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ASSESSMENT OF THE POTENTIAL OF HUMANISTIC TOURISM RESOURCES FOR COMMUNITY-BASED TOURISM DEVELOPMENT IN THE COASTAL AREA: THE CASE IN VIETNAM

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ABSTRACT

The study evaluated the potential of humanistic tourism resources to develop community-based tourism (CBT) in the coastal area of ThanhHoa (Vietnam). To achieve this goal, we surveyed 2410 people including locals, cultural managers, domestic tourists, international tourists and travel agency representatives. Thereby it is possible to see their assessment of humanitarian tourism resources as well as the ability to exploit them in CBT activities. Analysis results have shown that the evaluation criteria system for human resources is divided into 5 factors, including (i) Religion, belief, (ii) Cultural heritage system, (iii) Local festivals, (iv) Traditional handicraft villages, (v) Culinary culture. In which, traditional craft villages are a key factor to create advantages to develop local community-based tourism.

INTRODUCTION

Coastal tourism development is one of the concerns of many local authorities towards the goals of sustainable development; improve quality of life and protect the environment. Coastal tourism development brings both positive and negative effects on different aspects. To promote the creativity and initiative of each local people, many models of community based tourism (CBT) have been planned and implemented, bringing positive effects to many coastal areas and islands around the world and in Vietnam.

ThanhHoa, a province located in the North Central region (Vietnam), has a lot of potentials and advantages to develop marine tourism products. With a coastline stretching 125km through the territory of 6 districts: Nga Son, HauLoc, Hoang Hoa, QuangXuong, Sam Son, TinhGia; along with rich and unique resources, ThanhHoa tourism has made a host of impressive

achievements in recent years. To achieve the goal of sustainable socio-economic development in the coastal area, authorities pay special attention to the development and implementation of new types of tourism, including community based tourism, to exploit attractive tourism products and meet the requirements of tourists.

Community based tourism is not only a type of tourism but also a socio-economic development tool, a method of organizing, managing and operating tourism to bring about sustainable benefits to the community. To build a successful CBT model, the Asia Foundation and the Vietnam Rural Industry Research and Development Institute (2012) have given 8 criteria; meanwhile, ASEAN (2016) gave 9 basic criteria. Both said that indigenous culture is the core factor that makes the difference leading to the success of the CBT model. Strengthening cultural elements of the community is extremely important in establishing CBT in coastal ThanhHoa. Therefore, research on the potential of humanistic tourism resources to develop CBT in the coastal area of ThanhHoa is very necessary. It provides useful information for the authorities to offer general development solutions for the whole region as well as specific solutions suitable for each element in the coastal areas of ThanhHoa.

LITERATURE REVIEW

In the world, the pioneering scholars in the research of CBT are Heenan (1978), Loukissas (1983), Murphy (1983) and Pizam (1978). However, the term CBT has only become an attractive topic for scholars after the publication of Peter Murphy (1985): *Tourism: A community approach* (Peter Murphy, 1986).

Author Philip L. Pearce published the book *Tourism Community Relationships* (L.Pearce, 1996). In this work, Philip L. Pearce expressed his views on combining many methods in the socio-economic and psychological fields to study new aspects of tourism, especially how to local communities understand and act on tourism. Similarly, Nicole Hausle and Wolfgang Strasdas, authors of the *Community Based Sustainable Tourism A Reader study*, emphasized the main role of local people in tourism development in their own area (Nicole Hausleand Wolfgang Strasdas, 2000).

The author Sue Beeton with *Community Development through Tourism (Landlinks)* has provided the basic theory of tourism and issues related to community in tourism development. The book is considered an essential document for CBT research (Sue Beeton, 2006). Author Jamal, TB & Getz, D. in *Collaboration Theory and Community Tourism Planning (Annals of Tourism Research)* pointed out that people's opinion about tourism development in a local community depends on many factors such as the level of tourism development, people's perceptions of the destination's benefits and sustainability in general (Jamal, T. B., & Getz, D, 1995). The authors Shalini Singh, Dallen J. Timothy & Ross K. Dowling with *Tourism in Destination Communities (CABI)* discussed the effects of five tourism activities on three aspects of the destination, including: environment, socio-cultural, and

economic, which presents the relationship between tourism and the destination community.

When researching the role of tourism, Andrea Giampiccoli and Melville Saayman appreciate the development of CBT activities in particular and tourism in general in economic growth and social development strategies. It is necessary to further promote and diversify types of tourism activities in the coming time for national and local economic development (Andrea Giampiccoli and Melville Saayman, 2016).

Author Liedewij van Breugel focused on deeper research on the participation of community members in tourism projects, analyzing the relationship between participation and community satisfaction through performance. tourism including case studies with communities of Mae La Na and Koh Yao Noi in Thailand (Community-based 6 Tourism: Local Participation and Perceived Impacts, a Comparative Study between two Communities in Thailand). Similarly, author Jufang Zhou focuses on analysis of humanistic tourism resources in the tourism industry including people's lives, historic sites, culture, customs, landscapes, and environment. Different regions have different traditions so that tourists can choose from a variety of suitable CBT modes (Jufang Zhou, 2018).

In Vietnam, the work of Community Development - Theory and Application (To Duy Hop and Luong Hong Quang, 2000) by To Duy Hop and Luong Hong Quang can be said to be the first in-depth research on community development. In 2006, the author Vo Que and his colleagues launched the CBT - Theory and Application (Vo Que, 2006), which directly mentioned the issue of CBT development as well as the CBT development models of Asian countries and some eco-tourism zones in the country.

Author Bui Thanh Huong and Nguyen Duc Hoa Cuong have published research papers on community based tourism models in Vietnam (Bui Thanh Huong, Nguyen Duc Hoa Cuong, 2007). This document assesses the impact of economic, cultural and political factors on different types of CBT in Vietnam.

The above assessment has different stakeholders involved in the type of CBT in each typical tourism destination. Similarly, the author Bui Thi Hai Yen (Bui Thi Hai Yen, 2012) provided the knowledge about development planning and resources for CBT development in Vietnam.

In-depth research on community based tourism at localities in Thanh Hoa is currently only modest with research projects such as: Research to build models of community based tourism in mountainous district of author Vuong Thi Hai Yen (Vuong Thi Hai Yen, 2017); Master thesis - Research on the development of community tourism in Pu Luong - Thanh Hoa nature reserve by Vu Van Cuong (Vu Van Cuong, 2014), Ministry-level scientific research topic - Community based tourism development at Hang village, Phu Le

commune, Quan Hoa district, Thanh Hoa province of the student group of Hong Duc University (Nguyen Van Cuong and et al, 2017).

Currently, there is almost no research on CBT in the coastal area of Thanh Hoa as a separate scientific object. The assessment of the potential strengths of coastal tourism in Thanh Hoa is mentioned in the research works such as: Non nuoc Vietnam by Vu The Binh (Vu The Binh, 2016), Sam Son blue sea beckons from the Party Committee of Thanh Hoa Provincial Party Committee (Thanh Hoa Provincial Party Committee, 2007). Xu Thanh - an attractive tourist destination by Pham Tan and Vuong Hai Yen (editor) (Pham Tan, Vuong Hai Yen, 2015)... Non nuoc Vietnam of Vietnam provides a system of basic information about the tourism potentials of 64 provinces and cities in the country (of which Sam Son is one of the places with the greatest tourism potential). In addition, a number of works suggesting a number of tourism products related to community tourism such as Research on building tourism products from Thanh Hoa coastal cultural values by Nguyen Thi Truc Quynh (Nguyen Thi Truc Quynh, 2018); Exploiting cultural tourism products along the coast of Thanh Hoa authored by Nguyen Thi Thuy Van (Nguyen Thi Thuy Van, 2008); Studying the beliefs of the Sea Gods by Hoang Minh Tuong (2015), proposed conservation solutions to sustainably develop Thanh Hoa marine tourism.

RESEARCH METHODS

Sampling method

After synthesizing, collecting documents on natural and human tourism resources in the coastal area, our team has conducted an expanded sociological survey with 2410 questionnaires. The purpose of the above survey is to find out about the capacity and development conditions of CBT in the coastal area of Thanh Hoa province.

Sample selection process

The study was conducted in all 47 coastal communes in 6 coastal districts: Nga Son, Hau Loc, Hoang Hoa, Sam Son, Quang Xuong, Tinh Gia. Respondents include indigenous people, local cultural managers, tourists and travel agencies.

With the respondents being local people, we have conducted the following sampling process: in each commune, we select about 3 villages whose livelihood activities are closely linked to fishing, farming, and trading seafood. With support from local officials, we compiled a list of households with individuals aged 18 to 60 in the village. It is expected that in each village, we will interview 25 people. In the selected communes, we interviewed all the selected households one by one until they reached 25 people.

With the respondents being cultural managers, we conducted the following sampling process: In each locality, we interviewed staff whose work is closely related to cultural activities. With the sample number to be selected in each commune of 5, we prioritized to choose were: commune chairman, vice president in charge of local culture - society, cultural - social staff, communication officer and some staffs experienced in tourism management.

For tourists, we interviewed 500 domestic tourists and 200 international tourists in coastal areas of 6 districts. We select convenient random sampling (our investigators show up at the beaches and tourist sites, select travelers who have not or have completed the travel experience activities and then interview them). For international tourists, in addition to convenient random sample selection, we also select by rapidly increasing sample selection. That means we identified some of the tourists with the traits we needed and asked them to introduce friends with similar traits and interview them. That is the reason why the number of Lao international visitors in our study is quite large. We surveyed simultaneously in 6 locations and at the end of each survey day, we recorded the number of people interviewed. Carry out this in turn until the sample capacity is sufficient.

Regarding the subject of a travel agency, we have interviewed 30 companies located in ThanhHoa and 10 companies located in Hanoi. These companies often send tourists to the coastal areas of ThanhHoa. We also select these companies by rapidly incremental sampling. That means we also identified a few companies that had the features we needed and asked them to introduce companies with similar traits.

Data collection methods

To complement the questionnaire interview method (to supplement the analysis of differences in assessing potentials of local CBT resources), we conducted in-depth interviews with 3 people per commune (1 cultural manager and 2 local people). This interview was conducted after we identified 25 potential tourist destinations. In-depth interviews are used with the desire to learn ideas to connect tourist destinations, to find out the wishes and difficulties of local people and officials if implementing CBT activities. In-depth interviews such as intimate conversations, interviewees freely share their wishes and difficulties when approaching this type of CBT.

(ii) After collecting data from the questionnaire, we entered and processed data using SPSS to find out the frequency of comments as well as apply the one-way ANOVA mean difference analysis method in SPSS. Because it is necessary to compare and evaluate 6 districts to find their strengths and weaknesses, it is possible to use additional methods: in-depth interviews, fieldwork to explain the research data, so the average price test (one-way ANOVA in SPSS) shows us the differences in the evaluation criteria among the district survey respondents.

RESULTS AND DISCUSSION

Religion, belief

ThanhHoa coastal area has the presence of religions, beliefs typical of the North and a part of Central. Hoang MinhTuong affirmed: “In our country there are many religious beliefs, then in ThanhHoa there is also the same religion and beliefs that are admired by the people here”(Hoang Minh Tuong, 2015). Besides Buddhism and Christianity, the coastal area of ThanhHoa has a diverse belief system, in which the sea god-worship is the most basic and special one; showing the unique behavior of the people to the natural environment. God of the sea manifests in the forms of angels and deities with names such as god and goddess. According to the actual survey results, the gods worshiped by residents are: Worshiping the Four Noble Truths, Tran Quy Phi, Dong Hai Dai Vuong, Doc Cuoc, To HienThanh, QuangTrung, Sat Hai Dai Vuong - Hoang Ta Than, worship Ca Ong, the Thuy Than Duc Ong...

To evaluate the attractiveness of religious and belief factors to tourism development; in the criterion: “Religion and beliefs bring local colors” and the scale 1-5 for the options from strongly disagree to strongly agree, we have the following data sheet:

Table 1: Assessment of religion and beliefs in the coastal area of ThanhHoa

(Unit: point)

	General	Nga Son	Hau Loc	Hoang Hoa	Sam Son	Quang Xuong	TinhGia
Local people	4.06	3.78	4.25	3.48	3.66	4.27	4.30
Tourists	3.40	3.27	3.46	3.33	3.31	3.49	3.48
Manager	3.96	3.33	4.24	3.48	3.80	4.47	4.24
Travel company	3.77	-	-	-	-	-	-

Source: Survey data of topic authors

As cultural creators, masters and transmitters, local people are the group that affirms their community's cultural identity with an average score of 4.06 points. Through in-depth interviews with groups of residents living in some coastal fishing villages, we obtained several opinions such as: “Our people go to the sea with many dangers, so we absolutely believe in the sacredness of the gods, Almost all ships and boats have altars for worshiping gods and ancestors”; “Talking about the level of a religious cult, the seafarers like us are among the highest, we believe that if we are sincere, we will be supported by the gods. “In different localities, the level of local people's assessment is different, with the highest one being HauLoc, QuangXuong, TinhGia with average scores ranging from 4.25 points to 4.30 points. This is quite

reasonable when these lands are home to many fishing villages and a large number of residents live by seafaring by near-shore fishing methods.

Target groups such as managers and tour operators also score quite high when evaluating humanistic resources in coastal areas with an overall average score of 3.96 points and 3.77 points, respectively. However, tourists are the group with the lowest score with 3.40 points. Through PVS, some foreign male tourists (55 years old) at FLC resort asked: "How do you feel about the cultural beliefs of the community here?" We acknowledge the opinion: "I feel very interesting about the religious life of Sam Son residents; I feel this difference in the process of meeting, exchanging and talking with local fishermen at the marina. I like boats, the sea god worship associated with the sea life of the local people." But with this same question, we repeated with 1 female tourist (22 years old) Vietnamese, from Hanoi, to receive the answer: "I come here mainly to take a bath, rest. I am also not interested and not very impressed by the religions and beliefs of the people."

Through sociological investigation, religion, beliefs create regional cultural identity; of which, the sea god worship is the most typical belief of the coastal community of ThanhHoa. The exploitation of sea god worship in local CBT activities is necessary to create indigenous tourism products. However, in the process of designing CBT programs, it is also necessary to pay attention to tourists, because not all visitors have the need to explore the local religious life and beliefs. Therefore, it is necessary to identify main customers, study and clarify the characteristics and needs of this target group to build appropriate activities. In particular, it is necessary to focus on creating new experiences to serve the group of international tourists and domestic tourists who love the unspoiled natural landscape and have a desire to explore indigenous culture.

Historical cultural system

Traces of human activity of the Neolithic era (about 5000 years ago) discovered next to Hoa Loc relic (archaeological site of Go Trung, Phu Loc commune) confirmed that the Thanh Hoa coast is an ancient land, containing dense cultural sediments. Thanh Hoa coast exists a unique and rich historical and cultural system. According to statistics of authors Nguyen Thi Truc Quynh, among 40/47 communes with coastlines, 14/103 monuments are ranked at national level (accounting for 13.6%), 62/103 monuments ranked at the provincial level (accounting for 60.2%), and 27/103 unsorted relics (accounting for 26.2%). In which, some monuments are still intact and some partially degraded monuments are now restored or rebuilt on old foundations. This relic system is not only valuable in terms of archeology, history, architecture and spirituality, but above all, it is an important resource to create the attraction of CBT activities.

To analyze interviewees' assessments of cultural historical sites and cultural markings of the locality of residence, we asked: "How would you rate human tourism resources? in the coastal area of ThanhHoa? ". In which, in judgment

1 "Cultural heritage system has a long history and cultural imprint" with the rating from 1 to 5 (from completely disagree to completely agree) we obtained the following data:

Table 2: Evaluation of the historical and cultural system of the coastal area (Unit: points)

	General	Nga Son	Hau Loc	Hoang Hoa	Sam Son	Quang Xuong	Tinh Gia
Local people	4.19	4.04	4.31	4.01	4.40	4.15	4.27
Tourists	3.33	3.09	3.35	3.30	3.25	3.46	3.37
Manager	3.22	2.51	3.40	3.40	3.50	3.00	3.40
Travel company	3.77						

Source: Survey data of topic authors

Comparing the average score in the assessments, we see that all 4 groups of interviewees have a correct awareness of the value of the system of local historical and cultural relics. The local people group agrees with the opinion that "the system of rich historical cultural monuments" has a relatively high score of asymptotic 5 from 4.01 to 4.40 points. Meanwhile, cultural managers assessed these humanitarian tourism potentials with an overall average score of 3.22, the highest score of 3.50 in the coastal communes of Sam Son and the lowest, is 2.51 points in the coastal communes of Nga Son. Tourists and travel agencies also take views quite close to the views of the cultural managers with an average score of 3.33 points and 3.77 points, respectively. This viewpoint overlaps with the current status of exploitation of the historical system in the localities that we have summarized in Table 2.1. Currently, all 6 coastal districts are exploiting the historical and cultural system to develop tourism, but the exploitation level and exploitation efficiency are not consistent, in which Sam Son is a locality that currently has several tourists visiting the monuments crowded and stable. The diversification of cultural tourism products and activities at historic sites is still facing many difficulties.

Although historical and cultural relics make cultural differences for sustainable tourism development, this resource has not yet been exploited effectively in coastal Thanh Hoa. In the coming time, in order to make the most of these resources, it is necessary to build tourism products at relics associated with religion and beliefs. This creates an uninterrupted value chain, which means to both visit the natural landscape, experience the production of local people and learn about the indigenous cultural and beliefs. At the same time, the appreciation of traditional local cultural values also motivates the people to be more aware in preserving cultural heritages, thereby promoting the success of CBT models.

Local festival

The coastal area of ThanhHoa, with many historical, cultural and scenic relics, has many annual festival activities solemnly held in many districts. Through information collection in 47 communes of 6 coastal districts of ThanhHoa province, there are 33/47 communes having festivals, in which the specific numbers are: HauLoc: 6; Hoang Hoa: 3; Nga Son: 4; QuangXuong: 10; TinhGia: 19; Sam Son city: 11. Every year, these localities organize many festivals from February to April of the lunar calendar, from village festivals to national festivals.

Worship of sea gods is an indispensable need in the spiritual life of the villagers. On the basis of unique belief systems, the coastal community of HauLoc has formed a festival system with its own identity. The big festival bearing the imprint of the sea reflects the wishes of the people in the natural conquest and transformation. The pinnacle of these cultural values and folklore activities is the CauNgu Festival.

The assessments of the interviewing groups for the comment that “Local festivals are large-scale, full of marine culture” are shown in the following table:

Table 3: Evaluation of traditional festivals of the coastal localities

(Unit: points)

	General	Nga Son	Hau Loc	Hoang Hoa	Sam Son	Quang Xuong	TinhGia
Local people	4.09	3.24	4.77	4.50	4.33	3.34	4.54
Tourists	3.68	2.27	3.40	4.02	3.98	3.41	3.43
Manager	3.24	2.41	3.44	3.80	3.98	3.07	3.08
Travel company	3.17						

Source: Survey data of topic authors

People in HauLoc, Hoang Hoa, Sam Son, TinhGia had a higher level of consent than those in Nga Son and Quang Xuong with a high perception ranging from 4.33 points to 4.77 points. This result is consistent with our statistics in the assessment of the current tourism resource exploitation. Every year, all four localities have typical sea festivals such as CauNgu festival (HauLoc), Doc Cuoc temple festival, drum roof festival, sea tourism festival (Sam Son), Bien Son, Lach Bang festival (Tinh Gia), Hai Tien sea tourism festival (Hoang Hoa). Meanwhile, festivals with the color of the sea in Nga Son and Quang Xuong are very few, only CauNgu festival is usually held on a small scale.

However, the group of tourists, managers and travel agencies all scored not high for this criterion 4. Specifically, the average score of tourists is 3.68 points, local managers 3.24 points and travel agencies 3.17 points. Although the festival in the coastal area is diverse, it attracts little attention from visitors. The group of tourists highly appreciated Sam Son's sea tourism festival and

Hai Tien sea tourism festival (Hoang Hoa) with the scores of 3.98 points and 4.02 points respectively. The reason is that two major festivals are held in a modern structure, the time of which coincides with the tourist season, thus attracting a large number of visitors to participate. Due to the off-season schedule (from January to February of the lunar calendar), the distinct local nature, the unattractive content, the remaining festivals are less attractive to tourists.

From the practice of exploiting the value of the festival to the development of CBT, it is necessary to base on the conditions of each coastal district of Thanh Hoa to choose festivals with bold identity. Traditional festival performances of local artisans should be developed to give tourists the opportunity to immerse themselves in the festival space. It is necessary to take measures to preserve and promote the value of Cau Ngu festival, because this is not only a unique crystallization festival of Thanh Hoa marine cultural values but also a typical festival of Vietnamese marine culture.

Craft village

Traditional craft villages are the crystallization of the beauty in the work community of residents. Not only is it an element of the culture of livelihood, but the craft village also contains profound historical and geographical values of the land; reflect village community culture, customs and beliefs. According to the statistical results, out of 47 communes bordering the sea, up to 32 communes have traditional jobs. Tinh Gia district has 11 communes with traditional craft villages, namely: Hai Chau, Hai An, Hai Thuong, Hai Binh, Hai Thanh, Hai Hoa, Hai Ninh, Ninh Hai, Hai Yen, Nghi Son, Hai Ha . Hau Loc district has 5 communes that still develop traditional careers, namely: Ngu Loc, Da Loc, Hung Loc, Minh Loc, Hai Loc. Nga Son district includes 5 communes, namely: Nga Phu, Nga Lien, Nga Thuy, Nga Thanh, Nga Bach. Sam Son city includes 5 wards: Truong Son, Quang Vinh, Quang Tien, Quang Dai, Quang Cu. Quang Xuong district includes three communes: Quang Nham, Quang Hai, and Quang Hung. Hoang Hoa district includes three communes: Hoang Truong, Hoang Phu, and Hoang Thanh.

The development of CBT based on traditional craft villages is one of the directions suitable to the practical tourism potential of Thanh Hoa coastal area. Therefore, with the comment: "The system of local traditional craft villages is diversified and plentiful", we received the survey results as follows:

Table 4: Evaluation of traditional craft villages in coastal localities (Unit: points)

	General	Nga Son	Hau Loc	Hoang Hoa	Sam Son	Quang Xuong	Tinh Gia
Local people	3.14	2.89	3.07	3.38	3.39	2.66	3.40
Tourists	3.35	3.09	3.06	3.61	3.53	3.26	3.11

Manager	3.21	3.46	3.16	3.44	3.15	3.50	2.93
Travel company	3.83						

Source: Survey data of topic authors

All survey groups assessed the abundance of the craft village system in coastal localities with the average score of local people of 3.14 points, tourists of 3.35 points, management is 3.21 points and the travel agency is 3.83 points. We would like to analyze the views of local people because they are the residents and make up the village system. The local average scores ranged from 2.66 points to 3.39 points. This is explained that the villagers' understanding of the concept of traditional craft villages and local traditional occupations is limited. However, when combining in-depth interviews: Are you proud of your traditional profession (sedge mat, fishing, fish sauce processing, dry seafood processing ...)? Most of the local people interviewed affirmed: They are proud of the local traditional profession and wish to maintain it. To reaffirm this criterion in the CBT development potential scores system, we conducted an open discussion with 3 groups of people from 3 different craft villages, including Group 1 is a group of people working in the profession. fishing (NguLoc, HauLoc); group 2 is the group of people working in fish sauce (Hoang Phu, Hoang Hoa); group 3 is the group of people working in seafood processing (Hai Thanh, TinhGia). For the most accurate data collected, we try to create a comfortable atmosphere of the conversation by reaching out to people while they are working on a production.

With the question: "If tourists pay to participate in labor production experience, are you ready to serve?". The results of the interview are as follows:

In group 1, a group of residents specializing in fishing in Diem Pho village, 7/10 people showed their willingness to serve tourists. They said they can give visitors to the fishing boat, explain and guide tourists about fishing tools, let visitors walk on the boat and take pictures with, sell products to customers. There are 3/10 people not agree to serve tourism, the most reason why they refuse is the custom of local people, whereby people are afraid of people carrying "heavy bags" on the boat and touching fishing gears, which will cause their sea trips to fail.

Group 2, a group of residents working in fish sauce (Hoang Phu), 10/10 people agree to serve tourists. The people said that their village often welcomes tourists from travel companies to visit. Visitors do not need to pay any money nor are required to buy products from the family. People are proud of their traditional craft and want more people to know their local fish sauce brand.

Group 3, a group of people working in seafood processing (Hai Thanh, TinhGia), 8/10 respondents expressed their willingness to serve tourists, 2 of the rest expressed concern. The reason is said that people feel that they are not

ready to welcome guests and they are used to selling products only through distribution channels rather than serving guests at home. Thus, through the results of the sociological survey and in-depth interviews, it can be seen that people are very proud of their local traditional careers; they are capable of doing tourism if guided by local authorities.

The team appreciated the potential of traditional craft villages as managers and travel agencies with an average score as close as 5. Through in-depth interviews with tourism agency representatives in ThanhHoa, we received a general opinion: Traditional craft villages in ThanhHoa coastal area are very rich and diverse, but tourism exploitation is not effective. Travel company representatives scored high scores for the areas Hoang Hoa, Sam Son, Tinh Gia. These are the 3 locations where traditional craft products are being distributed and sold to tourists. Conducting in-depth interviews with 3 company representatives in Hanoi, we received the following general opinion: “During the tours to coastal tourist destinations in ThanhHoa, activities to visit local craft villages Phuong are not included in the official travel program. This is due to the limited factors of the landscape environment of the craft village, the skills to serve tourists of the local people, and the difficulty of accessing the craft village. The local souvenir distribution system is small-scale.”

Traditional craft villages are formed and developed with the community, so it is also seen as a special kind of humanistic tourism resource. Therefore, coastal areas can exploit and develop a variety of different types of tourism products, including community based tourism. With the exploitation of daily life of local people, tourists can come to the area of the fishing village; immersed in peaceful nature; participate in production activities with local people such as fishing, clam rake, salt making; participate in seafood processing crafts such as making fish sauce, dried fish; making handicrafts by hand; experience the atmosphere at the pier when the fishing boat arrives ... Visitors have the opportunity to deeply feel the life of indigenous residents, the government and the motivated community to preserve traditional cultural values.

Cuisine

Creative and unique culinary culture is a decisive criterion for the attractiveness of a tourist destination. Therefore, it is essential to evaluate the potential of this criterion and the possibility of using culinary cultural resources in CBT activities. The following table shows the assessment of the culinary culture of the 4 types of people, the tourist area, the manager and the representative of the tour company:

Table 5: The culinary evaluation of coastal localities
(Unit: points)

	General	Nga Son	Hau Loc	Hoang Hoa	Sam Son	Quang Xuong	TinhGia
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Local people	3.83	3.86	3.91	3.70	3.90	3.90	3.77
Tourists	4.05	3.25	3.14	4.18	4.33	3.57	4.35
Manager	3.92	2.92	3.04	3.44	4.00	3.43	3.08
Travel company	3.63						

Source: Survey data of topic authors

Tourists are people who directly give their opinions about local cuisine, so their reviews are considered important criteria. The results of the sociological survey show that tourists are extremely excited to enjoy Thanh's cuisine, which is manifested by the overall average score of 4.05 points. The scores for the localities were equal, ranging from 3.25 points to 4.35 points. An in-depth interview with some tourists at Sam Son beach, we obtained the comment: "We feel that the food service is quite diverse, high quality, the dishes are quite appetizing and relatively close to the taste. taste of the northerners. " "I come from VinhPhuc and I love the seafood here, very fresh. Some dishes have special flavors such as shrimp salad, fish salad, very sophisticated way of processing". Thus, culinary areas in coastal ThanhHoa mostly meet the needs of tourists due to the combination of processing and taste of the whole Northern region with North Central. On the other hand, there is a difference due to the way of processing, ensuring freshness due to the available seafood food that is caught directly from the sea. However, there is also a group of tourists saying: They want to experience popular cuisine caught and processed by the people themselves. However, they have not had a chance to enjoy this type of cuisine.

Also with the assessment "Unique, Creative Local Cuisine", the average rating of the travel agency is 3.63 points and the local manager is 3.92 points. This score level in the localities is relatively equal. Some travel company representatives expressed concerns about the price, but most of the tourists that the company served were satisfied with the local cuisine.

Culinary culture is a factor contributing to diversifying the attractiveness of tourism activities, especially local CBT activities. In the process of setting up the CBT program, in addition to many activities of experiencing handicrafts, traditional art performances, participating in processing and enjoying traditional local dishes is also an activity that tourists are excited to experience. It is necessary to build for tourists programs such as fishing with fishermen, hand-processing seafood dishes just caught. Thereby increasing the sense of excitement and satisfaction of visitors and promoting the success of local CBT activities.

CONCLUSIONS AND RECOMMENDATIONS

With the survey and synthesis of documents in the coastal area of ThanhHoa, it can be seen that ThanhHoa has its specific characteristics and advantages for developing community based tourism. Local officials have a very correct awareness of the role of policy in tourism development in general and CBT in

particular. Districts with specific policies for CBT development are Hoang Hoa, Tinh Gia, Quang Xuong, while Nga Son is a district that does not have any policy on CBT. The policy system is not effective, the specialized inspection activities have only recently been formed systematically in Hoang Hoa, and sporadically in Tinh Gia, Quang Xuong, Hau Loc based on spontaneous demand of tourists and local people.

Although CBT is a new form of tourism in the coastal area, the tourism potential in the coastal area of Thanh Hoa is diverse.

Regarding humanistic tourism resources, 6 coastal districts of Thanh Hoa, including 47 surveyed communes, all have unique and rich religious systems, beliefs, historical relics, festivals, and cuisine. The belief system associated with historical relics and sea god worship festivals is found in most localities: Nga Bach (Nga Son); Ngu Loc (Hau Loc); Quang Nham (Quang Xuong); Nghi Son (Tinh Gia); Hoang Truong, Hoang Phu (Hoang Hoa). This is the strong point that creates a unique identity for the coastal area of Thanh Hoa. Besides, a large number of fishing villages with the gathering of residents is still preserved intact and has not been broken through urbanization in terms of structure and village organization. In these coastal villages, people carry out livelihood activities related to the sea such as fishing, seafood processing, and fish sauce. Since then, a system of traditional craft villages has been formed, including many famous trade villages such as Hoang Phu fish sauce (Hoang Hoa); Ba Lang fish sauce (Tinh Gia), Cu Nham fish sauce (Quang Xuong). This is the basis for our team to study and propose CBT models for coastal Thanh Hoa.

Thus, through survey results and fact verification, the coastal area of Thanh Hoa has full potentials to develop CBT. However, the possibility of developing this type in the communes is not uniform. In the context of vigorous urbanization, the selection of sites that have real potential for CBT development is not only significant in terms of socio-economic development but also for the conservation of cultural values of the coastal residents of Thanh Hoa.

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