

DEVELOPING SUSTAINABLE TOURISM MODEL ASSOCIATED WITH CONSERVED EDUCATION, UNDERSTANDING THE IDENTITY OF PHYSICAL CULTURE HERITAGE AND NON-PHYSICAL CULTURE HERITAGE, DEVELOPING LIVELIHOOD AND SUSTAINABLE MULTIDIMENSION POVERTY REDUCTION FOR ETHNIC MINORITIES OF QUANG NINH PROVINCE IN THE CONTEXT OF INDUSTRIAL REVOLUTION 4.0

Bui Thuy Phuong

Nguyen Van Cu Personnel Training
School, Quang Ninh
Email:
buihuyphuong.pgd@quangninh.edu.vn

Received: 13/9/2019
Reviewed: 16/9/2019
Revised: 21/9/2019
Accepted: 25/9/2019
Released: 30/9/2019

DOI:
<https://doi.org/10.25073/0866-773X/331>

In the trend of Industry Revolution 4.0, tourism has been considered as one of the key and key economic sectors of the country and smokeless industry requires sustainable tourism development associated with the conservation and promotion of tangible and intangible cultural heritage values are becoming more and more important and urgent than ever. Author through deeply analysing the context and situation of developing a model linking sustainable tourism with preserving and promoting the specific tangible and intangible cultural heritage values of Quang Ninh province in the previous period thereby proposing a system of appropriate solutions to develop models of cultural tourism, heritage tourism, rural tourism, community tourism...in close association with specific values conservation and promotion of tangible and intangible cultural heritage, livelihood development and sustainable multidimensional poverty reduction for ethnic minorities groups in the current Industry Revolution 4.0 trend.

Key words: Industry revolution 4.0 background; Sustainable tourism model; Preserve and promote tangible and intangible cultural heritage values; Sustainable livelihood development and sustainable multi-dimensional poverty reduction; Ethnic minorities of Quang Ninh province

1. Introduction

In the trend of Industry 4.0, tourism is determined to become one of the key economic sectors of the countries, requiring sustainable tourism development associated with preserving and promoting the values of non-physical cultural heritage and physical cultural heritage become more urgent than ever. The Politburo's Resolution 08-NQ/TW on developing tourism to become a key economic sector has emphasized the viewpoint: "Sustainable tourism development; preserve and promote the cultural heritage and fine traditional values of the nation; protect the environment and nature... ". To this end, the relationship between tourism development and conservation and promotion of tangible and intangible cultural heritage values must be handled in a harmonious and reasonable manner based on

responsible behavior of the related parties are the leading tourism and heritage management agencies. On the macro side, the national tourism development model needs to be planned long-term, in which not only take the profit factor as a target but also take into account the benefits for the future through proper use rationality, efficiency and humanities of natural resources, values of cultural identity that his father had left. In addition to the feasibility of economic projects, it is necessary to approve cultural goals to ensure the sustainability of non-renewable resources. Heritage is an irreplaceable tourism resource, so satisfactorily resolving the relationship between heritage conservation and sustainable tourism development requires adherence to the principle of newness, after construction. necessarily respect the original heritage. Recently, due to not complying

with this principle, many heritage sites have been restored and renewed, leading to distortion of initial values. Currently, scientists have introduced the concept of “active conservation”, that is, bringing inherent values of tangible and intangible cultural heritage into life, thereby preserving and promoting those unique cultural identity values. But to do that, there needs to be a close handshake between tourism people and heritage people. Tourism development projects associated with heritage exploitation want to implement, there must be careful calculation and consultation from heritage experts through professional activities to assess in detail the impacts to heritage, thereby ensuring to control the impact at an acceptable level. In the planning of tourism space organization, management of appropriate capacity of tourism resources and environment at the tangible and intangible cultural heritage should be managed.

Natural and cultural heritage are considered as invaluable resources creating a unique attraction for tourism in each locality. Exploiting tangible and intangible cultural heritages for sustainable tourism development, contributing to the preservation and promotion of traditional cultural values is an important task of the province in the cultural tourism development roadmap, community tourism, rural tourism. Take measures to closely combine culture and tourism, creating a harmonious relationship between conservation and development, economic growth and preserve cultural identity, landscape and environment, ensure sustainable development, efficiently exploit the local tourism potentials, creating a distinctive highlight.

2. The reality of developing a model to link sustainable tourism with the conservation and promotion of specific tangible and intangible cultural heritage values of Quang Ninh province for livelihood development and sustainable multidimensional poverty reduction in the 4.0 Industrial Revolution trend for ethnic minorities groups

The Industrial Revolution 4.0 emerged as the inheritance of human development, the fusion of technologies and blurring the boundaries between the fields of physics, digital and biology with the focus as development of artificial intelligence, robots, internet of things, cloud computing, materials science, biology, wireless mobile technology, nano technology, automation, 3D printing technology, science is profound and interdisciplinary...with the foundation of the breakthrough of digital technology, meeting the requirements of the knowledge society and knowledge economy.

Natural and cultural heritage are considered as invaluable resources creating a unique tourist attraction for each country. To exploit the heritage for sustainable tourism development, while preserving and promoting the heritage value for future generations is not a simple problem for many

countries, including Vietnam. Cultural heritage (tangible and intangible) are material and spiritual products of historical, cultural and scientific value, including cultural historical relics, places of interest and ceremonies associations, traditional lifestyles, folk knowledge, community culture...A society cannot exist and develop unless it is based on the specific values of tangible and intangible cultural identities. Many values of tangible and intangible cultural identity have gone beyond the framework of a people, a nation and have a global influence - That is the tangible and intangible cultural heritage of the world. For example, as of June 2011, Vietnam has 13 UNESCO World Heritage Sites including 11 cultural heritages. These are the priceless assets of all humanity.

Promoting and preserving values of cultural heritage are two sides of a unified whole, having a mutual impact in the development process of each society for which culture is considered the foundation. The promotion of cultural values will have the effect of raising the awareness, first of all of the members of the ethnic community and of international friends, for the responsibility to preserve cultural values. On the contrary, conservation will be the basis and create opportunities for cultural values to be proud, to introduce to other nations and other countries in the world.

Tourism is a clearly resource-oriented economic sector or in other words, tourism can only be developed on the basis of exploiting the value of tourism resources. From this perspective, cultural values are considered as a form of tourism resources to exploit to create attractive, differentiated and competitive tourism products not only among regions and localities domestic but also between Vietnam and other countries in the region and the world. There are many approaches to promoting the values of cultural heritage, but tourism is considered the most effective method, especially for international friends. It is not accidental that tourism is considered a “bridge” between peoples and cultures around the world. Many cultural values can only be perceived in the real scenes of nature, the traditional community way of life that no movie or performance can convey and only tourism can give visitors special, vivid experiences. Tourism is a comprehensive economic sector that can only develop on the basis of exploiting the value of tourism resources.

However, from the reality of tourism activities based on heritage exploitation in the past, it is easy to see that in order to achieve the economic growth target, the loss often belongs to the heritage when conserving “natural capital” has not been taken seriously. The evidence is in exchange for monumental constructions such as eco-tourism areas, resorts, cable cars...; hundreds of thousands of hectares of forests have disappeared, many

beautiful beaches have been deformed, many mountains have been destroyed and with that, the change of natural ecosystems as well as cultural environment of local communities.

Rural and community based tourism in the provinces in recent years has opened up new development directions, but there are still many shortcomings and limitations that need to be overcome: rural tourism is still small and not available. The combination of 4 objects together (managers, policy makers, tourism service businessmen, local people). Products of rural tourism and community tourism are not yet special and diverse in types has not attracted high paying tourists to increase tourism revenue. Tourism infrastructure in many places has not met the needs of tourists. Many activities of rural tourism and community tourism are still spontaneous and lack connection planning. The training of human resources, especially the team of speakers, guides and service staff at home tourist sites has not been given adequate attention. Preserving the natural landscape and traditional cultural identity...are major challenges in the development of rural tourism in localities. According to tourism experts, the successful conditions for rural tourism, community tourism development includes 3 elements: respect for the community, cultural identity and authenticity; combine economic and social benefits (environmental protection, traditional industries...) and community participation in decision making. Therefore, it is necessary to consider the main factors to develop rural tourism, community tourism in which the core is the community factor and builds the traditional cultural identity of each ethnic minorities group and each locality. It is necessary to take economic efficiency to evaluate and comply with market rules as an economic industry, bringing economic benefits, associated with social and environmental benefits. However, over time promoting the human values associated with the development of rural tourism, the province's community based tourism has also encountered difficulties, such as: the number of folk musical instruments of ethnic minorities (gongs, alas, flute...) tend to decrease; fewer people know how to play traditional instruments. A part of the younger generation of Vietnam does not earnestly engage in folklore and traditional culture. Funding, facilities and people to invest in this field are still difficult. The socialization of culture and tourism has not attracted a large number of people. Some scenic and historical relics have been degraded but have not been restored or embellished.

According to the overall assessment, the activities of preserving ethnic culture, developing tourism associated with ethnic minorities have achieved some positive results. Experts say that the trend of commercialization has made many cultural

values fade away like the traditional costumes of many ethnic minorities which are meticulously hand-crafted products, now replaced by various types. Imported fabrics or ready-made garments. The development of typical local tourism products is also mechanically stereotyped, losing cultural values in each region. In addition, the lack of human resources or untrained manpower (for local tourism workers, tourist guides) is also a weakness in developing tourism associated with ethnic minority culture conservation.

At present, there is a lack of policies to support tourism development for ethnic minorities such as: lack of infrastructure support, material and technical support for tourism, lack of basic policies on tourism create tourism skills, build welcoming capacity for ethnic minorities; discover and select appropriate cultural values to build tourism products associated with conservation; seek support, connecting with tourists, promoting tourism; supporting ethnic minority people in building tourism products to serve customers.

Regarding cultural preservation, many activities have been carried out such as inventory, making a list of relics inventory for management and protection in accordance with the law; restoring traditional festivals, preserving traditional villages and hamlets; recognition of national intangible cultural heritage; training support for ethnic minority people; open intangible cultural classes ...

Tourism activities are generally spontaneous, there is no systematic survey plan; Sightseeing program is monotonous and not attractive to tourists; The quality of tourism products is not high, lacking in originality and often overlapping among localities in the region. It can be seen that the causes of such existences are: Tourism is lacking a strategy to promote the value of local traditional cultural heritage in tourism products; service packages are still monotonous; service quality in product packages is simple; tourism products and services have not conveyed the core cultural values, not yet attractive.

The system of establishments providing cultural tourism services is not commensurate with the value system of humanistic tourism resources, failing to meet the needs to provide services of tourists; Direct services in tourism products are not yet professional, skills in conduct of cultural tourism are limited.

Social community and local people are not aware of the value of cultural tourism service packages that they can participate in providing in the integrated service chain; lack of effective promotion mechanisms to connect the community to develop cultural tourism products. Community tourism, rural tourism are unique products, expressing the local identity well, however, this time has not been paid much attention to in the locality.

Education and vocational training for tourism

are not paid attention to connecting with the local cultural heritage clearly, there are still many gaps in connectivity and connection with the cultural community and local authorities.

3. The system of solutions to develop a sustainable tourism model closely linked to the conservation and promotion of tangible and intangible cultural heritage values in the 4.0 Industrial Revolution trend for livelihood development , Sustainable Multidimensional Poverty Reduction for Ethnic Minorities Groups in Quang Ninh Province

Solution 1: Raise awareness of local communities on tourism development, sustainable livelihoods and sustainable tourism development orientation in close association with preserving and promoting the values of tangible and intangible cultural production

In the coming tourism development plan of Quang Ninh province will further promote the study and exploitation of village cultural values to develop cultural tourism products imbued with national identity, attractive and being competitive to attract more tourists, especially international ones, contributes to the achievement of the set strategic goals. But more importantly, through the development of village tourism, rural tourism (ecotourism, agricultural experience tourism ...), will contribute to the protection and promotion of cultural identity values local traditions and opportunities for ethnic minority communities to participate more actively in tourism, gain more income to improve their lives, develop their livelihoods and reduce multidimensional poverty.

Some basic orientations for tourism development associated with conservation and promotion of cultural values and community development include:

- Effectively exploit the values of cultural heritages to develop specific, highly competitive and attractive tourist products. Currently, one of the basic limitations of Vietnam's tourism is the lack of specific and highly competitive regional and international tourism products. The tourism development strategy of Quang Ninh province in the coming period will give priority to overcoming this limitation. In this case, the cultural heritages themselves, especially the world cultural heritages are valuable tourism resources. The problem is that proper planning and investment are needed to turn tangible and intangible cultural heritage values into competitive tourism products that attract tourists. The growth in tourists to heritage sites will mean that these heritage values will be further promoted. Developing cultural heritage tourism in association with local community development.

Community is an integral part of cultural heritage, in many cases it is the soul and the heart of the heritage. Therefore, heritage tourism

development is inseparable from community development in the heritage area and the benefits from heritage tourism must be shared with the community. In this case, the community will be an active contributor to the conservation and promotion of heritage values in their home country. In addition to the above meaning, developing cultural tourism associated with the community will also exploit the local traditional cultural values, contributing to diversify and richer tourist products of the destination, increasing the attractive and efficient tourism business.

- Development of cultural tourism, especially tangible and intangible cultural heritage tourism, must be linked to national and regional tourism development.

In order to effectively promote cultural heritage values, especially world heritage sites, the promotion of cultural tourism through cooperation with countries in the region will be important. This cooperation will first create tourist routes of cultural and regional heritage values. In order for ideas to link cultural heritage tourism, it is necessary to link tourism development among tourist areas.

All levels and sectors to strengthen communication and promotion of agricultural and rural tourism products associated with building typical brands; focus on exploiting the application of information and communication technology modern in the trend of Industry Revolution 4.0 to promote agricultural and rural tourism, bringing specific agricultural products associated with landmarks to promote agriculture and rural tourism areas at forums, fairs, trade promotion activities.

Solution 2: Preserve and actively promote tangible and intangible cultural heritage values of Quang Ninh province

In tourism development planning, especially cultural tourism, it is necessary to integrate the ideas of preserving and promoting the values of heritage, accordingly, the following specific measures should be considered:

- Planning on organization of tourism space must be in accordance with the Convention on the Protection of World Cultural and Natural Heritage and the legal provisions prescribed in the Law on Cultural Heritage, the Law on Tourism and other laws. relate to;

- Manage the "capacity" to suit the capacity of the tourism resources and environment and manage the impact of tourism activities based on the environmental impact assessment report on development investment projects. tourism in relic areas, especially world heritage sites;

- Contribution from tourism income for conservation activities, according to which need to specify the rate of funding contribution for the conservation of heritage values from

tourism income. In order to carry out this issue, it is necessary to have the coordination of related branches, especially the Finance sector;

- Share benefits with the local community from tourism activities, whereby material support from tourism income is needed to improve the local infrastructure and create favorable conditions for the community to participate in tourism services activities in heritage areas. This will contribute to significantly reducing the community's "pressure" on heritage values and will encourage them to become true owners of the community's efforts to conserve and promote heritage values in Quang Ninh province.

- Strengthen the role of the local community in sustainable tourism development: In order to increase the participation of local communities in tourism development as an important element contributing to sustainable tourism development, some key measures that need to be considered include:

- Create favourable conditions for the community to participate in the planning process and supervise the implementation of tourism development planning where the community life is attached. This not only contributes to ensuring the plan comes to life based on the rich and specific knowledge of the community to the land they stick to, but also for the community to understand what will transform on their property; what they can engage in tourism development for a better life and for the community to be better prepared for new jobs along with the responsibility to protect traditional natural and cultural values in the process of sustainable tourism development;

- Raising awareness of the community on the responsibility to protect local natural and traditional values to ensure their livelihoods with the income they gain through participating in tourism development activities on the basis of exploiting the natural values and local traditional culture. First of all, this awareness needs to be raised among "village elders and village chiefs" who have broad influence in the community;

- Enhancing the dissemination and interpretation of current regulations on the protection of natural resources and traditional culture to the community. Funds for these activities need to be supported by the state budget or part of the funding directly from tourism income;

- Develop mechanisms and policies appropriate to the local characteristics to ensure that a part of tourism income will "come back" to support the community and for the conservation and development of environmental tourism resources where tourism activities take place with the participation of the community;

- Develop a number of specific models and mechanisms to create the most favourable conditions for community participation in tourism

development activities such as loan support with preferential interest rates, training support skills, providing necessary information for tourism service business activities, etc...;

- Strengthen cooperation, take advantage of the support of international organizations to enhance the capacity of community participation in tourism activities to improve livelihoods, improve living standards and thereby limit impacts of the community on natural and environment resources, contributing to sustainable tourism development.

Solution 3: Regular training and retraining of a contingent of heritage management officers and tourism management officials

It is important to train staff from heritage management to tourism professionals who are knowledgeable about tourism culture and business, noting that the view of associating heritage with tourism development does not mean that all heritage is allowed to exploit tourism. There are heritage not or not exploited, but must be conserved. In developing tourism in heritage sites, it is necessary to harmonize the relationship and interests of the stakeholders, especially the local community as the owner of the tangible and intangible cultural heritage in the activities of protecting, managing and exploiting the heritage and at the same time promoting socialization to create more funding for the restoration and preservation of tangible and intangible cultural heritage.

Training human resources for tourism has been implemented to the subjects from managers, households and people directly doing tourism. Most recently, the province has cooperated with a number of schools to organize English training courses at the grassroots level.

Solution 4: Increase funding to conserve and promote tangible and intangible cultural heritage values

The conservation of cultural values requires funding for heritage collection and research activities; protection, embellishment...besides the requirements of experience, staff, scientific and technological level...in the field of conservation. Funding for cultural heritage conservation activities from the state budget and international cooperation is often very limited compared to actual needs. This greatly affects the effectiveness of cultural preservation. In this context, tourism revenue will be an important contribution to the conservation activities of cultural values.

Thus, it can be seen that the close and close relationship between conservation and promotion of cultural heritage and between conservation and promotion of heritage with tourism development activities. These are dialectical organic relationships that need to be viewed objectively and adequately to build the orientation of effective exploitation of

cultural heritage values for tourism development and policy development. It is suitable for tourism to make the most positive and responsible contribution to the preservation and promotion of cultural heritage values.

Tourism is a highly integrated social economy, so tourism development can attract and need the broad participation of all economic sectors and the community. This is considered one of the «comparative strengths» of tourism compared to other economic sectors.

Therefore, one of the important approaches for sustainable tourism development is to promote the development of community based tourism and rural tourism in which traditional values and the role of the community are promoted.

Solution 5: Promoting the internal role of the local community with sustainable tourism development

By promoting the internal role of the local community through community tourism development, sustainable rural tourism will have positive impacts including:

- Contribute to increasing income for local communities, especially in rural areas where poverty incidence is still high. This will be a positive factor contributing to reducing the impact of the community on the landscape and nature values and thereby contributing to the conservation of natural resources and the environment to ensure the development of cultural and community tourism, sustainable rural tourism;

- Contribute to the community, especially those who have not been able to directly participate in tourism services, to benefit from the development of tourism infrastructure (transport, electricity, water, post and telecommunications...). This will also be a positive factor to ensure fairness in tourism development, one of the important contents of sustainable tourism development;

- Contribute to creating new job opportunities for ethnic minorities in local communities and thereby will contribute to structural changes, human resource development, labour improvement in this area. This will also be an important factor contributing to restricting the migration flow of local communities from rural areas to urban areas, social stability to ensure sustainable development;

- Contributing positively to the restoration and promotion of values of traditional cultural identities and traditional occupations, thus contributing to sustainable tourism development from the perspective of natural resources and tourism environment;

- Facilitating and promoting cultural exchanges and then economic exchanges between regions. This will also be an important factor in preserving and promoting the values of traditional cultural identity of

the province and at the same time creating opportunities for economic development in disadvantaged areas, ensuring the sustainable development, said, in general, tourism in particular, livelihood development, sustainable multi-dimensional poverty reduction.

Solution 6: Developing rural tourism and community tourism to improve the agricultural production value of the province

Development orientation of agricultural tourism and rural tourism is a radical solution to improve agricultural production value and income for rural people. Developing rural and community-based tourism must consider the interests of the people, attaching importance to promoting traditional cultural values. Rural tourism development, community tourism in association with new rural construction.

First of all, there must be awareness and clarification of the connotation of the concept of rural tourism and community tourism in association with promoting the landscape and cultural values of the countryside for tourism activities. In the context of the shrinking agricultural land area, the restructuring of agricultural production, rural tourism and community tourism need to be considered as a measure to build a new countryside. Not only a tool to reduce poverty, but also to diversify rural incomes and preserve and promote traditional cultural values and ecological environment landscapes.

It is necessary to consider the main factors for the development of rural and community based tourism, in which the core is the community element and builds the traditional cultural identity of each ethnic minorities groups and locality; taking economic efficiency to assess and comply with market rules as an economic industry, to bring economic benefits, associated with social and environmental benefits; the participation of community and rural people as the subject of rural tourism; gender issues in rural tourism development, community tourism; the role of the establishment of value chains in the development of rural tourism, community tourism; promoting the role of other stakeholders such as travel agencies, research agencies, social organizations; improve the quality of tourism products with increasing the value and difference of products targeting each specific target audience. Determining the development of agricultural and rural tourism is a radical solution to improve the value of agricultural production and income for rural people. Rural tourism development must attach importance to the interests of the people, focusing on promoting the traditional cultural values; taking the interests of the local community above all else, taking the cultural characteristics of each region and region as the foundation and strengths to make a difference, own brand for rural tourism, local community tourism.

Each locality must really focus on improving the quality of human resources for agricultural and rural tourism activities associated with vocational training for rural workers through strengthening training and retraining courses in foreign languages, skills, knowledge, attitude to serve tourists in a professional, skilled and friendly manner; strengthen connection with travel agencies to design tours and routes to attract tourists to exploit the potential and advantages in tourism development.

The local cultural and tourism village has been built into a typical model of community tourism development to create sustainable livelihoods for people. The model has been creating jobs and income for local people and at the same time become a model of community livelihood development from tourism. The model has promoted the traditional values of ethnic minorities, while creating stable jobs for local people thanks to the values of ethnic minorities identity, housing architecture and village landscapes.

Promote local strengths, focus investment with focus, complete infrastructure systems, cultural institutions, ensure favourable development of tourism; preserving tangible and intangible cultural heritages of ethnic minorities; focus on building typical cultural villages associated with building New Rural. Identify the building of a model of community based cultural tourism village that takes advantage of the local strengths from traditional culture, local knowledge and customs that have created a particular image for the locality especially attracting tourists to visit, convalescence. This is an economic development direction associated with sustainable livelihoods for the people, changing the appearance of the village; people's lives are constantly improved; labour structure, production lines gradually shifted towards goods.

Solution 7: Developing policies for rural tourism development, agricultural tourism and community tourism to create momentum for the development of sustainable tourism livelihoods

Due to the uneven development of population size and living conditions, ethnic minority life has been facing many difficulties. Including the harsh natural conditions, rugged terrain, great fragmentation; scattered population; outdated infrastructure, underdeveloped economy; material and spiritual life is still low, the risk of falling behind and losing cultural identity in some ethnic groups is worrying. Many policies and solutions to support and improve the lives of ethnic minorities have been issued and implemented, but in general, there have been improvements in the economic life but the cultural life has faced many difficulties.

Developing policies for rural tourism development, the project on developing tourism economy associated with building a new countryside; reviewing and proposing solutions to remove difficulties and obstacles

for rural tourism development, especially policies related to procedures for managing foreigners and accommodation management; policies to encourage and support households doing tourism in rural areas to access loans to invest in tourism development (capital from banks, investment funds, loan funds from associations and commune organizations professional associations); Training support policies for rural people doing tourism.

Agricultural and rural tourism development must be closely linked with the formation of typical agricultural products, handicrafts and fine arts products of each locality, region and region as a basis to attract visitors come to experience and consume.

The proposed support mechanisms and policies focus on supporting the development of tourism infrastructure and tourism technical facilities; support cultural preservation in service of tourism development; capacity training for ethnic minorities in tourism development; supporting the development of tourism products; connecting tourist attraction and promoting and promoting tourism. building mechanisms and specific policies for CBT.

Community tourism is an open door for economic restructuring in rural areas of ethnic minorities, contributing to effective poverty reduction and poverty reduction. It is necessary to have bank policies to lend to households with low interest rates or to set up tourism funds to support the community so that ethnic minorities can afford to build houses and sanitation facilities. community tourism. On the other hand, the State needs to have a number of incentive policies to encourage businesses to bring tourists, such as tax reduction, preferential loans ...

Building effective coordination mechanism, sharing resources for the community fairly and equally. The most feasible science-based conservation policy and solution is to harmonize benefits, easy to destroy, hard to hold. The most feasible conservation work is that we have development rights laws, which we do not yet have, in order to balance the benefits.

4. Conclusion

The preservation and promotion of cultural heritage with socio-economic development through models of cultural tourism, rural tourism, and community based tourism has brought practical effects to the people, especially in ethnic minority areas. Building community-based tourist attractions in association with cultural conservation is still a new work for the people. This is a business field that requires the participation of 4 objects, including people, businesses, scientists, and state management agencies. Owners of tourist destinations - that is, ethnic minorities - must voluntarily participate creatively with the effective Management Board with practical and democratic regulations. The

community is the owner, so they should enjoy appropriate benefits, avoiding the situation of poor "owners" that businesses bring tourists back to rich. Entrepreneurs are partners who bring guests to tourist destinations of ethnic minorities. Only when there are tourists come, community tourist attractions can develop. Businesses not only provide customers but also contribute capital support, training for the community. Tourism business still needs the participation of consultants, scientists to help people, local authorities and businesses to build suitable tourism products and

models, ensuring their own identity. have of each ethnic group, region. State management agencies play an important role in orienting and developing specific policies and mechanisms for community tourist sites. Local state management agencies are also a force to regulate interests between people and businesses. Therefore, there should be a close cooperation between the 4 objects mentioned above in an organic and intimate way to develop community-based tourism in association with preserving ethnic minority cultures in the most sustainable way.

References

- Anh, T. T. (2011). *Cultural tourism curriculum - Theoretical and professional issues*. Hanoi: Education Publishing House.
- Bai, D. Van, & Toan, N. H. (2006). *Village Cultural Heritage Museum*. Ministry of Culture and Information, Department of Cultural Heritage
- Baothanhhoa.vn. (2018). *Preserve and promote traditional cultural values associated with tourism development*.
- Chinhphu.vn. (2019). *Rural Tourism Development - Basic solutions to improve agricultural production value*.
- Ha, L. T. (2019). *Supporting local border development of tourism associated with cultural conservation*.
- Linh, D. (2018). *Sustainable tourism development in association with conservation and promotion of heritage values*.
- Phuong, P. (2018). *Preserve and promote the value of intangible cultural heritage*.

PHÁT TRIỂN MÔ HÌNH DU LỊCH BỀN VỮNG GẮN KẾT VỚI GIÁO DỤC BẢO TỒN, PHÁT HUY GIÁ TRỊ DI SẢN VĂN HÓA VẬT THỂ VÀ PHI VẬT THỂ, PHÁT TRIỂN SINH KẾ VÀ GIẢM NGHÈO ĐA CHIỀU BỀN VỮNG CHO ĐỒNG BÀO CÁC DÂN TỘC THIỂU SỐ CỦA TỈNH QUẢNG NINH TRONG BỐI CẢNH CÁCH MẠNG CÔNG NGHIỆP 4.0

Bùi Thúy Phương

Trường đào tạo Cán bộ Nguyễn Văn Cừ,
Quảng Ninh
Email:
buihuypuong.pgd@quangninh.edu.vn

Ngày nhận bài: 13/9/2019
Ngày phân biên: 16/9/2019
Ngày tác giả sửa: 21/9/2019
Ngày duyệt đăng: 25/9/2019
Ngày phát hành: 30/9/2019

DOI:
<https://doi.org/10.25073/0866-773X/331>

Tóm tắt

Trong xu thế Cách mạng Công nghiệp 4.0, du lịch đã được coi là một trong những ngành kinh tế chủ lực, mũi nhọn của đất nước, ngành công nghiệp không khói thì yêu cầu phát triển du lịch bền vững gắn liền với bảo tồn và phát huy các giá trị di sản văn hóa vật thể và phi vật thể ngày càng trở nên quan trọng và cấp thiết hơn bao giờ hết. Tác giả qua phân tích sâu sắc bối cảnh, thực trạng phát triển mô hình gắn kết giữa du lịch bền vững với bảo tồn và phát huy các giá trị di sản văn hóa vật thể và phi vật thể đặc thù của tỉnh Quảng Ninh trong thời gian trước, qua đó đã đề xuất hệ thống các giải pháp phù hợp để phát triển mô hình du lịch văn hóa, du lịch di sản, du lịch nông thôn, du lịch cộng đồng... bền vững gắn kết chặt chẽ với việc bảo tồn và phát huy các giá trị di sản văn hóa vật thể và phi vật thể đặc thù, phát triển sinh kế và giảm nghèo đa chiều bền vững cho đồng bào các dân tộc thiểu số trong xu thế Cách mạng Công nghiệp 4.0 hiện nay.

Từ khóa

Bối cảnh Cách mạng Công nghiệp 4.0; Mô hình du lịch bền vững; Bảo tồn và phát huy các giá trị di sản văn hóa vật thể và phi vật thể; Phát triển sinh kế và giảm nghèo đa chiều bền vững; Các dân tộc thiểu số của tỉnh Quảng Ninh.