

TRANSFORMING AND EXPANDING LIVELIHOODS BASED ON TOURISM DEVELOPMENT FOR COMMUNITIES IN COASTAL CRAFT VILLAGES TOWARD A BLUE ECONOMY

Hoa Vu Dinh

Faculty of Tourism Studies, Phenikaa University

Abstract. This study is conducted to find solutions to support communities in coastal craft villages to transform and expand sustainable livelihoods associated with tourism development towards a blue economy. Research results show that coastal areas associated with craft villages have rich tourism resources. However, the current status of tourism exploitation here is not commensurate with the potential. In addition, the coastal communities' primary livelihood sources are mainly related to fisheries production, sedge weaving, embroidery, handicrafts, and fine arts, with economic efficiency yet to be determined. At the same time, they are facing many unsustainable challenges due to the impacts of climate change, population growth, environmental pollution, and resource depletion. Therefore, the problem for communities in coastal craft villages today is to transform their livelihoods to develop tourism to take full advantage of their advantages and bring about high and sustainable economic efficiency. The research results can be considered a valuable reference for state management agencies in proposing mechanisms and policies for sustainable socio-economic development in the current context.

Keywords: tourism, blue economy, coastal craft villages, sustainable livelihoods.

1. Introduction

With more than 3,260 km, Vietnam has 28/63 provinces and cities with sea and 12 island districts, including ten coastal island districts and two offshore island districts, Hoang Sa and Truong Sa [1]. Among more than 3,000 islands in Vietnam, there are about 2,773 coastal islands with nearly 70 islands inhabited. Many remaining islands are inhabited by only living things, and many small islands are still wild and wild - a premise for green island economic development. However, Vietnam's coastal and marine areas are increasingly threatened by the increase in extreme climate change phenomena such as sea level rise, storms, etc. [2]. Therefore, it is necessary to have specific strategies to ensure future marine livelihoods for communities in this area. At the same time, along with economic exploitation, the management, and development of

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Contact Vu Dinh Hoa, e-mail address: hoa.vudinh@phenikaa-uni.edu.vn

the maritime economy must be closely linked with environmental protection. Making the rational use of resources and protecting the marine environment are fundamental factors for effective and sustainable marine economic development based on the preservation of maritime natural capital, protection, and investment in marine, coastal, and island ecosystems [1]. Therefore, the development of the blue sea economy in our country is not only an inevitable trend but also comes from practical needs when the “brown economy” is an “obstacle” to the sustainable development of the blue economy. The blue economy promotes sustainable marine economic development based on the maintenance and efficient use of maritime natural capital and coastal and island ecosystem services.

Vietnam's coastal area has excellent potential for tourism development based on its long coastline, many beautiful beaches, and islands with a warm tropical climate and diverse ecosystems [3,4]. In addition, this place is also the residence of long-lived communities, with craft villages associated with agricultural and fishery products from the sea, and is also considered an attractive tourist resource of this area [5]. However, climate change and over exploitation of resources have threatened the livelihoods of craft villages associated with agricultural and handicraft production in coastal communities. Besides, the coastal craft villages in our country are often scattered on a small scale, closed within the household; the skill level is lost due to the ineffectiveness of technology; the cooperation and linkage in product development are not strong. The handicraft products of craft villages are in a state of weak competitiveness or replaced by industrial products of the same type, difficult to consume and develop production, leading to low economic efficiency and livelihoods based on trades being seriously threatened [5]. From that, this study was conducted to find solutions to support the coastal craft village communities to transform and expand their livelihoods associated with tourism toward the blue economy.

2. Content

2.1. Transformation of livelihoods and transformation of livelihoods associated with tourism

Livelihood is a concept often understood and used in many ways and at different levels. In the studies, livelihood is the activity of earning a living for people through the use of resources (human, natural, material, financial, social, etc.) under the management of organizations and decisions, regulations, and policies. When livelihood activities adapt or avoid negative impacts on the vulnerable environment while ensuring the maintenance and development of resources in both the present and future, livelihood activities are considered sustainable [6]. Thus, livelihood is understood more broadly than the concept of employment; it includes all the abilities and assets of a person in the way of making a living.

Livelihood transformation incentivizes people to stop unsustainable activities and switch to sustainable ones. The main objective of livelihood transformation is to increase income, improve quality of life, limit dependence on nature, reduce risks, and increase livelihood assets, access to natural resources, and stable livelihood assets.

Livelihood transformation associated with tourism towards a blue economy, which is understood as the diversification of people's livelihoods through the application of related supplementary or alternative livelihoods closely with local tourism activities in the direction of sustainability, environmental friendliness, low greenhouse gas emissions, conservation of cultural and natural values associated with the sea [1]. The livelihood transformation associated with tourism development towards a blue sea economy is demonstrated by the production and supply of tourism-related goods and services contributing a part to the livelihoods of people's households and providing them with a more stable, more sustainable, and environmentally friendly source of income. Specifically: (i) People are indirectly involved in the production of local specialties to supply the needs of tourists (providing raw materials for the production process); (ii) People are directly involved in the production of local specialties to provide tourists; (iii) People directly participate in trading activities of local specialties for tourists; (iv) People directly provide tourist accommodation services such as homestay for tourists; (v) People directly provide food services to tourists; (vi) People directly provide tourism services, tour guides, and experience activities for visitors; (vii) People working in tourist accommodation establishments, tourism businesses or tourism transport in the locality [1, 2, 5]. So, basically, transforming livelihoods associated with tourism development towards a blue economy brings people closer to tourism activities, in contact with market needs, trends, and preferences of the tourist market, thereby opening them up to new, more stable, and sustainable production relationships.

2.2. Research methods

Qualitative research is the primary method used in this paper. Qualitative research methods are increasingly recognized as advantageous in social science research because they allow researchers to gain insight into the phenomena under study [7], helping to answer the “what,” “how,” and “why” questions. The qualitative research methods used by the author include systematic literature review, observation, and semi-structured interviews. In addition, the study also uses descriptive and comparative statistics to analyze data and make judgments and oriented solutions to help coastal craft villages develop sustainable livelihoods associated with sustainable development and tourism development.

2.3. Research results and discussion

2.3.1. Potential for tourism development in coastal areas associated with craft villages

Craft villages in the coastal areas of our country are associated with a space with significant advantages for developing the tourism industry.

Natural tourism resources: From the North to the South, Vietnam has about 125 beaches, and some beaches with a length of 15-18 km are favorable conditions to exploit to serve tourists. Not only are the beaches classified as the most beautiful in the world, but Vietnam also owns coastal bays with landscapes, topography, and natural cover with excellent biodiversity value. This resource is favorable for developing eco-tourism, healing, and biological discovery [3, 4]. Vietnam has nearly 50 bays, including Ha Long (Quang Ninh), Nha Trang (Khanh Hoa) and Lang Co (Thua Thien Hue), Xuan

Dai (Phu Yen) are all beautiful destinations that attract domestic and international tourists. Besides, Vietnam has a rich system of islands and archipelagos, with an estimated 2773 coastal islands and two large offshore archipelagos, Hoang Sa and Truong Sa. Vietnam's island system is valuable in terms of security, defense, and economy and has great value for tourism [1]. Most of the beaches on the island have clear blue water, smooth and clean sand, unspoiled nature, and a pleasant climate, so they attract many domestic and foreign tourists. Biological resources on the islands are also very diverse and abundant, concentrated in several national parks and coastal reserves recognized by UNESCO. With the coastal areas of Vietnam, it is necessary to mention significant mineral water sources such as Quang Hanh - Cam Pha - Quang Ninh, Tien Lang - Hai Phong, Hoi Van - Binh Dinh, Danh Thanh - Khanh Hoa, Vinh Hao - Binh Thuan, Binh Chau - Ba Ria - Vung Tau. This vast potential to develop resort tourism, spa, care, and treatment [1, 3, 4].

Humanistic tourism resources: According to statistics, the coastal area of our country has about 1013 ranked relic sites, accounting for more than 31% of the total of over 3250 nationally ranked relics. The number of world cultural heritages recognized by UNESCO in coastal provinces and cities also accounts for nearly 50% of the total in our country. The relics concentrated in the coastal areas of Vietnam have both historical value and artistic architecture, accounting for about 33%. Historical relics account for 50%, and architectural and artistic antiques account for 23%. The number of monuments ranked in the coastal and island districts accounts for more than 50% of the total relics in the coastal area. Most of the ranked dinosaurs are concentrated in the North region (about 47%), the South Central and the South 33%, and the North Central 20% [4, 5]. Thus, coastal areas can also target cultural and historical tourism products, besides the potential to develop tourism products based on natural resources. Besides historical relics, the coastal regions of our country also keep festivals associated with folklore traditions, which are attractive and attractive to tourists. According to preliminary statistics, the coastal localities of our country have about 195 traditional folk festivals, of which 65% are concentrated in the North region, and the number of festivals in the North Central, South Central, and South regions Sets accounted for 17% and 18%. The coastal area of Vietnam is home to many craft villages, including groups of villages salt, fish sauce, and processing seafood, carving and making handicrafts; weaving towns; bamboo and rattan craft villages, handicraft villages of mussel shells and shellfish, civil carpentry villages, and food processing villages of vermicelli and cakes. Some famous craft villages can be mentioned, such as Di Xuyen - Ba Lang fish sauce (Thanh Hoa), Nga Son sedge (Thanh Hoa), Phu Loi - Quynh Di fish sauce (Nghe An), marble stone Ngu Hanh Son (Da Nang), fine art products Nhon Hau (Binh Dinh), Bau Truc pottery (Ninh Thuan), Binh Duc pottery (Binh Thuan), Phu Loc Tay bronze casting (Khanh Hoa), An Hoi bronze urn casting (Ho Chi Minh City). Ho Chi Minh, My Hiep brocade weaving (Ninh Thuan), Fish sauce (Phu Quoc), My Tu flat rice (Soc Trang) [4, 5]. Craft villages with unique cultural features of the coastal area have great value in exploiting and developing different types of tourism, especially tourism and community-based tourism. In addition, the coastal area is also home to 8 ethnic groups [5], each with its rich and unique traditions and customs. In addition, other resources are

attractive to tourists, such as unique traditional art forms and unique and diverse cuisines.

2.3.2. Current status of tourism development in coastal craft villages

According to the Vietnam Craft Village Association statistics, the country has 5,411 craft villages and craft villages. There are nearly 2,000 recognized craft villages and over 400 traditional craft villages with more than 53 craft groups [8, 9]. Among craft villages in the coastal area, over 150 craft villages represent traditional occupations, many of which are valuable for tourism development [4]. Based on tourism resources and the needs of tourists, some coastal craft villages have attracted a certain number of visitors, contributing to an increase in income for some households with related activities. However, tourism activities are associated with space, and the communities of residents of coastal craft villages are limited to activities such as sightseeing, enjoying specialties, and experiencing traditional crafts have not created many experiences that attract tourists. Specialty products and traditional goods sold to customers in craft villages are still monotonous with unattractive packaging methods, not showing the village's identity and brand. Tourists' impressions of products from traditional occupations are not deep, mainly focusing on products to enjoy seafood cuisine. There are not many private tours to craft villages, and the support of local authorities in developing these tourism activities is not practical. Traditional coastal villages are visited by tourists mainly thanks to several tour operators bringing visitors, or tourists, especially backpacking tourists, learn about the village by themselves and come to visit and, take pictures. , share on social networks. Tourism promotion activities in coastal localities almost exclusively focus on resorts and sea tourism but have not mentioned much about this unique and potential cultural tourism activity.

2.3.3. Solutions to expand livelihoods associated with tourism development for residents of coastal craft villages towards a blue sea economy

The analysis of tourism activities in coastal craft villages shows that tourism activities have not been exploited to their full potential. Meanwhile, according to the author's research, tourism activities associated with coastal craft villages are diverse that can attract a large number of local communities to participate, such as: (i) Visiting traditional craft villages system; (ii) Participating in traditional festivals of the craft village (on festive occasions); (iii) Learn the production process (production of salt, fish sauce, textiles, confectionery, goods, handicrafts...); (iv) Try directly to make traditional products; (v) Enjoy a traditional performing arts program; (vi) Enjoy the food and drinks in the villages (taste, snack, lunch); (vii) Procurement of products and goods of craft villages. At the same time, according to a survey by Nguyen Huong Lan et al. [5] about the needs of people to participate in tourism activities, 100% of the respondents want to participate in tourism activities. Specifically: The majority (66% of respondents) would like to guide guests to experience their daily lives. 60% want to provide catering services for tourists, 52% want to be involved with accommodation, house rental, and homestay services, and the rest focus on selling souvenirs and guides., transport. It can be seen that the coastal craft villages of our country still have excellent prospects in transforming livelihoods associated with tourism development. Therefore, to expand and change livelihoods for the community of residents of coastal craft

villages towards a blue sea economy, the author believes that in the coming time, it is advisable to focus on synchronously implementing the following groups of solutions:

Firstly, improve mechanisms and policies to support livelihood transformation associated with tourism development for coastal craft villages: Tourism development should be identified as a priority activity in craft villages in coastal areas. Therefore, it is necessary to have specific mechanisms to facilitate the community's easy transition from less sustainable livelihood activities to sustainable livelihoods associated with tourism. The groups of tools and policies that need to be prioritized include Policy groups on coordination mechanisms in tourism development management; Policy group on infrastructure development investment; Group of policies on prioritizing investment in the development and diversification of the accommodation system; Group of policies to develop marine tourism products associated with coastal tourism craft villages, including contents related to entertainment venues, food enjoyment, shopping, beaches, natural landscapes, events, cultural and historical relics; Group of policies on environmental landscape protection, emission restriction, and use of environmentally friendly craft village resources.

Secondly, building tourism products associated with tourism potentials and resources, especially creating unique values of traditional craft villages, makes a breakthrough in tourism products and services to become an attractive tourist destination for tourists. Each craft village product has a long history, an origin, and a “story” closely associated with a social life that needs to be preserved, preserved, developed, and told to the world traveler. Craft village and each production area should have small galleries or museums to introduce the products and the process of formation and development of the community, the change of designs through the stages, and stories around craft village products to satisfy curiosity and create added value for tourists. In addition, attention should be paid to the restoration and restoration of historic and cultural works. Tourism resources in craft villages should also be supported and invested systematically to increase attractiveness and connect and diversify handicraft village tourism products.

Third, organize space, and develop infrastructure and technical facilities to develop tourism products. Craft villages need to be researched, invested in, and planned for the development of airspaces functional space in the traditional village structure to ensure the production of craft villages, attract and serve tourists, and develop tourism. Typical functional areas of the craft village doing tourism include a reception area, rest area, car parking, exhibition space, promotion and introduction of craft village products, service area food, and sanitation services. Should be paid to the arrangement of service areas for rest, dining, and entertainment in areas of the natural landscape and architectural heritage such as communal houses, ponds, and village gates. Buying, selling, and introducing products at village markets and shopping centers. Cultural activities and festivals are held at the communal house yard. Spiritual activities at pagodas, temples, and village shrines. Besides, it is necessary to focus on developing infrastructure, transportation systems, water supply and drainage, telecommunications, etc., which are decisive factors for developing craft village tourism. Simultaneously establish a system of transporting tourists and materials and goods of craft villages to meet the conditions

of economic development of craft villages. Besides, creating a beautiful landscape for the craft village is necessary to increase its attractiveness and attract tourists. Set up a lot of green space and effectively use the natural environment and landscape areas of lakes, ponds, rivers, canals, canals, wells, communal yards, etc., to serve tourism.

Fourth, organize tourism activities to increase the experience for visitors in craft villages. Coming to the handicraft village tourism products, tourists can visit and enjoy the outcomes of the craft village, see the architecture, tools, and production processes, learn about the technical process, and manipulate production. And then experience community life with customs, practices, and rites of the ward, association, and purchase of local products. Tourists are often interested in the production area in the craft village, so it is necessary to arrange a reasonable and convenient arrangement for visiting, learning, and creating conditions for guests to try manipulation or participate in a stage, production process, and product processing.

Fifth, create a green, civilized, and environmentally friendly coastal craft village tourism environment. The landscape, natural environment, and social environment in a safe and clean craft village are a group of factors that significantly influence the development of craft village tourism. Environmental hygiene is a top concern for tourists, creating a friendly, open, and closed environment between people and visitors, leaving a good impression after the trip. Therefore, a safe and clean environment is essential when assessing the attractiveness of craft villages in tourism. It is possible to consider and evaluate through specific criteria such as water supply and drainage system; Sanitary and waste collection system for production and daily life activities of craft villages; Information guidance system, internet connection; The rational use of input materials, fuel sources, and materials in the production of products of the craft village; The use of recycled materials; Issues of security, safety, and social order; Issues of social evils, rescue system. Besides, To protect the environment, it is necessary to have policies to limit and minimize environmental pollution factors for traditional occupations such as waste from seafood processing products.

Sixth, improve the quality of human resources in converting and expanding the livelihoods of traditional coastal villages. Coordinate with higher education institutions and colleges to equip comprehensive knowledge of local people, especially young people, on coastal tourism development associated with strategies to respond to climate change. Training and propaganda to raise awareness, helping them switch from a livelihood strategy based on marine natural resources to a diversified livelihood strategy, including tourism. Change from a production mindset of goods for consumption to service thinking. Improve the quality of human resources to meet both the quantity and quality of personnel for sea and coastal tourism activities. Especially the contingent of state management staff in the tourism industry in general and the sea and coastal areas in particular, human resources at tourism and travel businesses in the area, and the capacity of people to participate in tourism activities.

3. Conclusion

A coastal area is rich in potential for tourism development, including natural and cultural values. In fact, in recent years, the emotional development of this area has

significantly contributed to and created the impetus for economic growth, poverty reduction, and improvement of people's living standards in the whole country in general and in the region's coastal areas in particular. In developing tourism in combination with coastal craft villages, there are still many limitations, such as a lack of tourism services, poor marine tourism products are not diversified; tourist attractions have not yet ensured quality; fragmented development. Developing craft villages associated with tourism has not brought benefits to groups of residents living in coastal areas and residents of coastal craft villages. Therefore, to sustainably develop livelihoods for coastal craft village residents in association with tourism is commensurate with its potential and creates its own culture. Improve the quality of visitors' experiences. It is necessary to have synchronous solutions and the participation of all levels and departments.

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