultural villages, such as local tour guides, culinary services, and other tourism-related activities. Additionally, vocational training for traditional crafts aimed at serving tourism should be prioritized. Furthermore, enterprises should be encouraged in participating in these initiatives for the benefit of local communities.

3.3.4. Strengthen efforts to empower local communities

To ensure the sustainable development of cultural village models, it is essential to empower local communities, thereby providing greater benefits to them through cultural tourism activities. This requires clear principles and regulations regarding the active participation of communities in managing cultural village operations. It is important to have the appropriate policies and measures to ensure that local community's benefit. We need the guidelines to encourage community involvement in leveraging traditional cultural values and developing tourism. This participation should encompass all stages, including planning, implementation, and supervision. By doing these activities, the development of community-based cultural village models for tourism will become truly sustainable.

3.3.5. Investment capital for the construction and development of cultural villages to support tourism

There is a need for policies and balanced allocation of funds to invest in the preservation and utilization of traditional cultural values for tourism development. In addition to government funding, investment should be directed towards infrastructure development at and around tourist destinations, the restoration of historical sites, the revival of traditional craft villages, and vocational training for local communities. An Giang province should seek additional funding sources, such as financial support from foreign countries,

contributions from individuals, non-governmental organizations (NGOs), and social organizations. We also need policies to promote the socialization of tourism investment funds, particularly for the construction of tourism facilities such as resorts, dining establishments, information centers, and tourism services.

4. Conclusion

Building and developing community-based cultural village models will play a positive role in tourism activities in An Giang during the current era of global integration. To achieve this, alongside learning from the experiences of other countries, it is necessary to simultaneously implement the following key solutions: establishing mechanisms, policies, and pilot models; preserving and promoting the cultural spaces of ethnic communities; preserving and restoring traditional culture while providing vocational training for local communities; empowering local communities; and allocating investment capital for the construction and development of cultural villages to support tourism. By doing these, the development of cultural village models in An Giang can ensure sustainability, contributing to economic, social, and environmental effectiveness. This approach also safeguards valuable cultural heritage and further promotes the growth of Vietnam's tourism industry in general, and An Giang's tourism sector in particular.

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