

Traditional Handicraft Village in Thanh Hoa Today

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Abstract

Thanh Hoa is a land with a rich history and culture, with many long-standing traditional handicraft villages, which have been lost over time, now gradually been restored and promoted their values in modern life. In the spirit of Decree No. 52 dated April 12, 2018, of the Government on the development of rural industries, Thanh Hoa province has issued many mechanisms and policies to encourage the development of traditional handicrafts. The article focuses on clarifying the system of traditional craft villages in Xu Thanh (The Land of Thanh), the size, characteristics and guidelines, and policies of Thanh Hoa province to maintain and develop handicraft villages to serve the economy - social sustainability.

Keywords— *craft villages, crafts, traditions, policies, management.*

I. MAKE A PROBLEM

In recent years, along with the implementation of renovation work in various fields, the Party and State have adopted policies to support and create conditions for localities to restore and develop craft villages. Provincial Party Committee, People's Committee of Thanh Hoa province as well as districts, towns, and cities have issued many mechanisms and policies to revive craft villages. Many investment projects for spearhead occupations with high export and economic value such as stone processing, bronze casting, silk weaving, bamboo and rattan... preferential capital, land rent exemption and reduction to expanding factories and develop products suitable for craft villages, creating excitement and peace of mind for them to produce. Not only focusing on investing in craft villages that are recovering and developing, but a series of traditional handicraft village projects have been built such as in Quang Xuong, Nga Son, Thanh Hoa, and Dong Son cities. , Tho Xuan, Thieu Hoa... also expanded production scale in the direction of companies and enterprises. Expanding material areas such as Nga Son, Quang Xuong sedge, growing mulberry, and raising silkworms in Thieu Hoa, Tho Xuan, Dong Son, Hoang Hoa... Many localities have opened many vocational training classes directly taught by artisans, which are widely opened in all districts, towns, communes, and wards. The initiative and creativity have brought results, many handicraft products such as fine art stone; bronze wares; interference, Hong Do silk; woven bamboo and rattan in Giang village; sedge mats and sedge art products from Nga Son, Quang Xuong; Thai - Muong brocade... have become high-value consumer and

export products, favored by users. With the above question, we focus our research to clarify the picture of craft villages in Thanh Hoa today, on that basis, provide more scientific arguments for local agencies and departments. policy making to preserve and develop craft villages in Thanh Hoa in a sustainable manner.

II. OVERVIEW OF CRAFT VILLAGES IN THANH HOA

Thanh Hoa is known as one of the five provinces with the largest number of craft villages in the country. According to preliminary survey results, the whole province of Thanh Hoa currently has 21 districts/towns/cities with active craft villages, with several 175 craft villages. From the point of view of determining the size of craft villages given, 21 districts/towns/cities in the province all have large-scale craft villages, linking many villages to work together such as sedge mat weaving village in Nga Son district, and sedge mat weaving village in Nga Son district. salt production in Hau Loc district, seafood processing village in Nghi Son town, a craft village for growing and trading ornamental creatures in Nhu Thanh district... and small-scale craft villages within a village according to administrative boundaries such as Tra Dong bronze casting village and Dac Chau cake village, Thieu Hoa district, tea lam craft village, Vinh Loc district.

According to the latest statistics of the Department of Industry and Trade of Thanh Hoa province in the report on the development of industry and handicraft villages as of August 2022, the province has 118 industrial

and handicraft villages still in operation (87 craft villages, traditional craft villages and 31 new craft villages), with 75 craft villages, traditional craft villages have been decided to recognize trade villages by the Chairman of the Provincial People's Committee. The above data has a difference in the number of craft villages with the actual survey results. To find a consensus and have appropriate and scientific explanations, the decrease in the number of trades/craft villages due to inefficient operation or only a few households in the village still working in the village should not be considered. competent state management agencies to include them in statistics because they do not

meet the criteria for craft villages specified in Decree No. 52/2018/ND-CP dated April 12, 2018, the Government. In the content of the research, we make statistics of small and part-time craft villages, mainly the elderly and school-age children, with the need for self-sufficiency for the family.

Regarding the classification of occupations according to Decree No. 52/2018/ND-CP issued on April 12, 2018, Thanh Hoa province has 7 types of occupations. Most of the occupations/craft villages are concentrated in plain and coastal districts, and mountainous districts, with a small number of craft villages.

Table 1: Summary of the number of craft villages in Thanh Hoa

No	Craft name	Amount	Time	
			Over 50 years	Less than 50 years
1.	Making banana peels	01	x	
2.	Making harrow gears	01	x	
3.	Making vermicelli	02	x	
4.	Green tea	01	x	
5.	Making brooms	03	x	
6.	Making sedge mats	37	x	
7.	Knitting yarn	08	x	
8.	Rice paper	02	x	
9.	Quarrying and production of building materials	10	x	
10.	Brass Foundry	01	x	
11.	Making thorn cake	01	x	
12.	Ceramics	01	x	
13.	Confetti	03		x
14.	Making incense	03	x	
15.	Making peanut candy	01		x
16.	Make eyelashes	01		x
17.	Making lanterns	01	x	
18.	Mesh	02	x	
19.	Souvenirs from marine materials	01		x
20.	Processing fish sauce	03	x	
21.	Rattan	19	x	
22.	Making wine yeast	03	x	
23.	Making molasses	01	x	
24.	Making rice flour vermicelli, seaweed vermicelli	03	x	
25.	Carpentry	07	x	
26.	Making salt	05	x	

No	Craft name	Amount	Time	
			Over 50 years	Less than 50 years
27.	Making spring rolls (nem Chua, grilled spring rolls)	04	x	
28.	Making aluminum	01	x	
29.	Making conical hats	07	x	
30.	Making bamboo rolls	01	x	
31.	Growing and exploiting cinnamon	01		x
32.	Forging	03	x	
33.	Cooking wine	07	x	
34.	Cattle (weaving nets)	01	x	
35.	Craft village for growing and trading ornamental creatures	13		x
36.	Jewelry making profession	02	x	
37.	Brocade weaving	02	x	
38.	Seafood processing industry	09		x
39.	Weaving silk interference	01	x	
40.	Make soy sauce	01	x	
41.	Embroidery	01		x
	Total:	175		

(Source: Author of the survey, the year 2022)

Statistics show that, out of a total of 41 occupations (belonging to 175 craft villages), there are 33 occupations (belonging to 145 villages) born over 50 years (accounting for 80.5%); 8 occupations (belonging to 30 villages) were born in less than 50 years (accounting for 19.5%).

III. CHARACTERISTICS OF CRAFT VILLAGES IN THANH HOA

* *Richness, diversity*

Xu Thanh (The Land of Thanh) is still known as one of the civilization cradles of the ancient Vietnamese people, the land that created the brilliant Dong Son civilization in the Hung King's era. Xu Thanh (The Land of Thanh) culture is also influenced by the interference and acculturation of the two North-South regions, the basic conditions have brought certain advantages in terms of increasing the number of craft villages throughout Xu Thanh (The Land of Thanh) regions.

The richness and diversity of craft villages in Thanh Hoa are identified through the number of trades, craft villages and types of products in each profession (household appliances, handicraft products, mechanical products, worshiping objects, etc.) and materials to make products (stone, wood, ceramic, paper, fabric, metal...). Specifically, from the survey results, the province currently has 41 occupations/175 craft villages, of which

the sedge mat making village ranks first with 37/175 craft villages (accounting for 21.1%); bamboo and rattan 19/175 (accounting for 10.8%); planting and trading ornamental plants: 13/175 (accounting for 7.4%); stone mining and construction material production 10/175 (accounting for 5.7%), followed by the following occupations: seafood processing (9 villages); knitting (08 villages); making carpentry, making iron hats, making wine (each profession has 7 craft villages); making salt (07 villages); making spring rolls (nem chua and grilled spring rolls) (04 villages); occupations have 03 villages: making brooms, paper flowers, making incense, processing fish sauce, making wine yeast, making rice flour vermicelli, vermicelli, forging occupations with 02 craft villages: making vermicelli, rice paper, knitting nets, jewelry production, earth weaving; occupations with 01 craft village: making banana peels, harrow gears, tea lam, casting bronze, making gai cakes, ceramics, peanut candies, making eyelashes, making lanterns, souvenirs from marine materials, making molasses, making aluminum, making bamboo rolls, planting and exploiting

cinnamon , bamboo shoots , nursery silk weaving , making soy sauce , embroidery paintings

*** Exquisite crafting technique**

From past to present, the quintessential and sophisticated crafting techniques of craft villages have been constantly preserved and fostered. Handicraft products are crafted by skilled artisans and craftsmen from many materials to perfection to satisfy customers both at home and abroad. The product of the craft village is the crystallization of material and spiritual labor, which shows the skillful hands and creativity of the craftsman, reflecting the customs, practices, and beliefs of the artisans. unique nuances of each craft village. Many products have become trademarks, creating cultural identities not only for craft villages but also become invaluable assets of the nation, most notably the bronze casting of Tea village (Tra Dong). Bronze casting workers with skillful hands and intelligence have made many sophisticated and high-tech bronze products, especially the production of musical instruments: bronze drums, gongs, gongs... not only durable. but also standard in sound, this technique, according to many researchers, can only be created by skilled artisans.

Or, just look at the sophistication on the mounting lines, the center line, the line along with the carved patterns on the beams, doors, and items such as cabinets, hatches, shelves, altars... can recognize the products of the carpenter of Dat Tai village. The products of carpenter Dat Tai are described as sophisticated from the countryside to the capital (building houses to live in, building pagodas, making kings' palaces, lords' palaces): Thanh Hoa carpenter's good reputation / Making doors for houses of worship smart instead / Catch the bet again to choose the hand / Smooth plan, hard to change all sides / ... Four doors he touches four dragons / Above the dragon hatches, below the dragon, climbs... has shown, the reputation of the profession by carpenter Dat Tai has resounded outside the small village in Xu Thanh (The Land of Thanh).

With their aesthetic taste, sophistication, and industriousness, An Hoach stone carvers not only produce many products for life, but also create a system of stone breeds, and statues. worship, epitaph, stone... even at any time receive love. It is the sophistication in each touch, that many stone products of An Coach craft village have been present in the palaces of the kings and lords of the feudal court of Vietnam, or simply but delicately in the touches on the texts. Beer is still dense in Xu Thanh (The Land of Thanh).

No need to mention the sophisticated word, when it comes to Nga Son and sedge mat products, everyone remembers Nga Son mats, Bat Trang bricks / Nam Dinh silk fabrics, and Ha Dong silk products. Mats and fine art

products are not only favored by domestic consumers but also exported to China, Russia, and Western Europe, making the names of craft villages Nga Thuy, Nga Hai, Nga Tan..., referring to Phu Khe weaving, the sophistication is wrapped in two verses: Phu Khe although the language of silk is common / Used to play tricks in the Indochinese market and the notes of the scholar Le Quy Don (1774) when passing by. Here: "The place is full of silkworms, the house is full of silk". Coming to the villages in mountainous areas, there are many skillful embroiderers. From raw materials are cotton, jute, hemp, and dyes taken from products of the mountains and forests, through the hands of artisans, they have become perfect products, with all colors and beautiful patterns.

*** Dynamic, adaptive**

Thanh Hoa is famous for hundreds of craft villages in all three deltas, mountainous and coastal areas. There are craft villages that appeared a few hundred years ago and continue to develop until now, bringing economic efficiency and prosperous life to the people. This result is achieved through the constant search to learn, change and adapt to the market, through the creation of many designs, product categories, decorative themes, materials as well as techniques. processing techniques to serve the needs of domestic and foreign consumers of craft village communities.

Looking back at the development history of craft villages, creativity can be seen in the way craft villages "marriage" with each other. The "marriage" not only shows the love of life, love of the profession, and living together with sincerity and sincerity, but also a way for each craft village to find a place with abundant and abundant raw materials, suitable for the village's craft. to help and support each other in their work. For example, the weaving village made friends with the mulberry village, raising silkworms to pull cocoons, and the knitting village made friends with the village growing bamboo, bamboo, rattan, etc. Then, there were craft villages that found their direction very early on instead of waiting for policies, typically in the case of sedge mat weaving villages in the Nga Son district. Over 150 years with many ups and downs, to survive and perform well until today, the people of Nga Son have been very sensitive to the needs of the market. In addition to the traditional product of sedge mats, the craft village also uses sedge material to manufacture many modern handicrafts for export such as floor mats, knitting mats, lanes, and flower baskets. fruits, slippers, decorations... As a result, over the years, Nga Son sedge products have been present in the markets of Japan, Korea, China...

The strong recovery of the bronze casting village of Tra Dong (Thieu Hoa district) thanks to the enthusiasm of many artisans who still love the job and the attention and search for their direction of the authorities at all levels in recent years has helped Tra Dong to find its direction. East restored and maintained 25 large foundries, and 4 manufacturing and trading copper casting companies. In 2019, bronze casting accounted for 44% of the commune's total budget revenue, creating jobs for hundreds of workers. In particular, the village has 4 artisans recognized by the President as Excellent Artisans, namely: Artists Le Van Bay, Nguyen Ba Chau, Le Van Duong, and Dang Ich Hoan. These artisans have contributed to restoring, "reviving" and developing the traditional bronze casting village.

It can be said that thanks to the sensitivity and quick adaptation, many craft villages in Thanh Hoa have been revived, maintained, and developed strongly, making a significant contribution to preserving, protecting, and promoting the values of craft villages. , so that Thanh Hoa always deserves the title of "one of the cradles of civilization of the ancient Vietnamese" in the past, present, and future.

IV. WORKERS JOIN CRAFT VILLAGES IN THANH HOA

According to statistics, out of a total of 41 occupations/175 craft villages, there are 19 occupations with only one craft village; 04 occupations with more than 10 villages, including making sedge mats 37/175; bamboo and rattan making profession 19/175; cultivation and trading of ornamental animals: 13/175; quarrying and producing building materials 10/175.

Out of a total of 175 craft villages; Currently, 03 craft villages are no longer in operation, including sam Son weaving craft village (Sam Son city); banana sheath making village (Yen Dinh district); Stone jewelry manufacturing village (Dong Son district)

The number of households participating in handicrafts in the village has also decreased in some craft villages, although the People's Committees of districts, towns, and cities in the province have developed schemes, plans, mechanisms, and policies. encourage the implementation of the planning and development of craft villages. However, there are still many reasons leading to the decline, including both subjective and objective causes.

Firstly, at present, in many districts in the province, domestic and foreign enterprises have come to invest in the localities and expand the production scale, so labor in craft villages has shifted a significant part to workers in the locality. industrial zones and clusters. Although this is a positive shift from areas with low labor productivity to industrial production areas with high labor productivity and income, it has caused a rapid decline in the workforce in craft villages. , especially the labor group with an average age of 20-45 years, the main labor force in craft villages.

Secondly, many products of craft villages today cannot compete with industrial products in many factors: slow innovation in design, lack of creativity in products, and many manufactured products that have not yet come from demand. according to the needs of customers, making molds according to the samples available on the market or according to the orders from customers, but few creative and innovative products keep the traditional elements and suit the tastes and needs of customers. of the market.

Table 2: Statistics on the number of households working and maintaining occupations

No	District/town/city	Status of households maintaining jobs		
		No more households working	Less than 20 households are doing the job	More than 20 households are doing the job
1	Thanh Hoa city	-	04	14
2	Sam Son city	01	-	05
3	Hoang Hoa	-	01	22
4	Nga Son	-	04	30
5	Hau Loc	-	03	11
6	Trieu Son	-	05	05
7	Vinh Loc	-	02	02
8	Yen Dinh	01	02	02
9	Nong Cong	-	-	07

10	Nghi Son town	-	-	07
11	Tho Xuan	-	03	06
12	Nhu Thanh	-	01	08
13	Thieu Hoa	-	01	03
14	Quang Xuong	-	-	08
15	Ha Trung	-	06	02
16	Cam Thuy	-	04	02
17	Dong Son	02	-	-
18	Quan Son	-	-	01
19	Ba Thuoc	-	-	01
20	Thach Thanh	-	01	-
21	Thuong Xuan	-	-	01

(Source: Author of the survey, the year 2022)

Table 2 data, although not fully representing the craft villages in Thanh Hoa province, can also be partly assessed on the scale of Thanh Hoa craft village activities as follows:

- Craft villages in Thanh Hoa have a small scale, and the number of craft villages is almost evenly distributed in 21 districts, especially Hau Loc district has no small-scale craft villages but is the district with the highest number of large-scale craft villages. in the province. Small-scale Thanh Hoa craft village has a rate of 63/80, equivalent to 78.7%; the large scale has a ratio of 17/80 or 21.3%.

- Hau Loc has the largest number of craft villages in the province, showing the concentration of types of occupations done in the communes. Currently, Hau Loc has only 4 craft villages: a traditional wine-making village, a traditional mechanical forging village, a bamboo and rattan craft village, and a traditional salt production village.

- Thanh Hoa city and districts: Hoang Hoa and Tho Xuan, although the number of craft villages is large, it is not concentrated and small in scale, partly showing the appearance of craft villages of the three localities above if put into operation in tourism. The craft village calendar must have a proposed plan, strategy, and solution to be able to effectively implement it.

- Nga Son district has always been known nationwide as the district with the largest number of craft villages in the province. However, large-scale craft villages mainly focus on traditional sedge mat weaving villages with 37 villages in communes: Nga Tan, Nga Thanh, Nga Thuy, Nga Tien, and Nga Lien. This can be

seen as an advantage of Nga Son when developing craft village tourism from the perspective of craft village scale.

- In mountainous districts such as Nhu Thanh, Cam Thuy, Quan Son, and Ba Thuoc... the number of craft villages and the size of craft villages are small. The picture of Thanh Hoa craft villages is concentrated mainly in the delta and coastal areas. To exploit craft villages in mountainous districts of Thanh Hoa, there will be many difficulties in terms of the scale of the centralized craft village organization, the traffic is not convenient, and the accompanying services must be heavily invested...

- Sam Son city and several districts such as Vinh Loc, Tho Xuan... are localities with large-scale craft villages with great potential, and at the same time are the localities that are attracting the greatest tourist attraction in the whole country. conscious. However, the development of craft village tourism is still left open. The chain of cultural, historical - spiritual - landscape - culinary - craft villages tourism has not been combined.

- Most of the production establishments have small production scale (mainly households), with little capital, outdated and simple technological equipment, which is difficult to expand and develop. There has not been a link value chain between craft villages: linking human resources, products, developing craft village tourism.

V. STATE MANAGEMENT ISSUES, MECHANISMS, AND POLICIES FOR CRAFT VILLAGES IN THANH HOA

In recent years, the People's Committee of Thanh Hoa province has had many mechanisms and policies to

develop craft villages, and handicraft industries, creating momentum for production and business activities in the area to develop strongly. introduced more new occupations, created jobs for rural workers... Reality shows that craft villages have been making positive contributions to rural economic restructuring, creating a premise for implementation. successful project of developing one product per commune and ward (hereinafter referred to as OCOP) and building new countryside.

In the context that Thanh Hoa province has a strong socio-economic growth rate, the industrialization and modernization process is increasingly expanding. The development process changes all fields in both positive and negative directions. Change is an inevitable and necessary rule so that craft villages can continue to maintain and develop in the current context. Faced with the strong effects and influence of the market economy, while some craft villages could not continue to exist, the vast majority of craft villages of Xu Thanh (The Land of Thanh) still maintained protect and develop the traditional trades of their ancestors. This is the result of the dynamism, sensitivity, and initiative in changing products to suit the new context of the craft village communities themselves; and on the other hand, due to the attention of the Party and State, especially the government of Thanh Hoa province, to the development of agriculture - rural areas in general and handicrafts in particular.

In addition, the Department of Industry and Trade advised the Provincial Party Committee to soon issue Resolution No. 03-NQ/TU dated November 4, 2002, on the development of industries and handicrafts; To put Resolution 03-NQ/TU into practice, the Provincial People's Committee issued Decision No. 467/QD-UB dated February 12, 2003, providing temporary provisions on several policies to encourage the development of industry - cottage industries. industry in the province. However, when there was Decree 134/2004/ND-CP of the Government on encouraging the development of handicrafts, the policy according to Decision 467/UB of the province was no longer appropriate, in that situation, the Committee Provincial People's Committee issued Decision No. 2409/2006/QD-UBND on mechanisms and policies to encourage the development of handicrafts and industries to replace Decision No. 467/UB, and then Decision No. 2541/QD-UBND dated August 19, 2008, on amending some contents of Decision No. 2409/QD-UBND.

Decision No. 2409/2006/QD-UBND of the Provincial People's Committee on mechanisms and policies to encourage the development of handicrafts and industries. After 08 years of implementation under the

Decision, it has supported training and maintaining the profession for 56,298 employees and supported the attraction of 366 workers. However, the policy has been discontinued since 2014.

Under the Government's Decree No. 66/2006/ND-CP dated July 7, 2006, on the development of rural industries and Circular No. 116/2006/TT-BNN dated December 18, 2006, guiding the implementation of several contents of the Government's Decree No. 66/2006/ND-CP dated 7/7/2006 on the development of rural industries, the People's Committee of Thanh Hoa province has concretized by the master plans, details of craft village development such as Decision No. 902/QD-UBND dated March 24, 2011, approving the master plan on agricultural and rural development in Thanh Hoa province to 2020.

To implement the Government's Decree 45/2012/ND-CP on Industrial Promotion, in 2014, the Provincial People's Committee issued Decision No. 3567/QD-UBND on the Regulation on management and use of industrial promotion funds. local; at the same time, to encourage the development of industry, handicrafts, and trade, the Provincial People's Council has issued Resolution No. 29/2016/NQ-HDND. After 5 years of implementing Decision No. 3567/2014/ QD-UBND of the Provincial People's Committee, the craft villages have received very effective support in terms of advanced machinery and equipment for production; promoting products on information channels; participating in the Fair; visiting, learn from experience. As a result, 2,550 workers have been trained and 60 projects have been put into production with advanced machinery and equipment.

On November 10, 2015, the Chairman of Thanh Hoa Provincial People's Committee issued Decision No. 4620/QD-UBND approving the project "Protecting and developing traditional craft villages in ethnic minority areas" Thanh Hoa province in the period 2016-2020".

After more than 16 years of implementing the resolutions of the provincial government on the development of industries and handicrafts; Industrial promotion programs of central and local governments and activities of Thanh Hoa craft villages have achieved positive results: Industrial promotion programs have supported the training of 13,600 workers, 15 projects of bringing machinery and equipment. advanced equipment into production and 15 demonstration models; After 03 years of good implementation of policies to encourage the development of industry - handicrafts and commerce in the spirit of Resolution No. 29/2016/NQ-HDND, has supported 03 production investment projects in the district. 7.1 billion dongs in mountainous areas and 0.9 billion

dongs for the unit that has contributed to building 03 craft villages.

In general, the mechanism and policies of Thanh Hoa province for the planning and development of craft villages in the whole province are shown through legal documents which are quite good. Credit policies, support for vocational training, vocational transmission, and the opening of new vocational classes are very practical. However, the effectiveness of some policies is not high and the implementation is not fast. In addition, the capacity of the local staff from understanding the values of craft villages to organize, implement, and manage activities, and propose strategies to protect and promote the values of craft villages has not yet been established effectively. Many local leaders and managers have not attached importance to the development of craft villages, still, most of the households manage to survive on their own.

According to the Government's Decree No. 68/2017/ND-CP dated May 25, 2017, on the management and development of industrial clusters, the People's Council of Thanh Hoa province issued Resolution No. 29/2017/NQ-HDND dated 8/08. December 2016 on policies to encourage the development of industry, handicrafts, and trade in Thanh Hoa province and other investment incentives and support according to current regulations of law. Accordingly, projects and schemes for developing industrial clusters of craft villages are also interested such as the Establishment of the Tien Loc craft village industrial cluster in Tien Loc commune, Hau Loc district, Thanh Hoa with an area of 6.0 ha, with a total investment of 52.8 billion VND, implemented under the decision No. 325/QD-UBND of the People's Committee of Thanh Hoa province. The industrial cluster includes Traditional blacksmithing; production and processing of animal feed; to attract other industrial and handicraft production establishments. Established an industrial cluster of craft villages in Quang Chau - Quang Tho ward, Sam Son city with an area of about 25 hectares, investment capital up to VND 250 billion. Activities here include processing fish sauce, processing dried seafood (not producing fishmeal); refrigeration for seafaring; production and processing of handicraft products to serve tourists; carpentry (processing from slate to household wood products); small mechanics for handicraft production; warehouse of materials and equipment for the water industry... Besides, there are many small and medium-sized projects and projects that are continuing to be implemented.

It can be seen that the policies of the State and the province in the development of craft villages are very clear, but to effectively implement the mechanisms and

policies, it is necessary to have a team of leaders and managers with a strong heart. , has the scope for craft villages - a special type of heritage, an important potential in local socio-economic development. In fact, in many localities, the capacity of management staff related to craft village development is still weak, manifesting in the following phenomena: Delay in concretizing documents of local superiors or implemented but not effective; The perception of some local managers about craft villages is not correct, somewhat overlooked; Investment policies to protect and promote the value of craft villages are not effective; Some cooperatives and professional associations have been established, but there are still certain inadequacies in operation. In addition, in the state management of craft villages, there are still problems arising and existing, such as craft village planning, capital, technological innovation, industrial promotion, product diversity, and development. market, branding, inspection activities, inspection...

The organization and implementation of these tools are still inadequate by functional sectors (Department of Agriculture and Rural Development with Department of Industry and Trade and Department of Culture, Sports and Tourism). Like the vast majority of craft villages across the country, most of Thanh Hoa's craft village products have low quality, low competitiveness, and monotonous product designs; the production and business activities of several craft villages seriously affect the environment and urban ecology; awareness of law enforcement on craft villages is not high...

Finally, investment resources to develop handicrafts are still modest and inconsistent, mainly just initially invested in supporting vocational training and technological innovation, while there are still many stages that need to be improved. focus on production capital, craft village infrastructure... is also considered as one of the shortcomings and limitations in state management and mechanisms and policies that significantly affect the actual situation of production activities. production and business of craft villages in Thanh Hoa province.

VI. CONCLUSION

From the initial research results, it is shown that there are currently many craft villages in Thanh Hoa that are operating effectively, with good development trends such as agricultural, forestry, fishery, and food processing craft villages, and production craft villages. handicrafts... Craft villages have played a very important role in promoting socio-economic development in rural areas by creating many jobs for local people. workers, increase incomes and improve people's lives, and promote exports

in the integration process of the locality in particular and the country in general.

Craft villages in Thanh Hoa produce products all year round with different frequencies and quantities, only a few craft villages depend on seasonality. The level of product consumption tends to remain stable. Some craft villages are still developing well due to trends, consumer tastes are moving towards unique values with historical significance. However, there are also many occupations with a decreasing trend in product consumption because craft village products cannot compete and cannot find markets for consumption and product consumption.

To survive and develop sustainably, Thanh Hoa craft villages are looking for ways to adapt to the development and market needs. expand production, business, and invest in equipment. But attracting capital is very difficult, the lack of capital is one of the reasons why many craft villages have not developed properly in the current market economy.

Environmental issues have always been a hot spot when it comes to the activities of craft villages in Vietnam, but with specific policies and measures, the issue of environmental protection in Thanh Hoa is addressed by leaders and departments. Special interest. The environmental story has been solved quite well in Thanh Hoa craft villages. It can be assessed that this is one of the remarkable successes of Thanh Hoa province that not all localities can do.

The mechanism and policies of Thanh Hoa province for the planning and development of craft villages in the whole province are shown through legal documents which are quite good. However, to effectively implement mechanisms and policies, it is necessary to have a team of leaders and managers who have a heart and a vision for craft villages - a special type of heritage, and a potentially important role in local socio-economic development.

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