

Solutions for Tourism of Chau Giang Brocade Weaving Village, An Giang Province

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ABSTRACT

Craft village tourism plays an essential role in preserving and promoting local cultural values, contributing to local socio-economic development. This study aims to analyze the actual situation and propose solutions to develop tourism in Chau Giang brocade weaving village. The study collected data from 67 households in Chau Giang brocade weaving village. From the actual survey results and expert consultation, the study suggests several solutions for tourism development in Chau Giang craft village. (1) Strengthen the connection between tourism service suppliers with local authorities and travel agencies. (2) Invest in designing new and unique products to attract more tourists. (3) Improve the quality of tourism services by the professionalism of the community. (4) Develop suitable marketing strategies.

Keywords: solution, Chau Giang brocade weaving village, craft village tourism.

1. PROBLEM STATEMENT

The Mekong Delta region has great potentials for tourism development, especially craft village tourism. Most craft villages in the Mekong Delta locate in rural areas and each village has its local characteristics (Nghi, 2010). The province of A Giang holds the leading role in exploiting the potential of craft village tourism, especially Chau Giang brocade weaving village. The development of Chau Giang brocade craft village tourism has decreased the high number of idle farmers in the region. Also, it increases the income for the Cham community in the craft village, thereby preserving the Cham culture in the area of four ethnic groups (Nghi and Phung, 2010). Although the local authority has supported the village by the "Craft village tourism

development project" in A Giang Province, there are still aspects to be explored to develop the local tourism sustainably. Therefore, the authors applied the service provider-oriented approach to finding out solutions to develop Chau Giang brocade weaving village tourism towards sustainability.

2. RESEARCH METHODOLOGY

Research data: This study uses primary data collected by stratified random sampling based on criteria such as the type of tourism services provided and demographic characteristics. The direct interview method is used to approach 67 households providing tourism services in Chau Giang brocade weaving village.

Analytical method: The research team uses a descriptive statistics method with values such as mean, frequency, and proportion to reflect the reality of tourism services provision in Chau Giang brocade weaving village. At the same time, the key informant panel (KIP) is applied to identify the shortcomings and limitations, thereby proposing practical solutions for the development of tourism in the village.

3. RESEARCH RESULTS AND DISCUSSION

3.1. Status of tourism service providers

Reasons for the participation in tourism services provision: Most households in craft villages participate in providing tourism services because they expect to increase their incomes (86.56%). This is their main purpose to offer tourism services because currently, the income sources of the Cham community have low diversity (Nghi, 2013). The second-most

common reason is that the residents follow their community movements (29.41%). The Cham community lives with a solidarity spirit, so they tend to participate in social campaigns. The number of households participating in

tourism activities because of the family's occupation accounts for 26.86%. Improving knowledge is also a reason for the community to participate in providing tourism services (22.39%).

Table 1: Reasons for the participation in tourism services

Reason	Frequency (household)	Percentage (%)
Increase income	58	86.56
Follow the community's movements	20	29.41
Inherit their family business	18	26.86
Improve knowledge	15	22.39

Time of participation: Tourism organization activities in Chau Giang brocade weaving village formed a long time ago. However, the number of households providing tourism services at the beginning was small (8.96%). In recent years, thanks to the fast development of An Giang's tourism industry, along with the

support of local authorities, the number of households participating in tourism services has instantly increased. The residents who have a participation time lower than four years account for 67.16%, from four to eight years accounts for 23.88%.

Table 2: Participation time in providing tourism services

Participation time	Frequency (household)	Percentage (%)
Less than 4 years	45	67.16
From 4 to 8 years	16	23.88
More than 8 years	6	8.96

Conditions for participation: The conditions for households in the craft villages to participate in providing tourism services depend mainly on four factors. They include the traditional business of their families, characteristics of the apartment, facilities in the apartment, and social relationships. These factors are appropriate because the tourism industry's goal is to meet the needs of

entertainment, relaxation, and must ensure basic living conditions and security for visitors. Besides, households that provide tourism services have to meet the education level and information ability condition. In which, family's traditional occupation is the most concerning factor in the provision of tourism services.

Table 3: The importance level of conditions to participate in providing tourism services

Participation condition	Min	Max	Mean	Standard deviation
Family traditional occupation	2	5	3.94	0.924
Characteristics of the house	2	5	3.87	0.847
Facilities in the house	2	5	3.84	0.845
Social relationship	1	5	3.70	0.890
Education level and information ability	1	5	3.32	0.856

Note: 1=Very unimportant, 5 = Very important

Benefits of participation: According to survey data, 89.55% of households believe that participating in tourism services helps create more income and improve their lives. Also, 56.72% of households confirm that tourism services create more jobs for household

workers. The remaining households consider the benefits of the participants include support policies from local authorities (26.86%), training courses on tourism knowledge and skills (11.94%), high qualifications and understanding (22.39%).

Table 4: Benefits of participating in tourism activities

Benefit	Frequency (household)	Percentage (%)
Increase income	60	89.55
Create jobs	38	56.72
Get support from local authorities	18	26.86
Improve knowledge and skills	15	22.39
Take part in training courses	8	11.94

Support policies of the local government:

The local authorities offer many support policies for households as follows. (1) accessing official credit sources to develop the traditional occupation or improve household facilities (56.72%). (2) open training classes on tourism knowledge,

communication skills with tourists, tourists' psychology, cooking skills (47.76%). Furthermore, the government also has policies to promote the craft village and improve the area's infrastructure for community tourism development (41.79%).

Table 5: Local authority's support policies

Support policy	Frequency (household)	Percentage (%)
Loans for tourism development	38	56.72
Training classes on tourism knowledge	32	47.76
Promote tourism image and improve facilities	28	41.79

Relationship with tour operators: The relationship between tour operators and the households providing tourism services is mainly cooperation and profit sharing (56.72% and 41.79%). Travel agencies sign contracts directly with people and divide profits according to the agreement between parties. The tour operators offer few courses on skill and professional training for the community (17.91%). The rest of the households offer their services without cooperating with tour operators (13.43%), usually selling souvenir items.

3.2. Limitations in tourism development of Chau Giang brocade weaving village

The analysis results on the current situation of the Cham community's tourism development, the research team uses the key informant panel to identify some limitations in the tourism development process of Chau Giang brocade weaving villages.

Firstly, the professionalism and communication skills of households involved in providing tourism services are still limited. The quality of human resources is a core issue that needs to be focused on in any field, especially in the tourism sector. The current situation shows that most households do not communicate in foreign languages, while visitors to the craft village are mainly international tourists. Therefore, households involved in tourism services must have a basic level of foreign languages to understand and meet the needs of tourists. Not only the limitation in foreign languages, but households have a low understanding of

what community tourism is, and what standards that a tourism business needs.

Secondly, the connection between households, local authorities, and tour operators is still fragmented. Even though households are familiar with tour operators and have good relations with the local government, they have not combined the advantages and strengths of the parties effectively. As a result, the cooperation does not bring high efficiency, not ensuring long-term cohesion.

Thirdly, the Chau Giang brocade village carries the characteristics of Cham culture with strange and unique lines of patterns. They have a variety of brocade products such as sarongs, shawls, hats, coats, etc. However, the development of tourism also requires creativity and suitability to meet the needs of different tourist groups. Therefore, diversifying tourism products is essential to increase income, attract and retain tourists.

Fourthly, the promotion activities for the craft village and craft tourism are still not focused on by households, and the local tourism's marketing strategies are ineffective. Most households do not pay attention or understand how to invest in marketing campaigns to promote the village. The local tourism industry has taken action on promotion programs for Chau Giang brocade weaving village tourism; however, the frequency and the depth of programs have not been much concerned due to the limited resources. This somewhat reduces the effectiveness of the program.

3.3. Solutions for tourism development of Chau Giang brocade weaving village

With the above limitations, several solutions are suggested to develop a sustainable tourism system in Chau Giang brocade weaving village.

Firstly, strengthen the linkage of the household providing tourism services with the local government and travel agencies.

The local authorities need to support people with infrastructure and facilities, to act as a "bridge" that connects households and travel agencies inside and outside the province. Besides, administration units should ensure safety and security for all tourists. Furthermore, promoting the image of craft village tourism and cooperating with tour operators to open training classes for households are suitable solutions. In addition to this, travel companies need to cooperate with households to find potential partners. This also helps the residents easily carry out product promotion programs. This "tripartite" association may create a basis for the stable development of craft village tourism, avoiding the spontaneity which affects the village's image.

Secondly, invest in designing new and unique products, increasing product identification. Households involved in providing tourism services need to pay more attention to the activities to serve tourists. These programs have to be novel and attractive, avoiding duplication among households. Moreover, creating typical tourist products should go along with psychological characteristics and the needs of tourists. Tourism products have to be diverse and attractive while remaining the core cultural values of the Cham ethnic community.

Thirdly, improve the quality of tourism services based on the professionalism of the community. Currently, people's perception of the economic and social benefits of community-based tourism models is still vague. Therefore, most households have not designed appropriate activities and services because they do not

catch the needs of tourists. Thus, to develop sustainable craft village tourism, training the on-site human resources should be considered. Training units should offer easy-to-understand and accessible training programs for households. Besides training classes, the training unit also needs to open periodic seminars to help the community adapt to the change in the tourism market. Also, the community should enhance soft skills in tourism services such as presentation skills, management skills, organizing skills, and cooking methods following food safety and hygiene standards. It is important to focus on cultural value preservation and environmental protection issues.

Fourth, strengthen the promotion activities on craft village tourism. The promotion of the tourism image of Chau Giang brocade village should be implemented professionally. The community can introduce it through guidebooks, the internet, or travel fairs. For tourists to easily access the complete and detailed tourism information, the service providers should build an impressive and effective marketing plan. Besides, travel agencies and households should actively participate in programs to promote and build a tourism brand for Chau Giang brocade weaving village. The whole promotion process requires the cooperation of all stakeholders in the tourism industry to bring the image of Chau Giang to domestic and overseas tourists.

4. CONCLUSION

The sustainable development of Chau Giang brocade weaving village tourism not only brings economic benefits to the community but also preserves the traditional cultural values of the Cham ethnic group. However, this is a complex problem to solve. With the solutions proposed in this study, the research team expects the "involvement" of all stakeholders, so that the tourism brand of Chau Giang brocade weaving village will be more and more popular with travelers.

Declaration by Authors

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