

ISSUES RAISED IN THE ORIENTATION AND DEVELOPMENT OF COMMUNITY TOURISM: EDUCATION AND PSYCHOLOGY

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Abstract

Currently, community-based tourism is a development trend of the tourism industry. Domestic and foreign tourists are tending to choose community-based tourism to experience and discover new lands, cultures, and people in many localities in Vietnam. Kien Giang province is a locality of Vietnam with great potential for developing community-based tourism at present and in the future. A survey of the tourism areas of Kien Giang province shows that, for many years, community-based tourism has been chosen by many domestic and foreign tourists. However, the quality of community-based tourism has not been appreciated by tourists. In some localities of the province, service quality is still underrated. On the basis of a practical survey, reference to the guiding documents and instructions of the local government, this study focuses on analyzing the potential of community tourism; factors affecting the development of community tourism; from there, propose orientations to develop community-based tourism in Kien Giang province in the future.

Keywords: Community-based tourism, tourism potential, development orientation, education and psychology.

INTRODUCTION

Today, tourism is one of the most powerful industries globally, accounting for 9% of GDP, making an important contribution to creating jobs and jobs for people in developing countries, providing a great opportunity for the economies of these countries. It is estimated that by 2030, the total revenue of the global tourism industry will reach 1.8 trillion USD (UNWTO, 2013). Vietnam, in 2017 the total revenue of the tourism industry reached 510.9 trillion, in 2019, although the covid-19 pandemic began to complete in Vietnam, the tourism industry continued to have a successful year, accordingly welcomed over 18 million international visitors, up 16.2%; serving 85 million domestic visitors, up 6%; total tourism revenue reached 755 trillion VND, an increase of 18.5% compared to 2018 (Vietnam National Administration of Tourism, 2018).

The above results are really impressive when in 2019, the growth of international arrivals to Vietnam is much higher than the global average (3.8%) and the Asia and Pacific region (4.6%) (Vietnam National Administration of Tourism, 2020). Along with the whole country, the revenue of the first 9 months of 2019 from tourism of Kien Giang province reached VND 6,284 billion, up 35.3% over the same period in 2018. In which, the number of tourists came to over 6.8 million visitors, up 12.5% over the same period; International visitors were over 560 thousand arrivals, up 22.8% over the same period. These results of the tourism industry, which are extremely important contributions to the process of industrialization and modernization of the country as well as contribute to the modernization of rural Kien Giang province, are an important and necessary foundation for building new tourism products.

Considered as a miniature Vietnam, Kien Giang province has quite diverse and rich tourism resources, distributed throughout the province, including Phu Quoc, Ha Tien - Kien Luong and surrounding areas, Rach Gia - Kien Hai and its vicinity, U Minh Thuong and its vicinity. With many unique tourism resources associated with nature and people here, Kien Giang meets the conditions to build community tourism products, but in general, community tourism products here are not really that is a development breakthrough.

According to researchers, the development of community-based tourism products is a step in line with the trends and times (Shaker et al., 2015; Sultan et al., 2018), meeting the discovery needs of tourists. Many tourists want to learn about the unique culture of the ethnic groups in the Mekong Delta in general and Kien Giang in particular. However, tourism experts also give a warning: In order to develop community-based tourism, it is necessary to keep the original, pristine, genuine simplicity of the local culture, which is the core value of the community not to lose it. Tourism development must be socially responsible (Van, 2020). In order to develop the local economy, respecting indigenous values and community values, responsible tourism will be the solution to develop community-based tourism in the right direction and sustainably (Philip et al., 1985; Ronald, 1993). For sustainable tourism, people must benefit from the local tourism development, etc. (Quang Ninh Newspaper, 2019). Therefore, building community tourism products in Kien Giang province is a suitable step, allowing to fully exploit natural tourism resources and humanistic tourism resources here.

Literature Review

What is tourism? According to Vietnam's Law on Tourism, in Clause 1, Article 3 of the Law on Tourism 2017 (effective from January 1, 2018), tourism is "activities related to people's trips outside of the country" reside regularly for a period not exceeding 01 consecutive years in order to meet the needs of sightseeing, relaxation, entertainment, research and discovery of tourism resources, or in combination with other lawful purposes" (National Assembly, Law on Tourism, 2017).

Community tourism: Community tourism is defined in Clause 15, Article 3 of the Law on Tourism 2017 (effective from January 1, 2018). Accordingly: "Community-based tourism is a type of tourism developed on the basis of cultural values of the community, managed, exploited and benefited by the local community" (National Assembly, Law on Tourism) calendar, 2017).

From the above definition, it can be seen that the type of "community-based tourism" is a form of tourists visiting villages, learning about local people's culture, customs, and festivals, discovering the local cultural system. Natural landscape ecology still retains the natural and wild features. At destinations, tourists need the support and help of local people such as navigation, meals, accommodation, and other services, this is a premise for the development of community-based tourism (Que, 2006).

There are many different names related to tourism activities with the participation of local communities such as Community-Based Tourism; Community-based tourism; Community-Development in Tourism (Tourism-based community development); Community-Based Ecotourism; Community-Participation in Tourism; community - Based Mountain Tourism (Development of community-based mountain tourism). Although there are many different names, there are still similarities in terms of locations, objectives, and methods of organization.

What are tourism resources? "Every factor that can stimulate the tourist's motivation to travel, which is used by the tourism industry to generate economic and social benefits, is called tourism resource. In other words, the natural, human and social factors that can attract tourists are collectively referred to as tourism resources. This is a very broad and broad concept, very practical" (University of Business and Technology, 2007).

Research results and discussion

Community tourism potential in Kien Giang Province

Ecotourism:

Tourism on the sea, islands, terrain, and ecosystems of animals and plants in Kien Giang

is very diverse and rich, with forests, seas, mountains, lagoons, and lakes with biodiversity recognized by the world. Especially, Kien Giang islands still have a lot of wildness, the cultural life of sea and islands of coastal residents of Kien Giang is very diverse and rich, these are very important conditions for Kien Giang to develop this type of tourism.

Forest and grassland ecotourism resources: Kien Giang province has U Minh Thuong National Park, Phu Quoc National Park is a national park with a very diverse and rich tropical rainforest vegetation system. develop a type of community eco-tourism that is convenient for research tourism in combination with sightseeing tourism and local ecological enjoyment. Especially, Kien Giang owns the vegetation of the eagle grassland where rare animals often come here to live, which is the Red-crowned Crane which is recorded in the world red book, every year on the migration route, the eagle grassland is the place where the cranes live. After staying for a long time, the topic of Red-headed Crane on the grassland of Kien Luong has been hunted by many photographers inside and outside the province and that topic has also entered the poetry of Kien Giang province.

Sea and island tourism resources, are inherent strengths of Kien Giang and have been fully exploited from Phu Quoc Island. Kien Giang has more than 105 large and small islands, most of the remaining islands of Kien Giang are still very unspoiled, beautiful scenery, sparsely populated, etc. these are very favorable conditions for the development of community eco-tourism in the sea and islands. . Building tours and routes to discover the life of coastal residents on the island, enjoy the culture of farming, catching seafood, etc.

Mountain tourism resources, the mountain system of Kien Giang province are distributed in the tourist area of Ha Tien - Kien Luong. The limestone mountain population in the coastal strip of Ha Tien - Kien Luong consists of 21 mountains scattered in the floodplain of Ha Tien - Kien Luong, this is a long-standing tourist area of Kien Giang. However, this tourist area has not been awakened for a long time, not to say forgotten in the hearts of tourists, most of us exploit and explore the cave system in combination with the mountain system of Kien Giang. Red tourism (associated with revolutionary relics). New products such as

adventure tourism, mountain climbing, etc. have not been exploited to match the system of resources that nature has bestowed on Kien Giang.

Ecotourism of lagoons and lakes: especially Dong Ho lagoon is the only place in Kien Giang recognized as a biodiversity reserve of the world, this is a valuable resource of community eco-tourism – The inhabitants living along the Dong Ho lagoon are the subjects who protect the biodiversity of the lagoon but are also the subjects of exploiting the biodiversity values of the lagoon associated with the inheritors. Developing community eco-tourism will be a very important condition for residents along the lagoon and lake to raise their awareness of biodiversity protection through tourism activities here.

Tourism of cultural - craft villages:

Kien Giang province is known as a land possessing beautiful and poetic tourist attractions with a rich and unique culture bearing the imprint of the land of the South. The festival activities of Kien Giang are quite unique and this is also a condition that creates a strong attraction for domestic and foreign tourists such as the hero festival Nguyen Trung Truc, held every year on 3 days, from The 26th to the 28th day of the 8th lunar month with the meaning of commemorating Nguyen Trung Truc is a symbol of the indomitable fighting spirit of the Vietnamese people drawn from thousands of years of building and defending the country. In addition, there are other unique festivals such as Nghinh Ong festival in Kien Hai, the death anniversary of the opening of Mac Cuu town in Ha Tien, Dolta festival, Chol Chnam Thmay festival in Go Quao, Tao Dan Chieu Anh Cac festival in Ha Tien, etc is held on the full moon day of the first month, every year gathers a lot of people, intellectuals who love poetry, gather here to compete their talents in the field of literature and art.

In addition, this land is also home to many unique traditional craft villages such as knitting cushions, weaving mats in Ta Nien, making pots on Hon Dat, making amber in Ha Tien, etc.

Agricultural tourism:

This is a type of tourism that serves tourists on the basis of agricultural production activities for entertainment or educational purposes. Visitors

will experience firsthand the work of farmers. For example the process of farming, agricultural production, raising cattle and poultry, harvesting crops, etc.

Kien Giang province with an agricultural land area of 64.2% of the natural area, we have the advantage of agricultural tourism resources. In addition to agricultural land, which is fully utilized by farmers, many areas around the garden, next to the riverbank, etc. in rural areas are still deserted and have not been utilized to develop into vegetable gardens and ponds. fish or develop miniature flowers, fruit trees, etc. to attract tourists to enjoy the local countryside. With the above agricultural land, we can completely develop the type of community-based agricultural tourism - Farmstay such as Tourism to experience the process of preparing for production, harvesting crops, trading agricultural products, agricultural research tourism, agricultural education tourism...

The role and impacts of community-based tourism on the economic development of Kien Giang province

The role, on the basis of awareness of community-based tourism, we realize that the type of community-based tourism can only rely on the daily activities of the community, therefore, tourism development community calendar will ensure the sustainable development of the tourism economy; provide markets for increasingly diverse local goods and services; contribute to enhancing the image of the locality and the country, both preserving in the folklore and promoting the cultural values of the ethnic groups, contributing to creating jobs for rural people, increasing incomes, reducing maximum leisure time; actively build a new cultural life and directly contribute to the socio-economic development of the locality and the whole country.

Specific impacts, from the roles mentioned above, it is found that, once the type of community tourism is promoted and developed well in Kien Giang, there will be impacts on the three pillars of development. Sustainable development is social, environmental, and economic benefits and many other areas of social life in the area together for development.

Contribution to society:

Raising the sense of community cohesion: This is a type of not only one household, two households, etc. participating families can create a model of community tourism products, but it is very necessary for the whole community to unite and join hands. create community tourism products. Therefore, many individual households in the same community join hands, share, support and bond with each other to create unique tourism products in their locality and homeland. From there, the residential community will stick together, protect each other, trust each other, respect each other more, etc. and this is also a sustainable foundation, certainly contributing to the sustainability of the sense of community cohesion.

Proactivity and creativity will be promoted in the community: With the role of a builder and a beneficiary of the results of the type of community-based tourism that brings and directly affects people's income. Therefore, it is necessary for the whole community to share experiences and be proactive, creative, and determined to bring better quality tourism products, and rural products every day. a more diverse, more attractive, more and more progressive service quality. For that reason, the cultural values in the daily life of rural people shine and promote better. In addition, they will actively promote the image of the CBT model for their locality, actively negotiate with stakeholders to provide the market with quality and attractive CBT products.

Liberating women's productive power and rural leisure time: Once the type of community-based tourism is well promoted, in the rural areas of Kien Giang, women are a group of people who are liberated good labor and Most effectively, through service activities such as homestay service, catering service, local guide service, service of providing souvenirs or traditional handicrafts, etc. they will participate directly. continue to participate in the process of building the family economy and thereby affirming its position and role in the family, community, and society, etc. making a significant contribution to the GDP of the locality and the country as a whole. Besides, farmers, besides working time in the fields, will add activities to serve tourists, both freeing up leisure time, increasing income for households, minimizing social evils. Rural associations such as drinking, quarreling, rioting, fighting, gambling, cockfighting, etc.

will also gradually decrease and aim to be eliminated, bringing peace to life. rural living.

Promoting well the local cultural identity: Indigenous culture is one of the main materials, stimulating the curiosity of tourists and this is the foundation for building community tourism products in the provinces. locality in Kien Giang province. Therefore, the preservation, preservation, and promotion of typical cultural features of rural life and activities are some of the requirements that require local communities, especially the government and other stakeholders. Tourism activities need to pay attention to development. Once, we are aware of the importance and role of indigenous culture in local tourism activities, the community feels proud of the cultural traditions of the ethnic group, the locality will have a sense of self. knowledge of preserving, preserving, and promoting those values in building and developing community tourism products. From the positive or negative feedbacks from tourists, officials, authorities, the local communities themselves and research scholars, etc. will have the opportunity to see the positive factors to promote, at the same time, timely edit and refine the products that have been supplied to the market and thereby strengthen the pride in the indigenous culture of the people and the local community.

Traditional education on the sense of community cohesion, imparting skills to the younger generation, from the daily activities of the local culture, will directly and vividly affect the observations of young people and from there. they will easily engrave the indigenous cultural imprints of the local resident community. Through this, young people will be aware of and fuel their will for a good future on the basis of local culture, through participation in activities such as making traditional crafts, processing local cuisine. , local festivals and anniversaries, holidays, etc. Although, young people are not too concerned about these indigenous cultural activities, but the repetition of CBT activities will help young people to imprint their culture and also, create opportunities for the younger generation to learn about and feel proud of the rich heritage that the local community where they live has brought.

Raise awareness about food hygiene and safety: in tourism or any other activity, once the tables are prepared, hygiene and food safety always

come first. Therefore, community tourism activities highly promote the sense of food hygiene and safety, while ensuring visitors satisfy the most basic needs during their trip, namely the need to eat, stay, and revel, entertainment, learn, explore indigenous culture, beautiful natural scenery where they come, while ensuring good food hygiene and safety to protect the health of visitors. Therefore, in the process of building and developing community-based tourism products, local communities, especially those directly involved in tourism activities, must be trained to raise awareness of ensuring hygiene and safety for visitors during their stay at the community tourist site. From raising awareness about hygiene and food safety mentioned above, it is very important to contribute to raising positive awareness to ensure public health in the locality in general.

In addition, the development of community-based tourism also makes a very important contribution to improving the quality of human resources for local residents, from individual households to groups of communities with the same product. Therefore, there are conditions for training to improve professional qualifications, develop many new skills to better serve the type of community tourism, especially the ability to communicate and serve tourists. At the same time, enhance the efficiency of the planning, organization, and management of community tourism. From the above activities, in addition to perfecting their skills, local community members also pass on the pride of indigenous culture as well as the sense of nature conservation to future generations.

Contribution to the economic:

Improving and enhancing the quality of life of people in rural areas, through community-based tourism activities, will contribute to increasing income through activities of providing homestay services, providing souvenirs. , serving the typical culinary culture of the local area, etc. from that point on, the diversification of products and goods from the countryside is inevitable, and trading activities will be more and more developed and bustling, etc. from here increase income for each household and make an important and significant contribution to improving the lives of people in areas where community-based tourism is developed. Visitors (including experts, investors, etc.) through the form of community tourism are an opportunity

to penetrate, learn and exploit new markets, an opportunity to find investment opportunities, find new ideas to contribute to perfecting the community-based tourism model, increasing service quality, attracting more and more tourists. However, local communities should not be too dependent on community-based tourism, need to preserve their cultural identity, make tourism based on what is inherent in their ethnic groups and localities, and selectively absorb them. Filtering the cultural quintessence in the process of interacting with tourists will help the community develop economically in a more sustainable way.

To improve the quality of traffic technical infrastructure, community tourism resources are often distributed in remote and isolated areas, ethnic minority areas or remote places...where the transport system does not have good conditions. development, travel is difficult, material and technical facilities are weak, people's daily life is still difficult, contact with the outside is limited, cultural and spiritual life has not been met well, etc. The form of community-based tourism formed and developed will make a very important contribution to the construction of a transport infrastructure system for the movement of tourists, easy transportation of goods, and people's daily life. It is more convenient in traveling, exchanging and buying, especially creating many advantages in organizing transportation, transporting tourists to visit and enjoy the natural scenery, admire the beauties of the culture. in the daily life of the residents here.

Contribution to the environment:

Raise the spirit and awareness of environmental protection in the residential community, born and raised in a beautiful environment and natural scenery. However, those beauties need to be maintained, protected, and taken care of by each local people in order for these beautiful landscapes to be preserved and promoted well. It is good for the community to educate themselves in the awareness of environmental protection among residents because each action to protect the environment has a direct impact on the income of each household, so they will redouble their efforts to protect the environment. raise awareness of protecting the environment where they live. From there, they will be aware that the environment, green - clean - beautiful will be the first important factor calling, inviting,

and attracting tourists to come and come back to visit in the next time. Or rather, the residents in the area are the subject of protecting the environment in the locality, the ethnic group living and at the same time, they are also the subject of inheriting the results of that green - clean - beautiful environment. Their hands have worked hard to cultivate from the environment to the income of each household.

The development of community-based tourism not only affects the awareness of environmental protection of residents and the locality where they live but also has a great effect on the sense of environmental protection of tourists. The Vietnamese have a saying, near the ink, it's black, near the lights, it's bright - when visitors arrive in the locality, where the natural landscape is beautiful, the local culture is rich, and the humanity is more or less in their eyes. acknowledge and review their actions when dealing with the natural environment, the cultural environment of the residents here, making an important contribution to raising their awareness of environmental protection and also through them, the cultural traits of the residents. The unique culture in the daily life of the residents here has the conditions to promote to the outside world, especially the residents' awareness of environmental protection and natural landscapes, where community-based tourism co-development.

From the roles and positive impacts of CBT, therefore, more than half of the world's poorest countries see CBT as an effective tool to help these countries participate in the global economy. demand and sustainable poverty reduction. From that, it can be affirmed that developing community-based tourism is the right direction in the present and in the future.

Factors affecting the development of community-based tourism in Kien Giang province

Accessibility to a tourist destination:

That can be understood as the ability to travel to a tourist destination and to move between points within the destination's area to be convenient, simple, fast, and safe. . This is considered as one of the factors that evaluate the attractiveness of a tourist destination. Accessibility to tourist destinations depends on the transport infrastructure system (roads, parking lots, means of transport, etc.); traffic equipment (type, size,

speed, the scope of the type of transport, etc.); Regarding issues related to transport operations (trip schedules, directions, routes, etc.) and regulations related to transport activities (Giao, 2001), tourists still prefer to move inside at the destination by environmentally friendly means. In addition, the ability to access the destination is also assessed through criteria such as the destination support system, the reasonable price, affordability for tourists, the ability to access medical and financial services where the destination is located. destination, the system of rooms meets the needs of tourists, is easy to access on websites, directions from the map, etc. so that visitors have an overview of the selected destination.

The convenience of the destination is a very important factor for tourists to choose, this will get rid of tourists' thinking when participating in the form of community tourism (they often think that tourism is the form of tourism. community associated with poor amenities). Therefore, the development of community-based tourism must ensure comfort and be spacious, complete, and meet the minimum needs of visitors such as restaurants, bars, amusement parks, entertainment areas. for all ages, interpreting services, transportation, security and order, free sewers, drainage, hygienic and clean public toilets, etc. Although the convenience of the destination is not direct. However, it affects the consciousness of tourists and is also a basic factor for tourists to come back and introduce to friends and relatives, making community tourism more and more developed.

The participation of the people, the participation of the local community is one of the new catalysts that can attract tourists, to many parts of the world, including countries with exhausted tourism resources. The richness and diversity are also facing difficulties when people stand on the sidelines of tourism development. It is a disadvantage for the tourism industry because they will be indifferent to the hustle and bustle that the tourism industry brings, they leave security and order issues, food safety and hygiene, environmental sanitation, the cost of products... that they can provide, the traditional culture takes place only in tourist destinations but is absent in people's daily life, etc. Therefore, the destination will not attract tourists.

According to Noppara Satarat (2010), the participation of local people in community-

based tourism is divided into four criteria: (1) participation in the decision-making process, (2) participation in the implementation process, (3) participate in benefit sharing and (4) participate in evaluation activities. Henry (2009); Lucchetti & Font (2013) argue that the participation of local communities in tourism development must make a difference from other competitive tourist destinations, which creates tourists. have different experiences than other tourist destinations they have visited. Creating attractive, creative, and unique tourism products such as cuisine, handicrafts, and experiencing the daily life of local people at the destination has contributed to increasing income. for local people, both attracting tourists by stimulating their curiosity, thereby contributing to increasing financial spending and length of stay as well as recommending to their relatives and friends to continue. continue to visit. Therefore, the participation of people in the development of community-based tourism is a necessary and important factor that local authorities should pay attention to developing.

Tourism knowledge and skills of local people:

Research by many scholars (Frank & Smith, 1999; Aref et al., 2009; Moscardo, 2008) shows that to improve community capacity in tourism development, participants must have knowledge and skills. abilities, thereby helping them to think and act in the most appropriate ways. Skills and knowledge are considered a support tool for community development and an important factor for community tourism development, it is really necessary for any audience when participating in activities. community tourism. from local government officials or community leaders to local residents.

Research by Aref et al., (2009) and Moscardo (2008) also points out that in most developing countries, the lack of capacity in the community is recognized as a barrier promoting the development of CBT. According to Aref, community capacity building plays a central role and plays an important role in the tourism business, in which, lack of tourism knowledge is an important barrier that not only directly affects the tourism development. limited participation of local people in tourism development, but also contribute to other obstacles such as: being dependent on tour arrangements of companies outside the community, dependent on time, Therefore, in order to improve the capacity of

the local community in developing the type of community tourism, it is necessary to improve the knowledge and skills of tourism. for residents and local authorities.

Orientations to develop community-based tourism in Kien Giang province

From its inherent resources, from the advantages brought by the type of community-based tourism, from the positive impacts of the above-mentioned tourism type, it is thought that Kien Giang should soon have policies and books to stimulate the development of community-based tourism. Understanding that, everything starts with the government having guidelines and policies, new economic types can be born and developed, but in order for Kien Giang community tourism to develop in the near future, we strongly The proposed format is as follows:

Firstly, focusing on education and propaganda among the People, realizing that the rural residents of Kien Giang, day by day rely on the fields, shrimp, and crab ponds, and try their best so that the crops are plentiful, here is the precious industriousness of our people. But among them, they are not aware that, through the field, their shrimp and crab ponds can develop into very attractive community tourism models for the surrounding world and friends around the world. . Therefore, they are not mentally prepared to be able to generate more income from those farming methods. Moreover, the rustic and sincere lifestyle of each rural people in Vietnam in general and Kien Giang in particular - is a unique cultural feature that cannot be found anywhere else. But that rustic, sincere will be less willing to change, less create new features, long-term attraction for visitors. Therefore, to develop this type of community-based tourism, propaganda needs to go first, go in, and go after so that rural people always realize the values and economic benefits that this type of tourism brings. Rest assured that, there is always the guidance of the local government, the companionship of travel businesses and researchers so that the community-based tourism model is perfected and replicated throughout the province. to each locality to do tourism, from home to travel and people to do tourism.

Second, establishing a network of major travel agencies, travel agencies are

indispensable companions in the process of developing the community-based tourism model in Kien Giang province, they are the "frontline" people. " in a welcoming, greeting visitors. Therefore, the local government, at first, should have preferential policies (according to local guidelines) so that these companies can easily access the demonstration sites (models) of community tourism. in each locality. Local authorities and residents (where the community-based tourism model is built) need to listen to the contributions of travel businesses, through the tours that the company offers to visitors, to model tourism. Kien Giang community is improving day by day and meeting the needs of each visitor.

Third, building pilot models, according to the research team, we find that the model of community-based tourism brings many economic benefits to households and is the driving force to promote the economic proportion. The service industry group - Tourism is increasing in the local economic structure, but at first, we should build pilot models (as demonstration points) for rural residents in localities in the province to participate. visit, learn from experience, learn from the process of welcoming guests, activities of indigenous culture, the culinary culture of each region, and locality (it cannot happen that everywhere in Kien Giang has delicious dishes). the same, for example). In addition, local authorities, need to create conditions for people (where the model will be built), professional staff, and researchers to visit and learn from successful community-based tourism models. Vietnam and the world. From those perceptions, we propose to build three pilot models in three areas: (1) model of community tourism Culture - Craft village taking Tao Dan Chieu Anh Cac festival - combining craft villages making clay pots on the Hon Dat - Ha Tien tourist route; (2) Model of community tourism to visit and study U Minh Thuong national park - combining red tourism of the heroic U Minh land; (3) The model of community-based island tourism is centered around the Ba Lua archipelago of Ha Tien. Realizing that, at first, the models here will be convenient in terms of traffic, convenient for tourists to access destinations, moreover, residents here have gradually formed a sense of building tourism products. of each locality.

Fourth, continue to call on researchers to discuss more and give suggestions to improve the model, it is thought that the local government has managed with its solidarity and wisdom in the past time. operating local economic activities has achieved admirable results. In order for new economic models to continue to develop in the coming time in the heroic homeland of Kien Giang province, the children of Kien Giang province, would like to contribute a small part of our efforts to the development. there. Therefore, it is hoped that the local government will create conditions for researchers in the province in particular and outside the province, in general, to consult in the management decision-making process so that the community-based tourism model of Kien Giang will soon be established. succeed and develop, through periodic seminars to learn from experience (arranged by the tourism industry).

Fifth, the decisive factor is the participation and determination of the party committee and the government, with the role of leading and orienting for the people to follow, it is thought that the Party committee and the government of Kien Giang province need a Resolution. topic on building a model of community-based tourism in the area (or thematic resolution on promoting and developing the tourism industry) and the province should have policies to encourage investment in this type of tourism. In addition, it is necessary to involve the whole political system, (not just the responsible tourism industry) so that the community-based tourism model can develop in the right shape, in the right state, and meet the expectations. of people. Since then continue to make Kien Giang forever an attractive and ideal destination in the hearts of tourists.

Conclusion

Kien Giang province has a lot of potential for developing community-based tourism, but that potential has not been awakened and has not been developed properly, worthy, and has not made a worthy contribution to the leading economic sector. is not really a lever to promote the economic and social development of the province. Stemming from the theory and practice of developing community-based tourism in Kien Giang, the

article briefly mentions tourism resources, factors affecting the development of community-based tourism in Kien Giang province, in particular, went into depth on the role and positive impacts of community-based tourism on all aspects of the lives of rural residents, where community-based tourism is developed.

To develop into a specific tourism product and rural residents' life, to develop the daily cultural activities of the residential community and introduce and promote it to the public near and far, etc., and It also allows the tourism industry to make an important contribution to the local economic structure, increase income, and reduce the leisure time of rural residents. I think, developing the type of community-based tourism in Kien Giang is an urgent issue.

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