



Journal of Science and Development Economics  
Nam Can Tho University

Website: [jsde.nctu.edu.vn](http://jsde.nctu.edu.vn)



## Cultural festival with the development of sustainable tourism in the Southwest in the context of the Fourth Industrial Revolution

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Received: 2/10/2024

Revised: 5/11/2024

Accepted: 10/12/2024

**Keywords:** cultural festival, cultural tourism, southwest, sustainable tourism, traditional festival

**Từ khóa:** du lịch bền vững, du lịch văn hóa, lễ hội truyền thống, lễ hội văn hóa, Tây Nam Bộ

### ABSTRACT

Traditional cultural festivals in the Southwest are a testament to the achievements of the Southwest community in its development process. It is crucial to preserve and promote the positive values of these festivals in order to protect our national cultural identity and meet the needs of our current society. These festivals play a vital role in educating the community and instilling a sense of pride in future generations. In order for traditional cultural festivals to fully showcase their tangible and intangible values and effectively contribute to the socio-economic life of the region, it is necessary to develop them into successful tourism products with significant economic benefits. However, in the current context, the challenge lies in developing sustainable cultural tourism and effectively utilizing traditional cultural festivals as prominent and profitable tourism products in the Southwest region. This requires the implementation of appropriate development strategies to address various issues.

### TÓM TẮT

Lễ hội văn hóa truyền thống và Di sản văn hoá ở Tây Nam Bộ là thành tựu của cộng đồng dân cư Tây Nam Bộ trong tiến trình phát triển. Việc giữ gìn, phát huy các giá trị tích cực trong lễ hội văn hoá truyền thống nhằm bảo vệ bản sắc văn hoá dân tộc và thỏa mãn nhu cầu phát triển trong bối cảnh hiện nay rất cần thiết. Lễ hội văn hoá truyền thống có ý nghĩa quan trọng trong quá trình giáo dục ý thức cộng đồng và là niềm tự hào cho các thế hệ tiếp theo. Để lễ hội văn hoá truyền thống phát huy giá trị hữu hình và vô hình, đem giá trị phục vụ tốt hơn đời sống kinh tế - xã hội cần

*phải xây dựng các lễ hội văn hóa truyền thống thành những sản phẩm du lịch có hiệu quả kinh tế cao. Trong bối cảnh hiện nay, việc phát triển du lịch văn hóa bền vững, đặc biệt là khai thác hiệu quả lễ hội văn hóa truyền thống để biến thành những sản phẩm du lịch tiêu biểu, hiệu quả tại vùng Tây Nam Bộ đang đặt ra nhiều vấn đề và cần có chiến lược phát triển phù hợp.*

## 1. INTRODUCTION

Through many stages of development, the Southwest region has formed diverse and rich cultural characteristics with many attractive and unique features. The Southwest cultural region, along with a rich natural resource, has made the Southwest an attractive destination for many tourists. However, exploiting cultural values and products for tourism activities still needs to be commensurate with the region's potential in quantity and organization. Cultural products are the core factor that creates unique tourism products, and the exploitation of these cultural tourism products will create a “living” environment for these products themselves. By exploiting cultural products for tourism activities, the tourism product system will become more diverse, enhancing the Southwest region's tourism development ability. This process will bring cultural products to the public while generating revenue for people and local authorities, thereby increasing awareness and resources to restore and preserve traditional cultural values in the Southwest.

Exploiting traditional cultural festivals for tourism activities is necessary in the current context of integration. In cultural celebrations, we should either waste and sink into oblivion or use ineffective products. While controlling, we should not let some other products be over-exploited, causing many adverse effects. The process of developing sustainable cultural

tourism must ensure harmony. We must adequately perceive the problem and determine a perfect orientation to turn traditional cultural festivals into tourism products for reasonable exploitation. For that purpose, this article will initially present the building of the values of traditional cultural festivals into a tourism product for sustainable development in the Southwest.

## 2. RESEARCH METHODS

This article was conducted using qualitative methods through analysis of relevant documents.

## 3. RESULTS AND DISCUSSION

### 3.1 Impact of the fourth industrial revolution on socio-economic life

Revolution creates groundbreaking changes. In a transition world, we face many challenges from nature and the development model. Still, the biggest and most crucial challenge is how to grasp and shape a new technological revolution - a revolution that inevitably entails the transformation of humanity. Industrial Revolution 4.0 has two significant differences from previous industrial revolutions: First, internet infrastructure promotes the sharing development of ideas and resources for implementing ideas; Second, commercialization at the global level and agreements to liberalize and open markets. Therefore, the 4.0 industrial revolution created significant opportunities and breakthrough

changes for industries, all areas of social life, and the development of countries, including Vietnam. These changes are historic in scale, speed, and scope of influence. In terms of scale, technological breakthroughs will interact to promote fields, while the acceleration is considered exponential.

According to Mike Gregory, "To date, there is no widely accepted definition, but there is general agreement that the 4.0 industrial revolution refers to extremely rapid changes in mass production. Potential connectivity technologies and their evolving interactions. These are the digitalization of control and communication, the extraordinary transformation of manufacturing processes, such as 3D printing, and the rapid understanding of biotechnologies" [3]. According to Schwab, "these changes are so profound that, from the perspective of human history, there has never been a greater promise or potential risk" (Schwab, 2015) [5]. However, he also worries that decision-makers are often stuck in traditional linear thinking (and lack of breakthrough) or pay too much attention to immediate concerns that prevent them from achieving the best results. Think strategically about the forces of disruption and innovation shaping our future.

However, the 4.0 industrial revolution has had a strong and comprehensive impact on the contemporary world regarding economy, society, and environment at all levels (global, regional, national, and individual). These impact factors are positive in the long term but also create many short and medium-term challenges. From a long-term perspective, the 4.0 industrial revolution will have the impact of bringing the world economy into a growth phase mainly based on the "unlimited" driving force of technology and innovation, instead of growth is primarily based

on "input factors" that always have a "ceiling limit" (such as natural resources, etc.). In addition, the 4.0 industrial revolution also creates challenges related to adjustment costs in the short and medium term, with uneven impacts on different industries/fields. In reality, there will be industries with solid growth related to developing and applying new technologies; on the contrary, industries will shrink significantly due to outdated technology and may even go bankrupt.

The 4.0 revolution, with internet connectivity everywhere and virtual reality technology, allows people in different spaces to connect. In tourism development, virtual reality technology will enable people living far away from each other to travel virtually still. Technology allows travelers to connect with destinations and travel products proactively. This convenience significantly impacts tourism products if realistic tourism products are attractive, forcing tourists to come to enjoy and experience them.

### **3.2 Cultural festival: Product of cultural tourism**

In tourism activities and cultural festivals, cultural values play a vital and decisive role in forming cultural tourism products - a product imprinted with the tradition and cultural humanity of the nation or society. Cultural festivals have the most critical and essential "raw materials," tangible and intangible cultural values, to form and build tourism products to serve socio-economic life culture. In a cultural festival, the richer the artistic value, the richer the identity, and the more unique it is, the higher the ability to create attractive cultural tourism products. Of course, the appeal of cultural tourism products is not only from cultural

values, but it is the most crucial factor. A country, a people, and a community that creates and preserves cultural values and diverse and unique artistic achievements will be significant for developing valuable tourism products of high quality and uniqueness.

Cultural festivals are products brought to the market, and it isn't easy to assess quality quantitatively. The value of cultural festivals in cultural tourism products cannot be measured only by price but goes beyond price. A cultural festival, a cultural event. The product can only be determined qualitatively. Cultural tourism products can only be built, sold, and used when the products represent festivals, culinary arts, performances, or tours and studies of historical relics, culture, and art. Cultural tourism often be reflected in producing and trading specific products with cultural elements such as traditional craft villages and unique and attractive ethnic specialties. Cultural tourism is constructing and selling cultural products, such as traditional craft villages and amazing and beautiful ethnic things. These products include tangibles and intangibles, and tourists and visitors who buy and use these products also buy that intangible value. The intangible value of a product cannot be quantified or measured purely by price like other socio-economic products.

Cultural festivals are cultural tourism products whose quality can only evaluated after use. Whether exploring or enjoying the product on their own or having a guide to serve them, when trading, buying, or selling, customers often have to imagine the product and its quality but need help knowing entirely or quite wholly, like buying another regular product. When purchasing tickets to a festival in a performance

program, a travel program, or a travel service, tourists can only believe in the seller's promotion. In reality, the quality of cultural tourism products depends not only on human resources - the essential foundation to create the product - but also on many other factors such as management organization and quality. And the number of services, quality, and capacity of the service staff. Therefore, cultural tourism products are associated with an operating process and a team of people creating it.

Cultural tourism products can contain cultural values, achievements, and even cultural products. Vietnamese traditional handicraft villages are cultural products but exploited to construct craft village-village tourism programs. On the other hand, each product of a conventional craft village is a souvenir for visitors, and thus, it becomes a specific cultural tourism product. It should be noted that cultural tourism products are programs designed, promoted, sold, and implemented, and tourism services that exploit cultural values, including essential services. Furthermore, additional services, and only when serving guests does it create a complete tourism product. International or domestic tourists, regardless of age, profession, ethnicity, religion, gender, etc, cannot be compared with the broader community. Cultural tourism products also contain service elements because, in essence, tourism is a service economy, a "smokeless industry." Cultural tourism products in any locality, country, or nation often only exploit the most attractive part of the massive cultural treasure, capable of being sold to as many customers as possible.

Cultural tourism products, as presented, are formed, exist, and develop or wither away in

localities, peoples, and countries with unique and diverse cultural values that are being exploited and exploited. Waterfall is effective. That is why the Southwest region is in the process of socio-economic development with many fundamental factors and requirements. Tourism is a unique economic sector because it contains traditional cultural elements of traditional and modern nations and humanity. If we want sustainable socio-economic development, it is possible to develop tourism. Because “it would be incomprehensible to separate culture from tourism, but it can bring high efficiency to tourism” (Ho Sy Vinh, 1993) [8]. Tourism in the Southwest will only be able to develop with cultural heritage if it effectively exploits the unique cultural values of the region that previous generations have created and preserved now. A society with sustainable development firmly based on a cultural foundation and national roots and cultural products are both the cause and the result of that development. Therefore, cultural tourism products are both the foundation for tourism development in the Southwest and the impact of socio-economic development resulting from exploiting cultural products in the Southwestern region. Southwest. The role and importance of culture in general, of cultural festivals in particular, to cultural tourism products, to the tourism development process in the Southwest is undeniable and is one of the driving forces. Mainly to develop sustainable tourism.

The issue is practical with the above process of awareness and approach to cultural festivals as cultural tourism products. It has a theoretical foundation for developing regional festival tourism Southwest.

To have a comprehensive, comprehensive, and grounded view to establish and build festival tourism products in the Southwest, we must be adequately aware of the types of festivals here. Traditional cultural festivals in the Southwest can be divided into three types as follows:

**Spiritual belief festival:** This type of festival is associated with the beliefs and religious activities of residents in the Southwest region during history. Some typical cultural and tourism festivals related to ideas and religions are the Father Truong Buu Diep Festival, Tac Say church, Gia Rai district, Bac Lieu province; the Ceremony of Avalokitesvara Nam Hai, Bac Lieu city, Bac Lieu province; the Festival asking for blessings of Ba Chua Xu, Sam Mountain, Chau Doc, An Giang province; The ceremony of Buddha Master Tay An hold in both An Giang province and Dong Thap province; Ceremony for Venerable Master Ngo Loi on Tuong mountain, Tri Ton district, An Giang province; Hoa Hao Buddhist Festival, Phu Tan district, An Giang province (Doan No, 2019) [1].

**National Hero Cultural Entrepreneur Festival:** Death anniversary of valedictorian Bui Huu Nghia in Binh Thuy district, Can Tho city; Death anniversary of official Tran Van Thanh, Chau Phu, and Chau Thanh districts, An Giang province; Binh Tay Festival of General Truong Cong Dinh in Go Cong, Tien Giang province; President Ton Duc Thang Festival in My Hoa Hung, Long Xuyen city, An Giang province; Nguyen Trung Truc's death anniversary in Rach Gia city, Kien Giang province; Death anniversary of Vo Duy Duong - Doc Binh Kieu, Thap Muoi district, Dong Thap province.

Traditional festivals of ethnic communities: Doan Ngo Tet Festival in Cu Lao Tan Loc, Thot Not district, Can Tho city; Bay Nui Cow Racing Festival in Tri Ton and Tinh Bien districts, An Giang province; Oócomboc Festival - Ngo boat racing in Soc Trang province and the Khmer ethnic region in the Southwestern provinces.

### **3.3 Cultural festival with sustainable tourism development in the Southwest**

In Article 4, the Law on Tourism states: “Sustainable tourism is tourism development that meets current needs without compromising the ability to meet future tourism needs” (Law Travel, 2005) [2]. Sustainable development must achieve the following primary content: Contributing to protecting the environment and environment. Construction and economic development grow continuously. Ensure social justice. Do not harm the multi-faceted interests of immediate and long-term generations. Create a premise for growth in all aspects of social life. Sustainable tourism development is defined by the World Tourism Organization (WTO) as follows: “Sustainable development of the tourism industry meets the current needs of tourists and tourist localities.” while protecting and promoting development opportunities for the future. The management of the industry must be balanced and meet economic, social, and aesthetic needs while maintaining ecological, cultural, and environmental values. Alternatively, “Sustainable tourism is a form of tourism that meets the current needs of tourists, the tourism industry, and local communities without compromising the ability of future generations to meet their needs. Tourism is economically viable without destroying the resources on which the future of tourism

depends, especially the natural environment and the social fabric of local communities” (Machado, 2003) [4].

From the above reviews, tourism festivals are essential to sustainable tourism development. First of all, we need to understand the Cultural Tourism Festival. Cultural and tourism festivals, depending on the locality, have different names. Cultural tourism festivals are a cultural product, but at the same time, they are also a tourism product. It has developed in recent years in many localities, becoming an extensive cultural - political - social activity with heavy economic value, especially tourism. From a particular perspective, cultural tourism festivals combine festivals and cultural events. Tourism festivals are a comprehensive activity, a multi-purpose artistic tool that contains elements of spiritual culture, worshipping religious institutions, offering incense, and remembering people who have contributed to the homeland. At the same time, the festival includes performing arts activities, cuisine, traditional crafts, souvenirs, and many other related cultural activities and services. The organization of the Cultural and Tourism Festival is a significant part of the work in exploiting, using, and promoting the multi-faceted values of the treasure trove of cultural heritage and traditional festivals of the Southwest region (both tangible and intangible) in the process of building an advanced Vietnamese culture, rich in national identity along with the process of industrialization and modernization of the country today.

However, reality shows that many cultural and tourism festivals must succeed. The lack of success lies in the fact that the program has not

been “successful.” I have yet to be successful in choosing the time and location of the festival. Not winning is also shown through the content and form of the opening, closing programs, and extended programs within the framework of that festival. Almost formed a pattern that repeated everywhere: introduction, introducing a large number; local government representatives speak and deliver speeches with the intention of “not missing anything.” Next is the cultural and artistic program staged by art troupes, art schools, and other organizations inside and outside the locality. Every local art program wants to be impressive and majestic, so it invests a lot, often causing unnecessary waste. The content of art programs in different localities, although different in scale, level, and form of expression, usually includes three significant chapters: prehistoric wild roses, heroes of the revolutionary resistance period, and opportunities of the open period doors. Everything mobilized to a large extent in terms of people, equipment, sound, lighting, costumes, props, coming in and out, opening and closing, clustering, and combining to bring about content that could be more special and sharper. Finally, fireworks, music, and the same programs bored viewers. Some places mobilize many people, equipment, and locations to rehearse long ago, wasting time and money for the local budget. There will be many different opinions on this issue. However, the benefits are clear: organizational experience, image promotion, regional, national, and international exchanges. It attracts tourists to tour tourism, tourism consumption, on-site export, and market expansion. The development trend of this type of tourism festival is inevitable and

increasingly perfect to the actual political situation, economy, culture, and society of the country in the new period.

With all its advantages, this socialization activity with heavy economic and cultural value has and will continue to thrive in the coming time. From the reality of cultural and tourism festivals, we would like to present relevant content on this issue as follows:

Traditional cultural festivals organized to develop into tourism products will be an opportunity for regional, national, and international integration, preserving and promoting their values. Traditional culture. Visiting tourism, where conventional cultural festivals are, is a tourism product that creates the exchange of goods and products, creates jobs, finds jobs, and works. Simultaneous training, internship and practice, practical testing. Exchange and promote the image of local culture during the festival. There are also entertainment activities and an appreciation of cultural values.

Thus, it considered that “Traditional cultural festivals are products of tourism development and tourism festivals are human activities as a multi-purpose cultural tool that takes place at selected times”. They selected localities based on relevant historical, economic, and socio-cultural conditions. Traditional cultural festivals develop into tourism products to exploit the combined values of tradition and the present to serve the locality and the country's economic, cultural, and social development goals through tourism” (National Center for Social Sciences and Humanities, 1994) [6]. Therefore, the characteristics of a traditional cultural festival as a tourism development festival stop at the conventional cultural aspect

and are characterized by a multi-purpose artistic tool with many vital elements - socio-economic factors. From the perspective of socialization, traditional cultural festivals for tourism development are a multicultural tool. Because it is an activity that serves as a multi-purpose artistic tool, localities and units that organize traditional cultural festivals to develop tourism will aim to Mark and commemorate historical milestones relevant to the locality and country. Honor the traditional cultural values of the locality, government, and nation. Remember the gratitude of previous generations who fought to bring a peaceful life to the country. Preserve and promote good traditions of ethnic communities. Therefore, traditional cultural festivals enhance formal education, pride, and love of the homeland country. They are satisfying the diverse needs of local people and tourists. Promote the image of the locality. Effectively exploit diverse local potential in all fields.

However, because it is an economic-cultural activity, we need to identify the basis for organizing traditional cultural festivals as a product of tourism development. The reality of this activity shows that managing a successful celebration is based on Timelines and historical events related to the locality of the festival. Political, economic, and socio-cultural conditions of the locality and country at the time of the celebration must be based on forecasts of tourism supply and demand, the ability to source domestic and international visitors, and participation of international organizations, countries, and territories will participate in the festival when allowed invited. Local tourism potential and resources. Cultural traditions and history - legends of the locality. Intellectual level, views, goals, and aspirations of

indigenous people. Local tourism infrastructure, ability to respond in all aspects. Each period has objectives for regional economic, political, cultural, and social development. Weather conditions, climate, hydrology. Activities of localities in the region and related sub-regions.

The festival's success can be guaranteed only by carefully considering and calculating the situation based on the above grounds. After deciding to organize a festival, it is necessary to consider the activities that will take place in the following areas:

For festivals of spiritual beliefs, it is necessary to ensure proper rituals of that religion. Ensure solemnity, sacredness, religious doctrine, canon laws, and specific regulations for festivals commemorating the contributions of national heroes and famous people; historical and scientific accuracy must be guaranteed. Ensure space for worship and worship activities following state standards for this type of festival. To celebrate ethnic communities, it must ensure the traditional cultural characteristics of the ethnic community.

In addition to the regulations on organizing the ceremony, it must comply with laws and standards. Festival activities are set up in appropriate spaces to highlight the cultural characteristics of the festival and satisfy the needs of many festival participants. The design of the room and activities of the festival should be structured and specialized according to each area:

On the central stage, this place must choose a location and area that can satisfy many aspects: ensuring landscape, aesthetic space, convenient transportation, easy coordination of forces, filming, and live television. Must Sketch

decorative backdrops and supporting landscapes with sounds, lights, and props. Develop a script for the opening and closing ceremonies (must have an interpreter). Anticipate the program script and must review and “test” the program, have plans, alternatives, supplements, and completions,...

Exhibition fair booth area: need to choose a profession to introduce products. Balance the ratio between establishments inside and outside the locality, between different economic sectors. Specifies the parties’ obligations, responsibilities, and rights, arranges location, area, and space to suit business lines and facilitate traffic. Appraise and control the “action plan” of establishments and businesses within the festival grounds. Organize demonstrations of traditional trades, contest products, and award prizes to winning products. There is a program of seminars, discussions, and information exchange related to the festival.

Country market & culinary culture (village market and cultural are ways of drinking and eating). This place must choose dishes and specialties to perform, creating high appeal to tourists. Along with that is strengthening strict management of the supply of raw materials to ensure there is no imbalance between supply and demand during the festival. Promote marketing and promotional activities to serve tourists during and on the sidelines of the festival. Organizing folk “cuisine demonstration” programs to serve tourists is accompanied by strict control of the processing and serving process, ensuring food hygiene and safety. Do not let food poisoning happen during the festival. Along with all of the above work is reasonable price management throughout the festival.

Supplemental services area. This area is in the festival space; it can be near or far from the central stage but is convenient for visitors' participation. Suitable for organizing and coordinating close, unified, and synchronous activities of the Organizing Committee. In these areas, activities can be organized: cultural and artistic performances, sculpture and painting camps, calligraphy clubs, competitions to learn about the world of flora and fauna, and competitions for Flower arrangements and decorations. In addition, it is necessary to organize sports competitions and traditional folk games with local nuances, emphasizing unique characteristics and making a strong impression on visitors. By many measures, create conditions for tourists to directly participate in those activities as “insiders” and not just as tourists.

Local and surrounding tourist attractions: Including a system of monuments and landscapes, traditional craft villages, tourist areas, and other interests related to the festival venue. These places need comprehensive research and the development of appropriate scenarios and action plans for each size and location within the region and surrounding areas. Along with the above synchronous measures is the construction of tours with different themes: “Discovering indigenous culture,” “Returning to places of historical relics,” “Finding ancient vestiges,” “Original Journey”, ...

To successfully organize activities at local and neighboring tourist destinations, it is necessary to organize Steering Committees and Organizing Committees with different compositions, structures, functions, obligations, rights, and connections. Have a plan to invest

and build tourism infrastructure and equipment to serve the activities that will take place in that area before the festival. When necessary, we can requisition and confiscate several accommodation establishments and means of transportation to serve foreign affairs and then pay appropriate wages and salaries. Set up an internal information network to operate and coordinate actions closely and effectively.

With all that has happened and the solution orientations of all levels and sectors, especially the two industries of Culture - Information, and Tourism-there will be traditional cultural festivals to develop tourism in the coming time. Sustainable tourism will achieve even more outstanding achievements commensurate with the vast potential of the Southwest region. The problem of developing, preserving, and promoting the unique cultural values of traditional festivals into amazing tourism products that attract tourists is:

It is necessary to regularly and continuously attach importance to the effective exploitation of cultural values and products along with preserving and embellishing those values in all types of cultural festivals in Vietnam localities in the Southwest region. Exploitation and conservation go hand in hand not only by cultural agencies but also by all agencies, our entire political system, especially legal agencies, not only by cultural workers, tourism but also the whole community, from generation to generation. To achieve this, we must implement a long-term strategy and combine the socio-economic development strategy with exploiting and preserving cultural values, heritages, and cultural product chemistry in general. A sense of responsibility and noble pride in the national culture must instilled in the

hearts and actions of each person, of all agencies, and of visitors near and far who want to learn and be learn, travel.

Build an effective coordination mechanism between two industries directly related to cultural and tourism products: the culture and tourism industries. This mechanism cannot be general, but preserving and exploiting traditional cultural festivals and other cultural values for tourism activities in many localities is not only seasonal. Information related to culture and tourism must shared and avoid partial situations within each industry, each locality, and the Southwest region. It ensures a familiar voice, specific responsibilities, and specific effectiveness guaranteed by law, emotions, and interests of parties, organizations, and individuals operating in the field of culture related to the tourism calendar. Organize cultural festivals, promote cultural tourism in each province and the Southwest region, and organize traditional festivals to avoid overlap and duplication in time and content. Avoid situations or disputes or avoid responsibility for countless local reasons, powers, and specific interests in localities when organizing traditional cultural festivals. Because “Vietnamese festivals and tourism” want to exist, “it can said that if we want to ensure the longevity of traditional festivals in modern social life, it is necessary to exploit the tourism factor” (Center National Social Sciences and Humanities, 1994) [6].

Cultural tourism products exploit human resources, and many traditional cultural values have been recovered and preserved thanks to tourism development. Conventional handicraft villages in the Southwestern provinces were restored and developed with the participation of

tourism activities. Many cultural heritage, traditional performing arts loss, and traditional costumes and dishes have gradually disappeared from community life and have now recovered through tourism activities. Of course, the downside of tourism activities needs to be recognized and overcome so that cultural values and products are not deformed or hybridized. Although international integration does not erase cultural identity, this must be affirmed.

Training and fostering a team of cultural managers, tourism managers, tour guides, and interpreters at museum relics in cultural tourism projects. With cultural knowledge and an intense and profound history to bring products to the community and tourists. This team must also have love and responsibility for the nation's heritage, cultural values, and human resources. They will be messengers, a source of cultural knowledge for visitors, and contribute to making quality cultural tourism products attractive to visitors. Cultural understanding and an intense and profound history also guarantee sustainable tourism and socio-economic development. The level of sustainable development must be "based on a broad cultural foundation and human resources that are professionally trained and responsible" (Ward et al., 1996) [7].

There needs to be many forms of promotion for traditional cultural festivals. From traditional information channels to the use of information technology and scientific and technical achievements, especially the internet, in promoting, building images, and branding so

that information is quickly updated for tourists. History and society as a whole. Transparent information about tour tours and support service activities will contribute to attracting tourists to traditional festivals as unique tourism products.

#### **4. CONCLUSION**

Exploiting traditional cultural values in general and conventional cultural festival values in particular into products serving tourism activities is a necessary and correct job. This work not only helps enrich and diversify the tourism product system, thereby promoting the development of tourism activities in general, but also significantly contributes to preserving and promoting cultural values and cultural traditions of the people in the Southwest region. However, exploiting traditional cultural festivals and building them into cultural products for tourism activities requires much effort and resources. Through the tourism production system (TPS) model and the approach to the tourism product concept in a general way, we can see the building of a cultural product into a tourism product while still ensuring conservation goals must go through many steps and stages. These tasks must be carried out carefully and based on many objective conditions and factors, such as the socio-cultural environment, guidelines and policies for cultural and tourism development, economic conditions, and public needs. Ensuring these requirements will help exploit traditional cultural festivals into cultural products for tourism activities to occur effectively and sustainably.

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