

Rural tourism development in Quy river islet, Ben Tre province altogether with building new rural area

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Abstract

Researching and developing rural tourism in association with new rural construction has become a trending research in line with the Government's orientation, towards development companies. By fieldwork method altogether with S.W.T.O analysis, the author team managed to survey and research potential in exploiting rural tourism in Con Quy, Ben Tre province in association with the new rural construction force. Since then, provide solutions through tourism to help preserve the cultural features of traditional farmers, humanism values are reserved and passed down in villages. Besides, it helps reconstructing of economy efficiently and successfully

Keywords— tourism in rural area, new rural area tourism of Ben Tre province, Quy river islet.

I. INTRODUCTION

Quy river islet is set on a part of both Tan Thach and Quoi Son town, lies in the middle of Tien river, locals mostly do farming, growing and exploiting of orchards, also some would do handicraft such as knitting water hyacinth, broom making, some people there even do cage aquaculture. Quy islet is in the process of completing the infrastructure and investment in constructions that help improving local salary. In the making of new rural area. People life there haven't been affected much by tourism activities, even the geographical location and resource of the area are very favorable for exploiting of rural river tourism. The river islet is also on the way of the connected road from Tien Giang province to tourism area of Chau Thanh, therefore it has high potential of attracting tourists from Cuu Long delta, Ho Chi Minh city and other places.

The researching of rural area development attached with building new rural area at the Islet created new possibilities to solve problems such as labour, increase in local income. Altogether with other economic branches in the area, tourism has made an appropriate movement to exploit the best of its tourism potential, solved a quite amount of young labours, reconstructs the economy towards services provides on spot export products for

agriculture and handicraft...create a side income next to the main agricultural products.

II. RESEARCH CONTENT

2.1 Rural tourism development together with building rural area

Developing rural tourism in the National target program in building new rural area from 2021 to 2025 is determined as one of the main source of bringing new jobs and income for locals, boosts the rural economic reconstruction, reserves traditional cultures and protects the environment. Efficient rural tourism development will be contributed into the tourism development, makes tourism into a leading industry and making sustainable rural development.

The draft project *Developing rural tourism in the National target program in building new rural area from 2021 to 2025* built by Ministry of Agriculture and rural development and Ministry of Tourism, sports and cultures has set goal to finish the zoning and mapping of rural tourism point network by 2025, that has at least 200 rural tourism places and public tourism spots qualified 3 stars and above by OCOP standard, meanwhile 10% of public tourism spots hit 5 stars. Furthermore, at least 50% of

traditional craft village is a part of rural tourism value chain.

Nowadays, Vietnam has 365 public tourism spots with more than 2000 traditional craft villages with great tourism potential. Rural tourism generally are very diverse, with main forms as agricultural, eco and community based tourism. Rural tourism activities contribute positively to the Tourism, rural and agricultural area development greatly. Therefore, rural tourism has become a part of the identity, uniqueness of the place and produces new tours, new destinations, opens wide the map of tourism. It also brings benefits economic – social wise, such as: diversified rural area’s industries, creates jobs, income for locals, conserves and promotes traditional culture’s values, elevates material and spiritual life of local community, builds national targets and sustainable rural area.

The potential for rural development in Vietnam, included community based tourism, is huge. Many localities have models of community-based tourism to improve the lives and incomes of people in the village, especially in the Northwest, Central Highlands, and Mekong River Delta.... The models are not only economic. but also, conserve and promote traditional culture values, social security in localities.

In order to promote rural tourism in the coming period associated with new rural construction in a solid

direction, many argues that it is necessary to implement rural development planning synchorized with develop economy – society planning and new rural construction planning project. In addition, it is necessary to improve mechanisms and policies for supporting rural tourism. Formulate and manage policies for management, supporting, and prioritizing each type of rural tourism..; It is necessary to develop a rural tourism map, which indicates the areas capable of developing tourism characteristics of each region, based on chain linking. Besides, tourism products built need to ensure 3 factors: diversity, uniqueness and added value.

2.2 Relationship between rural tourism and building new rural area graph

Group 1: The group of factors affecting the formation and development of rural tourism includes: Traffic; Irrigation; Household garden; Medical; Public administration; Security.

Group 2: The group of factors affected by the development of rural tourism includes: Income; Poor households; Labor has jobs.

Group 3: The group of factors that interact with the development of rural tourism include: Facilities; Residential housing; Organization of production; Educations; Culture; Environment.

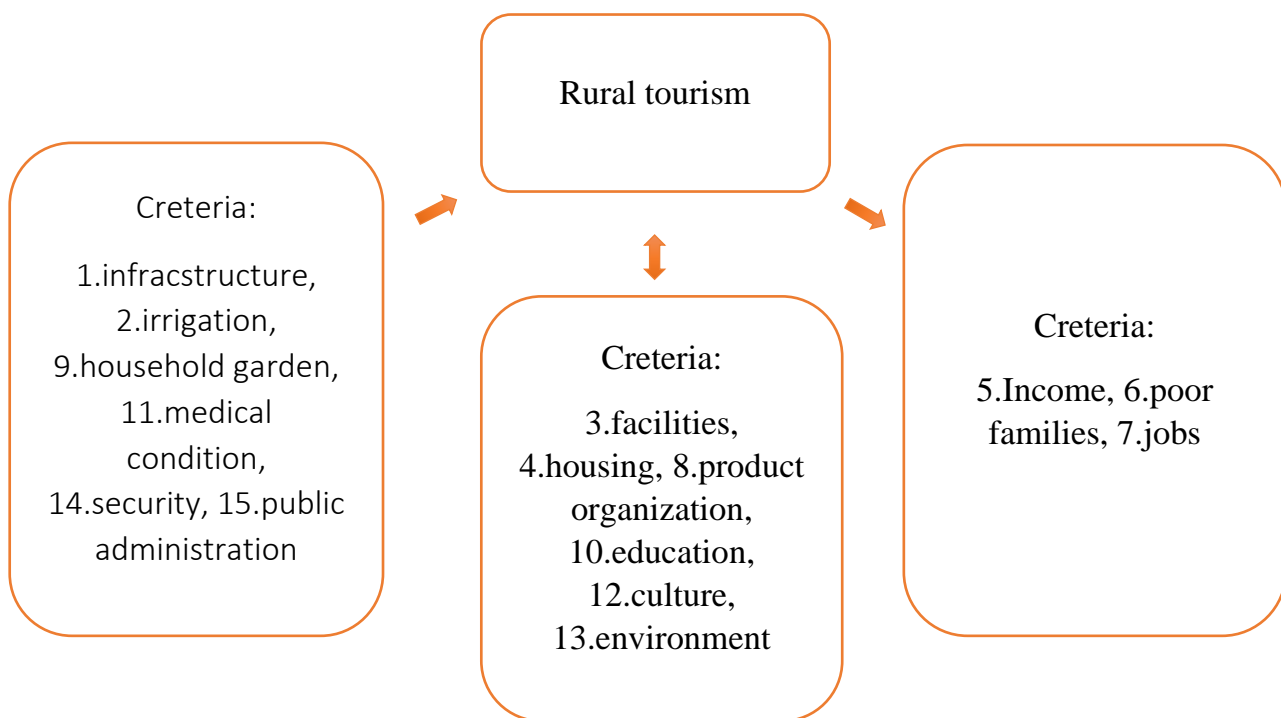


Diagram: The relationship between rural tourism and new countryside

(Source: Compiled by the authors)

2.3 Quy river islet overview

2.3.1 introduction

Full acreage of the islet is on the Tien river, 130m from the northern border to Tan Thach town, Quoi Son. Northern area: contiguous with Tien Giang province. Southern area: 130 – 150m to the Tan Thach and Quoi Son town, eastern side, Tien river(Quoi Son) western side: Tien river (Tan Thach) (Chung Le Khang 2021).

The Quy islet was form hundred of years ago but it just a small piles of earth with weed and wild trees. In the 1950s, people came here to explore, build houses,grow fruit trees such as: longan, sapodilla, mango, plum, jackfruit. In contrast with Long islet, where there are land and mudslides, Quy islet is reinforced in haste, therefore many big lands startedforming in high speed: from 50s til

now, the accreation of the islet get bigger, from 60ha to 170ha.With the increasing of people working and living on the islet, the government has built a earthy enclosed dike system in 1998. therefore, every year when the floating season comes, fruits orchards stay clear out of the water that would normally cause waterlogging, which leads to crop failure.

Quy islet, among 4 islets on Tienriver, there are Tan Long (Long islet), Thoi Son (Lan islet), Cat (Quy islet) and Phung islet, nut only Quy islet is the one carries the wild, natural outlook, because of sparsely populated and hasn't affected from construction and tourism exploit.

2.3.2 Quy islet's natural condition, area status through S.W.O.T analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - Geographic position in between of Tien river, cool clim year round, has advantage of river scene. - Based in a tourism key point of the province and area. - Has good natural condition, suits with many kind of fruit trees. -Has many other good advantages to develop river tourism models. 	<ul style="list-style-type: none"> - Weak geology, fairly low landscape. - No connection of traffic system, the main entrance of traffic unsettled - No technical infracstructure system invested yet - sparsely populated, agricultural labour mostly - affected by natural phenomenals like rainstorm, salinization, tides...due to located in the middle of the river.
Chances	Challenges
<ul style="list-style-type: none"> - Potentials and chances to call for investment, exploiting, developing of tourism and commercial service - Land bank is still under minor exploit, suitable for developing of tourist attractions, chain of commercial service construction. - Chances to develop unique tourism models, due to the wild landscape compares to other islets. 	<ul style="list-style-type: none"> - High cost in developing ainfractucre system during planing implementation, due to natural geology, geography and poor traffic system. - The process of investing and exploiting commercially will cause negative effects envinronment, natural landscape of the area - Affected by climate change more and more violently.

2.3.2 Social condition, area status analysis

Quyislet has a relatively low population density, low construction density with the majority of temporary and semi-permanent houses concentrated mainly on the southern coast of Quyislet. The labor structure is mainly agricultural workers, a few convert to tourism services, but not many.

Agricultural land accounts for the majority of the land structure. The morphology of the land is relatively flat, but it is mixed with many canals and ditches to conduct irrigation water for agriculture along the plots (North - South). The type of agricultural tree

mainly grows diverse and multi-type fruit trees such as pomelo, longan, jackfruit, plum, coconut, etc., which is very convenient to exploit the garden tourism model.

The traffic system is sketchy and has not yet been invested in connecting traffic hubs, so it cannot meet the needs of future development. In the area where there are no connecting traffic hubs (waterways), there are only a few spontaneous small wharfs, which are not safe for the transportation of people and goods. Quyislet does not have a technical infrastructure system to meet the needs of the population, currently only a power supply system is sufficient to serve the daily needs of people in the area.

Currently, there are two commercial and service establishments serving tourism, but they are still fragmented, lacking investment in developing synchronously all types of tourism exploitation.

It is necessary to focus local resources to invest in a number of basic technical infrastructure items, to meet the living needs of the people as well as to serve as a basis for attracting investment, developing various types of tourism, trade in services, creating a driving force for the development of the region.

Generally, in the overall area, Quyislet still has many natural features due to the relatively sparse population and the lack of strong exploitation of tourism services. With the advantages of river natural landscape, cool climate, along with a variety of fruit orchards (with tropical fruit trees such as longan, pomelo, sapo-che, plum, mango, coconut, jackfruit,...) gives fruit all year round, so it will be a great advantage to develop tourism services. However, this is also a challenge in the process of development orientation, exploiting the tourism potential of Quyislet in order to ensure a balance between exploitation and development with preserving natural characteristics, minimizing affects the natural ecology of it (Chung Le Khang 2018).

2.4. Potential for rural tourism development in Quyislet

2.4.1. Geographical potential

Quyislet belongs to the area that is currently home to a potential tourism market with a rich ecosystem and culture, very typical of the Southern river region; At the same time, Ben Tre is an area close to major urban centers and neighboring cities such as Ho Chi Minh City (87 km away), Can Tho city, and National Highway 60 crosses Ben Tre with Tien Giang by Rach Mieu Bridge, connecting with Tra Vinh by Co Chien Bridge, bordering Vinh Long. This is a strategic transportation system for economic development, security and defense. (Chung Le Khang 2018).

2.4.2. Network connecting tourist attractions in the area and surrounding areas

Quy islet is located in the population of four floating islands between the Tien River (including Con Thoi Son, Con Tan Long, Con Phung and Con Quy), which is a unique tourist attraction of Ben Tre and Tien Giang provinces. It is possible to link tours with travel companies that have a large number of visitors such as Western Tourism, Con Phung Tourism, Tien Giang Tourism ...

Currently, the area has a great motivation from connecting the tourist destination network is strongly active in the area along the banks of Tan Thach, Quoi Son. With the strengths of natural tourism resources, Chau

Thanh district has been exploiting outstanding tourist attractions, clearly showing the characteristics of river tourism, suitable for all audiences. tourists, with outstanding tourist attractions such as Con Phung, Homestay Phu Tuc, Forever Green Resort, Ham Luong garden, ...

The ability to connect by tourist activities mainly takes place at tourist sites along the Tien River, which is convenient for traveling by river and by road with vehicles such as motorboats, rowing boats, horse-drawn carriages. Intra-district tourist routes combine river tourism and cultural tourism along Tien riverside communes such as Quoi Son, Tan Thach, An Khanh, Phu Tuc...

Connecting major inter-district tourist routes such as Chau Thanh - Ben Tre City - Giong Trom - Ba Tri - Binh Dai, Chau Thanh - Cho Lach - Mo Cay - Thanh Phu...

Linking with river tourism routes such as: Tu Linh islets route: Long - Lan - Quy - Phung; Potential river routes are Ho Chi Minh City - Ben Tre - Vinh Long - An Giang.

In general, the ability to link Quyislet with the regional tourism network is quite diverse, meeting the needs of visiting, entertainment, learning about culture, and enjoying local specialties. Tourist routes combine eco-tourism with cultural tourism, in which eco-tourism and river garden tours (atypical strengths of the study area) keep important role on tourist routes.

2.4.3. Development driving force

The entire Quyislet area is located in the middle of the Tien River, the climate is cool all year round and the river sides create advantages for exploiting the unique landscape of the Southwest region. Quyislet location is located on the border of Chau Thanh district, Ben Tre province and My Tho city, Tien Giang province. The location is 3.5 km from Rach Mieu Bridge, 1.0 km from My Tho city center (by river), 7 km from Ben Tre city, convenient to attract tourists in the locality and neighboring provinces. as well as the Ho Chi Minh City area. The area is located in the key tourism exploitation area of the province, as well as in line with the development orientation of the planning project of the Mekong Delta, is one of the bases as a premise for the allocation of resources. investment in the region, and at the same time has the advantage of development because it is located in the chain of local tourism products that have been implemented.

Having a service - trade - tourism relationship with Con Phung tourist area, with favorable natural features of rivers and water, will be very convenient when combined with Con Phung to form an array of eco-tourism. The area of Tan Thach commune, Quoi Son

commune - Chau Thanh district is currently deploying and successfully exploiting eco-tourism models of garden resorts; With the advantages of unique river landscape, it is expected that Con Quy area will be a highlight in the local tourism product chain in the near future if it is invested and exploited appropriately. The main driving force for urban development in the coming years is trade - service - tourism.

III. SOME SOLUTIONS TO DEVELOP RURAL TOURISM IN ASSOCIATION WITH NEW RURAL CONSTRUCTION

3.1 Invest in upgrading infrastructure, material and technical facilities

3.1.1. Construction of physical and technical infrastructure systems

Locals need to take advantage of the budget from the upper level in investing in the construction of new rural areas, taking advantage of investment projects of the Ministry, Department of Culture, Sports and Tourism, in combination with investments from the capitalized socialization source to gradually build completed infrastructure, road system, wharf, electricity and water, communication network in Quyislet. Besides helping to increase accessibility to tourists, tourists can easily come to Quyislet through the convenience of piers and roads, in addition, it is also a motivation to attract tourist investors. Besides, it also helps Quyislet connect more easily with tourists transit centers such as Ho Chi Minh City, Can Tho, My Tho or even from visitors in Ben Tre province.

At attractions in the terrain of Quyislet, there are often big problems with toilets. Therefore, it is necessary to synchronously invest in a system of standard toilets to serve tourists at rural tourist sites in Quyislet. Specifically, it is necessary to support households participating in homestay services and agricultural restaurant services.

The conditions for communication and Internet connection in Quyislet are still limited, the phone signal is still unstable, so the locality needs to coordinate with the Department of Information and Communications in building the system network. communications, post and telecommunications, internet systems. Investing in building and renovating the information infrastructure system not only aims to provide services to people in the dunes area but also helps to gradually improve the services provided to tourists during the performance. tourism activities in Quyislet.

The terrain is a floating island in the middle of the Tien River, which are localities that still face many difficulties in accessing essential services for life such as medical services, electricity and water, communication.... The development of tourism activities and exploitation of

rural tourism will help improve the quality of services provided to local people in parallel with tourism activities.

3.1.2. Planning problem

The area to the north of the dune (the alluvial part) develops eco-tourism areas, bungalows tourism along the bank of the Tien River on the alluvial land. The natural land area of islet regulated the development direction of the general tourism service area and public works area. This includes functional areas such as: public service facilities (medical and educational facilities), general commercial and service areas (commercial center, hotel resort, commercial street, etc.); existing housing and resettlement areas; the area of orchards combined with rural housing and tourism services; green park...

Organize three connecting traffic hubs: including two piers on the south shore of Quyislet connecting from Tan Thach and Quoi Son communes (in which, the pier in the south of Quyislet connecting through Tan Thach commune will be announced). The pier is located to serve tourists due to inheriting and promoting the strengths of tourism activities on the shore of Tan Thach commune, the pier connecting through Quoi Son commune is a people's wharf serving the transportation of goods and local people. direction); a tourist wharf is arranged on the north side of Quyislet, connect to Tien Giang and is the focal point connecting waterway tourism routes to neighboring provinces. Wastewater treatment area is located at the southern bank of the dune, which collects and treats wastewater of the entire Quyislet area before discharging into natural rivers.

The land of orchards and rural houses combined in the remaining areas of Quyislet. Mainly keeps the agricultural land of the local people (orchards), avoids impacts on the people. Due to the characteristics of the Southwest region, the houses of ordinary people are linked and interspersed in the garden, making this area not only function as an orchard land, but also as rural housing. In addition, the orientation of developing a model of garden - house combined with tourist accommodation services, homestay, farms, farms for tourism, orchards, etc., in order to preserve and promote the valuable properties of local. However, in order to limit the mass conversion of land use from land for garden to land for housing - services in the future that will reduce the area of garden land, it is necessary to regulate the maximum suitable ratio for construction.

3.2. Solutions to improve the quality of rural tourism services in Quyislet

3.2.1. Service accommodation (at homestay)

The feature of rural tourism is that visitors will have the opportunity to stay with local people's families,

also known as homestay services, to help visitors understand more about the cultural life of the locals. However, to be able to register as an accommodation facility, households need to meet the necessary criteria to ensure the needs of tourists. Besides improving the environment around the house is cool and clean. The initial technical facilities need to be deployed to be able to basically welcome guests: Shared restrooms and showers (it is necessary to build a system of standard restrooms); Bedroom (needs to be fairly furnished and in good working order). Drinking water bottle and glass cup for each guest. Clothes hangers, trash cans with lids. Fully prepared personal items for each guest including: face towel, bath towel, toothbrush, toothpaste, shampoo, soap. Depending on the area, design and layout of each house to have appropriate equipment investment. In addition to the issue of ensuring service quality, it is also necessary to take into account the convenience in the daily life of family members. Tables and chairs equipped in the home, for guests can invest are chairs made from bamboo and coconut to create environmental friendliness, low cost, made from easy-to-find materials with characteristics of the country. coconut and islet culture. In addition, it is also possible to equip other items to serve the needs of visitors such as: medical cabinets, personal lockers, wardrobes, .. to create convenience during the stay for tourists.

3.2.3. Don ca tai tu service - experience the craft village

When it comes to the experience of river and garden civilization, it is indispensable to experience Don ca tai tu. In addition, visitors participate in experiences in traditional craft villages such as making coconut candy, knitting water hyacinth, and making nuggets. This is also one of the ways to help art and culture in general, and traditional craft villages to be maintained and developed. At the same time, this is also an advantage factor to attract tourists to participate in rural tourism activities.

3.2.4. Local Guide

In rural tourism activities, guides are often on-site laborers working in the community and local people participate. However, the unique characteristics and specialization are high, so in the early stages, the tour guide is often not enough. It is necessary to promote guidance activities with the participation of the local people, who have lived for a long time, understand the history, the process of land formation, as well as the unique characters of the culture. It is necessary to facilitate and promote the participation of the community through training courses on tourism guiding skills for target participants.

The main tourism potential of the countryside of Quysislet is geared towards the hotel's engagement work,

the existing problem that needs to be resolved in the guide is the language problem. There can also be attention on the young labor in the area. As young people who have the ability to learn quickly, opening communication language courses such as English, Chinese,... will help young workers have more opportunities to work through guidance for tourists. culture, raise awareness, patriotism as well as contribute to solving jobs for local young workers.

3.2.5. Increase promotion work

Besides an attractive tourist product, the promotion plays an equally important role, which is a proactive approach to tourists, highly effective in attracting visitors. Compared to other islands in the cluster such as Con Thoi Son and Con Phung, the people in Quysislet are still quite new to organizing tourism activities. Therefore, in the initial stage, the promotion needs support from all levels of government, supporting tourism units on Quysislet to introduce rural tourism by updating information in newspapers, radio station, the official website of the province, bringing rural tourism into the general tourism program of the province and organizing many events to attract the attention of tourists. Support people to participate in tourism fairs, connect famtrip trips with travel agencies, build tourist maps, travel websites or fanpage.

3.2.6. Solutions for tourism products in Quysislet

Community-based rural tourism in Quysislet exploits river cultural values, traditional occupations include: bees keeping, making coconut candy, puff pastry, rice paper, experiencing life in terrariums, making all kinds of traditional cakes such as pancakes, coconut cakes; experience the daily life of the community here. Farmstay or homestay associated with typical agricultural products of local residents, visit and experience the "one day farmer tour" at garden houses participating in community tourism cooperatives in Quysislet. With typical experiences such as harvesting fruits, coconuts, nipa, catching fish with traditional fishing gear. Sightseeing tours based on the wild and peaceful beauty of Quysislet. Besides, it is possible to organize a unique program of watching fireflies at night along the dunes, which will be a typical product, combined with other services such as night fishing or catching fish.

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