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effectively exploiting natural and human resources to create unique tourism products to constantly increase economic benefits is the current goal and direction of tourism development in the future. However, that goal is not the final and only goal. This means that tourism development must aim at comprehensive development in all aspects of the components that make up tourism activities. In terms of the relationship between tourism and craft villages, in addition to economic goals, tourism development must take into account the goal of preserving and promoting the value of human resources and cultural traditions of the villages. craft villages so that they can be transferred from one generation to the next.

## **2. Concepts and research methods**

### **2.1. Concepts**

Craft village is one or more residential clusters at village level, hamlet, hamlet, village, hamlet, phum, soc or similar residential areas participating in rural craft activities specified in Article 4, Decree No. 52/2018/ND-CP dated April 12, 2018 on rural industry development. Accordingly, Article 4 regulates rural industry activities including:

- (1) Processing and preserving agricultural, forestry and aquatic products.
- (2) Production of handicrafts.
- (3) Handling and processing of raw materials to serve rural production.
- (4) Producing wooden furniture, rattan, ceramics, glass, textiles, yarn, embroidery, wicker, small mechanics.
- (5) Production and trading of ornamental creatures.
- (6) Salt production.
- (7) Services serving production and rural population life.

Traditional craft villages are craft villages with traditional crafts that have been established for a long time.

### **2.2. Research methods**

In this article, the author mainly uses secondary data collected from sources of books, newspapers, legal documents, plans, reports of local management agencies and the Internet about issues related to tourism, craft villages, traditional craft villages and craft village tourism. From the collected data, the author conducts analysis, evaluation, synthesis, and comparison to serve the research problem.

## **3. Research results**

### **3.1. The importance of tourism development for preserving and promoting craft village values**

Tourism is a broad concept, depending on the perspective and interpretation of each organization, individual researcher or country. In Vietnam, tourism is defined as: *“activities related to human travel outside the place of permanent residence for a period of no more than 1 consecutive year to meet the needs of sightseeing, relaxation, entertainment, learning, exploring tourism resources or combining with other legal purposes”*[1]. With this concept, we can understand tourism as a group of individual or collective travel activities organized for people to participate in and have practical experiences. These activities are always associated with natural and human factors, also known as natural tourism resources and cultural tourism resources. Thus, our concept is completely consistent with international practice, specific to Vietnam and partly clearly indicates the relationship with the objects that make up tourism activities.

Economic development in general, tourism in particular, and the issue of

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preserving and promoting the value of craft villages in terms of theory and practice, is a two-way and dialectical relationship, affecting each other together in a unified whole. The relationship between tourism and craft villages is formed from a process of correct and practical awareness. In particular, craft village resources have also been showing significant impacts on the sustainable development of the tourism industry. Specifically:

- *Craft villages are a resource for tourism development.* Each craft village is a cultural, economic and social environment with unique characteristics that have contributed to enriching humanistic tourism resources. Developing tourism based on the exploitation of humanistic tourism resources helps increase the ability to attract tourists who like to explore regional culture.

- *Craft villages contribute to diversifying tourism products.* Craft villages are places that store unique and distinctive products of the material and spiritual life of a nation, locality, etc. drawn from the labor and production process. This makes an important contribution to creating differences between tourism products, between tourist destinations and helps the tourism industry open up new directions and new products such as: craft village tourism, cultural tourism, experiential tourism, shopping tourism, community tourism,...

- *Craft villages create a space for cultural exchange in tourism activities.* Craft villages are an ideal address for tourists to learn about the cultural values and traditional customs of ethnic groups; visit and experience the living and productive activities of indigenous people. At the same time, the process of contact with tourists will help craft

villages absorb and comprehend the essence of other cultures, creating cultural interference that contributes to enriching human resources in craft villages.

However, tourism and craft villages have an interrelated relationship that affects each other. That means, in that relationship, tourism is not completely passive and absolutely dependent on craft villages. On the contrary, every tourism activity that takes place impacts in both positive and negative directions the development of craft villages.

- *On the positive side,* we advocate focusing on developing the tourism industry associated with craft villages to avoid recession and to maintain and develop local craft villages. Therefore, tourism is considered an effective tool to introduce and promote craft villages vividly through experiential and sensory activities. Developing tourism in craft villages will help visitors access many different cultures, easily feel their importance to socio-economic development and experience labor activities. people's production. Along with that, developing tourism in craft villages will attract a large number of tourists, contributing to increasing revenue and sales of services and handicraft products, creating many jobs, helping to increase income, improving people's lives, contributing to promoting socio-economic development. In addition, tourism development also contributes to attracting investment capital and stimulating infrastructure development in craft villages.

- *On the negative side,* tourism developing too quickly, irresponsibly and out of control will lead to adverse effects. Tourism development without planning or direction will create fierce competition, leading to conflicts between one craft village and another and between tourist

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destinations in the same craft village. Tourism development will lead to increased demand for resources. This increases pressure on the natural environment, depleting resources. In addition, overcrowding in tourist areas and destinations will hinder the normal activities of the community, disrupt social stability and limits the sustainable development of craft village tourism.

Thus, when most of Vietnam's manufacturing and service industries still depend on the exploitation and use of natural resources and the environment, any downturn in the supply chain will cause problems dual effects. Therefore, when organizing tourism activities, it must be placed in a close relationship with craft villages; must pay attention to and harmoniously and reasonably resolve issues that arise in that relationship to ensure that tourism has optimal conditions for sustainable development and the humanistic values of craft villages are also preserved and promoted over time.

### **3.2. Current status of tourism development associated with preserving and promoting craft village values in An Giang province**

Developing tourism associated with preserving and promoting the value of craft villages is a promising direction for the tourism industry, making an important contribution to the economic, cultural and social development of the country. In the context of a significant decline in craft villages in Vietnam, traditional human values in craft villages are rapidly deteriorating, the issue of preserving and promoting the value of craft villages for

economic and Tourism is becoming more and more urgent and has practical significance. Since the beginning of realizing the importance of preserving and promoting the value of craft villages for economic and tourism development; The Party Committee and government of An Giang province have in turn issued many documents related to this issue to promote that relationship increasingly stronger and create motivation for mutual development. Among the documents that have been issued is Decision No. 1008/QĐ-UBND of the Chairman of the Provincial People's Committee on approving the "Master plan for tourism development in An Giang province from 2014 to 2020 and vision to 2030" has affirmed the viewpoint: *"Tourism development is associated with environmental resource protection; preserve and promote historical cultural values and interests of the local community..."* with the goal of *"Develop diverse types of tourism such as sightseeing tourism, resort tourism, eco-tourism, sports tourism, entertainment, cultural tourism, spiritual tourism; associate tourism with shopping for souvenirs, handicrafts and cuisine"* and *"Strive to attract 6,500,000 visitors by 2020, 2030 attracts 8,300,000 visitors... By 2020, the contribution of the tourism industry in the province's overall GDP structure will be about 7% and in 2030 about 13%"*. The guiding documents have contributed to orienting and strongly promoting tourism development activities, focusing on exploiting the potential, advantages and preserving the value of Vietnam's craft villages in general and An Giang in particular.

**Table 1.** List of craft villages and traditional craft villages in An Giang province

No	Industry group	Craft villages, traditional craft villages	Quantity	Number of households in craft villages	Number of workers in craft villages
1	Processing and preserving agricultural, forestry and aquatic products	- My Khanh rice paper - Producing An Phu palm sugar* - Production and processing of Chau Lang palm sugar* - Phu My puff pastry*	4	211	378
2	Services serving the production of rural population life	- Binh Duc Incense - My Hoa fishing hook - An Chau rat - Roofing Eel Can Dang - Bunch of coconut brooms - Bunch of reed brooms	6	744	2.925
3	Production of wooden furniture, rattan, ceramics, glass, textiles, yarn, embroidery, lace, knitting, small mechanics	- Chau Phong Cham brocade weaving* - Tan Chau Silk* - Sewing mosquito nets and blankets in Binh Hoa - My Duc crab roofing - Khmer Van Giao brocade weaving* - Dan Dat Long Giang* - Dan da My An* - Building My Hiep boats* - Look at the Hoa Binh conical hat* - Look at the Hoi An conical hat*	10	1.375	3.063
4	Production of defense handicraft industry	- Moc Long Giang - Moc Long Dien B - Moc Tan My* - Moc Cho Thu* - My Luong Moc*	5	1.277	3.923
5	Other production	- Phu My Forging* - Tan My nylon basket weaving - My Hoi Dong glue rope - Long Dien B rice husk kiln	4	764	1.977
<b>Total</b>			<b>29</b>	<b>4.371</b>	<b>12.266</b>

\*Traditional villages

Source: Department of Agriculture and Rural Development of An Giang province, 2023

An Giang is a locality with many craft villages and traditional crafts. According to statistics, there are currently 29 recognized craft villages in the province (Table 1) [2]. In addition to economic value, these craft villages also include humanistic values, being evidence of the creative production process of the community. Or in other words, craft

villages are the quintessence of production culture summarized over many generations of people of An Giang land. This is the potential and advantage of the province, a favorable condition for integrating craft villages in tourism development, and a promising direction if you know how to deploy and organize activities.

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Based on the implementation of the viewpoint *“Focus on developing cultural tourism, tourism development associated with preserving and promoting heritage values and national cultural identity”* [3] and the principle of *“Tourism development associated with preserving and promoting the value of national cultural heritage, natural resources, exploiting the advantages of each locality and strengthening regional links”* [1] of the Party and State, in general, in recent times, tourism development activities associated with preserving and promoting the value of craft villages in An Giang province have basically been formed in some places. The socio-economic development situation in craft villages is also relatively stable, creating favorable conditions for tourism development activities. On the contrary, tourism development creates opportunities to develop the local economy and craft village economy; at the same time, it also contributes significantly to the work of preserving and promoting the value of craft villages. Thereby, we have achieved remarkable results, specifically:

- *For tourism*, it is estimated that in 2023, the whole province will welcome a total of 8.3 million visitors, an increase of 10.67% over the same period and reaching 103.75% of the 2023 plan, including 22 thousand international visitors. Total revenue from tourism activities in 2023 is estimated to reach VND 5,700 billion, up 21.28% over the same period and reaching 103.63% of the whole year plan [4]. To achieve that result, An Giang has advocated thoroughly relying on inherent potentials and advantages to build attractive tourism products. Among them, a part must include the positive contributions of human resources and typical tourism products from craft villages. The

development of the tourism industry has created abundant human and material resources, contributing to promoting activities to preserve and promote the value of craft villages that continue to take place widely in the industry and the whole society.

- *For tourism in craft villages*, first, the work of educating awareness about the position, role and importance of craft villages to the local socio-economic life and tourism has been deployed in many places. Organizations, individuals and especially communities in basic craft villages have the right view on the necessity of combining tourism and craft villages. Some craft villages have also initially joined the supply chain of the tourism industry and taken advantage of their inherent advantages to create attractive tourism products; specifically, 12/29 craft villages have been invested and exploited in association with tourism development in the province [5]. According to Mr. Nguyen Khanh Hiep: *“... An Giang has formed “connecting” points such as resort tourism routes, community tourism of My Hoa Hung commune with My Khanh rice paper craft village, Binh Duc incense village (Long Xuyen city); Chau Giang brocade weaving village associated with Chau Phong Community Tourism Center (Tan Chau town); Van Giao brocade weaving village, An Phu palm sugar production village (Tinh Bien district) associated with the agricultural tourism model; Thu Market carpentry village associated with the Gieng Island eco-tourism model (Cho Moi district), My A silk weaving village (Tan Chau town)”*[6].

It can be said that An Giang province's tourism industry has gradually developed and enhanced its position in the Mekong Delta tourism map; people's lives in general and in craft villages in particular

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have been significantly improved thanks to tourism business. The results we have achieved in both areas are a good sign for the overall development of our province. However, that development has not met our expectations. Those results only show us the “surface”, are general, and do not go deep into specific relationships; tourism development in craft villages is not really commensurate with the advantages and potential of An Giang province. Practice shows that the combination still faces many difficulties and obstacles; many inadequacies still exist, reflected in both aspects of thinking and implementation. Specifically:

*In terms of thinking*, The awareness of a part of organizations and people is still limited, not comprehensive, not correct and complete about the relationship between tourism and craft villages, between tourism development and preserving and promoting the value of craft villages. However, sometimes there is a subjective and one-sided situation when evaluating the position, role and importance of craft villages in tourism development and vice versa. That limitation has led to the parallel existence of two opposing schools of thought. On the one hand, the absoluteization of the role of tourism is also quite common. Accordingly, the viewpoint of this school always views tourism as the center and source of socio-economic development, ignoring the role of the craft village economy; only interested in the economic goals of tourism but away from the task of preserving and promoting the human values of craft villages. On the other hand, the community in craft villages is not aware of the value that tourism brings. Most craft villages only care about economic value, focusing on producing products to supply the traditional consumer market; have not or have not

thought about combining tourism to effectively exploit “floating” value and “sunk” value to expand consumption markets and increase income. In particular, tourism has not really become a useful tool that greatly contributes to the sustainable development of craft villages.

*Organizationally*,

- The promulgation of documents directing the implementation of the combination is still slow and limited in number. Among the documents that have been issued, the mention of content and implementation methods is still general and does not go into detailed and specific directions and instructions. Therefore, in the organization and implementation work, many shortcomings are revealed and are not really smooth.

- The organization of propaganda activities and raising awareness about the relationship has not been widely implemented, not yet consistent and still heavily formal. Training, guidance, and capacity building courses in tourism for business organizations and craft villages are few and lack depth. Therefore, there is always a significant gap between the goals and the awareness and behavior of the subjects, and due to the impact of the external environment, spontaneous tourism is increasing; the phenomenon of overuse and exploitation not coupled with activities to restore and conserve resources is increasing.

-The connection between specialized agencies and tourism organizations and craft villages is not really strong and has not yet become a unified whole. Professional organizations are not really drastic in organizing, mobilizing and using resources to participate in activities that both develop tourism and preserve and promote the human values of craft villages. Tourism organizations and craft villages are also lacking in actively

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coordinating with sectors and levels to carry out both tasks.

- The participation and investment of craft villages in the tourism sector or the creation of craft village tourism products by tourism organizations is still not commensurate with the potential and the overall industry.

- Most craft villages are in rural areas or urban fringe areas, so the infrastructure system serving tourism development has not yet been completed, some places do not even have enough conditions to carry out tourism activities. In particular, some places that have been exploited for tourism have serious deterioration, limiting the sustainable development of craft villages as well as tourism.

### **3.3. Some solutions to promote tourism development combined with preserving and promoting the value of craft villages in An Giang province**

Reality shows that the implementation process of combining tourism development and preserving and promoting the value of craft villages in An Giang province has generally received attention and achieved certain results. Besides, there are still many limitations and to overcome them, the following solutions need to be implemented synchronously:

#### ***- First, strengthen the Party's leadership; Complete state management mechanisms and policies***

Strengthening the Party's leadership and state management is one of the basic solutions to maximize the role of organizations in directing, orienting, guide and urge the implementation of the combination according to the mechanism of "Party leadership, state management, people's ownership". Therefore, leaders at all levels need to issue more resolutions, decisions, and directives. In particular, it

is necessary to focus on clarifying the theoretical and practical basis of the relationship between tourism and craft villages; clearly indicates the direction to carry out activities combining parallel development of the two fields in a close relationship, close interaction and sustainable development together. Along with that, build and improve the system of policies, regulations, and coordination mechanisms on tourism development associated with preserving and promoting the value of craft villages such as: regulations on tourism development in craft villages; on the participation of craft villages in tourism development plans; on the responsibilities of tourism businesses and investors in complying with and implementing regulations on preserving and promoting the value of craft villages; Coordination mechanism between relevant departments, branches and branches with the Department of Agriculture and Rural Development, Department of Culture, Sports and Tourism in developing craft village tourism,... In order for the implementation process to be highly effective, all levels need to develop strategies, plans, and action programs that fully demonstrate content and specific methods, direct subjects and consulting groups on implementing tourism development combined with preserving and promoting craft village values. In addition, provincial leaders at all levels need to develop and promulgate preferential policies on land, finance, and credit for organizations and individuals, domestic and foreign individuals invest in tourism fields associated with craft village elements.

#### ***- Second, promote propaganda to raise awareness for the community***

Promoting propaganda and education to raise awareness of the relationship



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between tourism and craft villages, combining tourism development with preserving and promoting the value of craft villages is a fundamental solution. The purpose of this solution is to help tourism business organizations and craft villages are fully aware of the nature of tourism as *“a comprehensive service economy, with profound cultural and humanistic content, a major contributor to economic integration, create motivation for other sectors to develop, bringing economic, cultural, social, environmental, political, foreign affairs, security and defense efficiency”*[7]. This will contribute to creating a significant change in the behavior of relevant entities in the relationship between tourism and craft villages. Nelson Mandela once said: *“Education is the most powerful weapon that one can use to change the world”*. Therefore, this activity must be carried out regularly and continuously throughout the process of developing tourism as well as craft villages. However, we also need to pay attention and set goals to gradually improve quality to the top, avoiding “formal diseases” to achieve the highest efficiency.

Accordingly, The Department of Agriculture and Rural Development needs to coordinate with the Department of Culture, Sports and Tourism to actively research and develop a detailed and specific implementation plan for each subject, each area and point and craft village tourism area. The process of implementing propaganda and education needs to focus on clarifying a number of contents such as: local perspectives, goals, and development directions for both fields; the importance and contributions of tourism and craft villages to the development of the province and country; the necessity and practical experience of combining,... in order for

propaganda and educational activities to be effective, we can organize them in schools and in society, in tourism organizations and in each craft village. At the same time, we must actively innovate methods and forms of implementation, combining traditional and modern elements; focus on using forms of propaganda and education to ensure vivid visualization and adherence to reality such as: information sessions and propaganda of local legal policies; professional activities of each industry; through training classes, fostering professional capacity;... to raise awareness and responsibility of individuals and organizations for the policy of developing tourism combined with preserving and promoting the values of villages local profession.

***- Third, promote the advisory role of specialized agencies***

To build a sustainable tourism industry and successfully implement the goal of preserving and promoting the human values of craft villages, professional agencies are required to maximize their core role pioneer in all activities related to combination. In the immediate future, specialized agencies need to actively and proactively perform the function of advising local party committees and authorities in developing plans, action programs and organizing the implementation of combined activities. On the other hand, the Department of Agriculture and Rural Development needs to coordinate with the Department of Culture, Sports and Tourism to review and evaluate the current situation and effectiveness of organizing tourism in craft villages, tourism products related to craft villages as a basis for consulting with leaders; At the same time, promptly adjust, supplement and complete coordination plans. In addition, the

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Department of Agriculture and Rural Development and the Department of Culture, Sports and Tourism must do a good job of connecting to help tourism and craft villages come closer together, create sustainable relationships for mutual development. Accordingly, to perform their tasks well, the Department of Agriculture and Rural Development and the Department of Culture, Sports and Tourism must perform well in providing, exchanging and sharing information; Regularly coordinate and organize professional training to improve coordination ability for specialized officials, tourism businesses and craft villages.

**- Fourth, increase investment in construction and development of infrastructure and technical facilities**

Infrastructure is an important premise, condition, and driving force for socio-economic development in general, and the tourism industry in particular, and plays a key role in preserving the human values of craft villages. Therefore, the Department of Construction, the Department of Agriculture and Rural Development and the Department of Culture, Sports and Tourism need to actively coordinate to assess the current status of the infrastructure system and technical facilities; From there, agree on the plan and propose the contents that need to be focused on investment. First, it is necessary to focus on investment and call for investment in upgrading and improving inter-provincial transport routes; Expand domestic routes to connect tourist destinations, creating favorable conditions for tourist travel. On the other hand, it is necessary to carry out parallel repairs and renovations of infrastructure and technical facilities in craft villages, building traditional houses, product introduction centers,... create

favorable conditions for people's production activities as well as meet tourism service requirements. During the implementation process, attention should be paid to preserving and preserving cultural values; Do not renovate excessively and do not lose the basic characteristics of craft villages.

**- Fifth, select and replicate types of tourism related to craft villages**

*“Along with the development of society, today's craft villages not only have basic characteristics in economic tradition, but also attract tourists. Exploiting and promoting traditional craft villages in the direction of tourism brings dual effects: preserving and promoting the cultural values of craft villages, while also bringing socio-economic benefits”*[6]. Indeed, craft villages are not only places to create products to serve the needs of people's material lives, but they are also places to store profound human values, is a place that records the mark of the creative production process of the people of An Giang province. Therefore, the Department of Culture, Sports and Tourism and the Department of Agriculture and Rural Development must preside and coordinate with other departments, branches and branches *“Support the preservation and development of traditional craft villages and restore production models of traditional products and specialties to serve tourists through practical experiences”*[8]. For example, the type of craft village tourism combined with sightseeing and shopping tourism (weaving, water hyacinth weaving, palm sugar production, puff pastry,...), cultural tourism (Aunt Ke singing, drum dancing, Chan dancing of the Khmer people; folk singing, Paranung drum dancing, Saranai trumpet of the Cham people...), community tourism, resort tourism,... At

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the same time, management agencies need to conduct surveys, research and select a number of craft villages with potential and advantages in terms of products, culture, landscape, natural environment, outstanding connectivity compared to other craft villages, focusing on promoting investment so that they become examples of combination. Replicating examples on the one hand creates a significant source of income for craft village residents, on the other hand it also contributes to raising awareness of preserving and promoting the value of craft villages among residents and tourists.

**- Sixth, focus on advertising and promoting craft village tourism**

This is a solution to help strongly promote the tourism industry's outreach activities to craft villages and tourists to craft village tourism products. Accordingly, the Department of Agriculture and Rural Development and the Department of Culture, Sports and Tourism preside over and coordinate with the Department of Information and Communications to plan research and implement tourism promotion activities in general and craft village tourism in particular through modern communication channels. Accordingly, the Departments need to continue to coordinate in building the “An Giang province's craft village tourism brand identity” as a basis for more focused and effective introduction and promotion. Besides, it is necessary to design and publish craft village tourism publications such as: Books introducing people, traditions and culture of craft villages in An Giang province, An Giang craft village tourism handbook, craft village tourism guide map,.... to help tourists better understand the type and create convenience when exploring craft villages. In order for tourism promotion

and promotion to be effective, there needs to be adequate financial investment so that the image and information about An Giang tourism are widely promoted.

#### **4. Conclusion**

Developing tourism associated with craft villages and traditional craft villages in An Giang province is gradually asserting its position in unique types of tourism in Vietnam and there is always a strong attraction for those who are passionate about exploring travel. The products and culture of craft villages are truly an attractive factor for tourism development. The practice of developing tourism associated with craft villages in An Giang province shows that, in addition to creating great economic benefits, tourism is also a solution that contributes to conservation and promote local cultural values and preserve Vietnamese national identity. However, the combination is still not really positive and smooth, with many shortcomings and limitations, causing many obstacles to development in both fields. Therefore, we need to have specific, detailed assessments of the benefits created from the combination as a basis for planners, tourism management has policies for sustainable development of tourism, while promoting the economic development of craft villages, ensuring lives, business activities and increase job opportunities for the community while still maintaining the traditional cultural beauty of the nation.

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**Ngày nhận bài: 27/11/2023**

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