



LEARN ABOUT SOME NIGHT TRAVEL PRODUCTS AT THE THANH TUYEN FESTIVAL IN TUYEN QUANG

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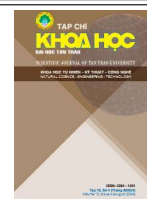
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Abstract:

Thanh Tuyen Festival – The precedent here is the traditional Mid-Autumn Festival of the Vietnamese people . This is a spontaneous festival from the late 20th century to now has become a typical festival, “ a unique, distinctive tourism product, carrying the national brand “ taking place in August and September every year. For more than 20 years, the Tuyen Quang City Festival has been increasingly responded to and voluntarily implemented by the people of Tuyen Quang City, In this study, the authors will focus on studying night tourism products and their impact on local tourism development from Thanh Tuyen Festival.



TÌM HIỂU VỀ MỘT SỐ SẢN PHẨM DU LỊCH ĐÊM TẠI LỄ HỘI THÀNH UYÊN Ở TUYÊN QUANG

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Tóm tắt

Lễ hội Thành Tuyên – Tiền lệ đây là Lễ hội Trung thu cổ truyền của người Việt Nam. Đây là một lễ hội từ tự phát có từ những năm cuối thế kỷ XX đến nay đã trở thành một lễ hội điển hình, “là sản phẩm du lịch đặc trưng, riêng có, mang thương hiệu Quốc gia” được diễn ra vào tháng 8 và tháng 9 hàng năm. Hơn 20 năm, *Lễ hội Thành Tuyên* ngày càng được người dân Thành phố Tuyên Quang hưởng ứng và thực hiện một cách tự nguyện, thu hút được sự quan tâm của người dân ở khắp nơi trong và ngoài nước. Nghiên cứu này, nhóm tác giả sẽ tập trung vào tìm hiểu các sản phẩm du lịch đêm và tác động của chúng đến phát triển du lịch địa phương từ *Lễ hội Thành Tuyên*.

1. Introduction

Tuyen Quang City is located in the Northern Midlands and Mountains. Since the 21st century, the Mid-Autumn Festival in Tuyen Quang has been known for its attractive and vibrant night tourism activities. From street festivals to beautiful night sightseeing spots, Tuyen Quang and its tourism activities increasingly bring visitors unforgettable experiences with impressive and unforgettable tourism products.

Thanh Tuyen Festival – In essence, it is the traditional Mid-Autumn Festival of the Vietnamese people with images of five-pointed stars, rabbits, and pretty lanterns in the hands of each child; are products made from bamboo and rattan created by

the ingenuity and imagination of the Vietnamese people. From models with bright lights and pulled by carts parading around the city by groups of young people, gradually every year, many models appear on the cart with a wide interior; both to display the model and for children to sit on the cart; to moving models to create liveliness; then the carts moved by motorbike engines, car engines gradually replaced the force of pushing the cart;... From spontaneity to the participation of local authorities, up to now, *the Thanh Tuyen Festival has become a unique and attractive festival* . *Tuyen* has become a modern, branded festival and is considered a “ unique, unique, national-branded tourism product” (Nguyen Thi Linh Thao, 2024).

“Festival” – A term for bustling festivals held annually or periodically. Festivals are events for bustling activities with both traditional and modern performances. In the world, each country has events that bear the national mark through activities called “Festival”, such as: Beer Festival in Germany, Music and Dance Festival in Brazil, ... In Vietnam, there are also many festivals with the mark of “Festival”, such as: Flower Festival (Da Lat), Street Festival in Quang Ninh, ... For Thanh Tuyen Festival, bustling activities also take place, such as: Rope swing, tug of war, cockfighting, wrestling... Music performances, dancing, fashion shows, exhibitions... Especially enjoying local specialties...

2. Research method

Within the framework of this article, the group of authors has conducted fieldwork, experience, survey, and research on subjects such as: Street art performances, night markets, and night cuisine at Thanh Tuyen Festival for many years. In addition, this research was also conducted by document research methods, document analysis, ethnographic fieldwork, interviews, and research subjects. We have conducted data collection and search to serve this research.

3. Results and discussion

3.1. Some terms related to the research problem

3.1.1. Concept of Tourism

The concept of Tourism is stated by the authors of the Introduction to *Tourism Textbook*: The word “tourism” was first introduced by Wordsworth W. in 1800 in the poem “The Brother”, published in *Poems by Wordsworth W.*, a guidebook for adventurers exploring the Lake District. This document also states: Tourism is “a social, cultural and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, business or

professional purposes” (Thach Phuong, Le Trung Vu, 1995).

Law on Tourism of the Socialist Republic of Vietnam 2017, Clause 1, Article 3 of the law stipulates: “ *Tourism* are activities related to human travel outside the place of usual residence. continuously for a period of no more than 01 year to meet the needs of sightseeing, relaxation, entertainment, learning, exploring tourism resources or combined with other legitimate purposes “ (*Law on Tourism (No. 09/2017/QH14)*).

In another way, the article [Discussing the concept of tourism: How to understand it correctly? states](#) : “ Tourism includes all activities of people traveling, staying temporarily, for the purpose of sightseeing, exploring and learning, experiencing or for the purpose of resting, entertaining, relaxing; as well as the purpose of practicing a profession and other purposes, in a continuous period but not exceeding one year, outside the settled living environment; but excluding trips whose main purpose is to earn money. Tourism is also a form of active rest in a living environment completely different from the settled place ”(Tran Duc Thanh, 2022). At the same time, the article also provides “ The UNWTO definition of tourism focuses mainly on the activities of tourists (traveling, staying temporarily, sightseeing, exploring, experiencing, resting, entertaining, relaxing). These activities are required to take place continuously for a certain period of time, in a certain space that is not the place where one resides, and have no economic purpose (making money) ” (Tran Duc Thanh, 2022).

Tourism can be understood as the need to “temporarily leave one’s place of residence to find food or find a new place to live”. This activity is only to carry out human activities of moving from one’s regular residence to another place of residence but not with the purpose of changing the place of residence but only to change the living environment, living space from another place of

residence with the purpose of enjoying a break, combining sightseeing, experience, explore tourist destinations. At the same time, also in 2014, UNWTO also added the definition of tourism as “a social, cultural and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, business or professional purposes” (Thach Phuong, Le Trung Vu, 1995).

Thus, tourism can be considered a social phenomenon associated with human activities going to new places in a short time with the desire to learn, explore, experience the living space, material and spiritual culture of the destination to relieve the pressures of daily life.

3.1.2. Tourism activities

UNWTO believes that: Tourism activities are the activities of individuals traveling to a place outside their usual living environment (place of daily activities) for a period of not more than 1 consecutive year with the main purpose of the trip not related to the earning activity at the place they go.

Clause 3, Article 3, Law on Tourism 2017 of the Socialist Republic of Vietnam also clearly states: “ Tourism activities are activities of tourists, organizations, individuals doing tourism business and agencies. agencies, organizations, individuals, and communities related to tourism ”. It includes activities associated with the trip of the person making the trip. They are called visitors. Tourism activities are calculated from the time of planning, booking tickets, traveling, staying, sightseeing, shopping until the end of the trip (Law on Tourism (No. 09/2017/QH14)).

Tourism activities are divided into many levels, which are: Domestic visitors are tourists who travel from one locality to another within their own country; International visitors (Inbound-outbound visitors) are tourists who travel out of the country and must go through exit and entry when clearing customs at international border gates;

Thus, to carry out tourism activities of an individual or group, it is necessary to ensure the following factors: Purpose, planning, destination, means of transportation, time, accommodation, sightseeing, shopping, eating, entertainment... Tourist activities bring good meanings to visitors, which are: Experiencing new living spaces, new cultures, expanding knowledge, relaxing to reduce stress,... At the same time, for the destination, tourists' activities have helped people at the tourist destination have jobs, increase income, promote economic development, especially images of the homeland and country are shared everywhere through images of tourists posted on social networks.

3.1.3. Concept of Night Tourism

Night tourism is a very new concept in Vietnam. It can be understood that this is an activity related to human travel outside the place of residence associated with the night space. According to Nguyen Thi Linh Thao in the study *on Developing cultural activities, night tourism in Tuyen Quang city* said : “ Night tourism is activities related to human trips outside their regular place of residence to meet the needs of sightseeing, learning, entertainment, and relaxation at night “.

It can be understood that night tourism is the activities of tourist destinations that start after 5pm until the next morning, are tourist experiences that take place mainly at night, including entertainment activities, fun, cultural exploration, cuisine and other services related to tourism, to meet the diverse needs of tourists and extend their stay.

According to the research team's observations, the locations for organizing night tourism are very diverse. They can be old quarters, large areas of commercial centers or beaches, entertainment areas, parks, etc. These are locations with large spaces, suitable for noisy, bustling experiences with festival activities, cuisine and cultural and artistic exchanges, creating memorable memories, etc. for tourists. As for the locations for organizing

night tourism activities, this is an opportunity to increase tourist attraction, create many entertainment models, create jobs, and increase income for people. In particular, developing the night economy creates momentum for economic growth for the locality. Therefore, for night tourism to operate safely and effectively, the organizing facilities need close coordination between state management agencies, tourism businesses and the community.

3.1.4. Tourism products

In Clause 5, Article 3, Law on Tourism states: “Tourism products are a set of services based on exploiting the value of tourism resources to satisfy the needs of tourists “ (Law on Tourism, No. 09/2017/QH14).

. The group of authors Tran Duc Thanh also emphasized this issue, that is: *“In the economy, the producer creates products. Products brought to the market are called goods. The production and consumption processes take place at different locations and times. Meanwhile, for many service products, especially tourism products, the two production and consumption processes often take place at the same time. When the supplier creates the product, it immediately becomes a commodity given to the customer. Therefore, in tourism, the term product is often understood as goods”. For goods called tourism products are “everything that customers enjoy after the trip” . In particular, these products include both tangible and intangible with the following characteristics: Intangibility, non-storage, simultaneous production and consumption, packaging, non-transferability of ownership, uniqueness, geography, branding, and customer cooperation in the production process (Thach Phuong, Le Trung Vu, 1995).*

It can be seen that: Tourism products are goods produced to serve tourists who come to experience, enjoy and bring back. Tourism products are often local specialties such as: Cuisine, cultural space,

new forms of entertainment compared to the place of residence.

3.2. History and significance of Thanh Tuyen Festival

3.2.1. Origin

The Mid-Autumn Festival has become a unique cultural beauty, welcomed and preserved by people in many Asian countries . The Mid-Autumn Festival, one of the largest and most meaningful traditional festivals in many Asian countries, especially Vietnam and China - countries with long histories and many layers of historical significance. In official history books or historical documents, there is no specific historical evidence. The origin of Mid-Autumn Festival, also known as Moon Festival. Just know that, Mid-Autumn Festival has long been not only a children’s festival, but also an occasion to enjoy the best autumn products of the year, showing culinary talent and decorative arts . This is the time for the whole family to gather and reunite with traditional activities , such as : Lion dance, lantern procession, feast... in the autumn atmosphere with the image of the full moon.

According to vi.wikipedia.org: “ The Mid-Autumn Festival has a history of more than 3,000 years, held on the 15th day of the 8th lunar month of the Lunar calendar, when the full moon is at night, corresponding to mid-September to early October in the Gregorian calendar. On this day, the Chinese believe that the moon is brightest and roundest, coinciding with the harvest time in mid-Autumn ” . Accordingly, it can be seen that since ancient times, the Chinese have had the custom of worshipping the moon. However, during the Zhou Dynasty (1046 – 771 BC), in the *Zhou Li*, “Mid-Autumn Festival is a ceremony to worship the god Taiyin Xingjun. For the Chinese, until the Tang Dynasty, Mid-Autumn Festival was celebrated as a New Year, “ everywhere lanterns are hung and feasts are held ”. Until now, the Mid-Autumn

Festival is still preserved by the Chinese people for the younger generations (Urbox, 2024).

In Vietnam, images of the Mid-Autumn Festival were “printed on the surface of the Ngoc Lu bronze drum”. According to the stele at Doi Pagoda (1121), the Mid-Autumn Festival was introduced to Vietnam during the Ly Dynasty (Urbox, 2024). The Mid-Autumn Festival has many important meanings for Vietnamese people. This is an opportunity for family members to gather and for children to have fun, carry lanterns, and have beautiful childhood memories with the legend of Hang Nga, a beautiful goddess who drank the elixir of life and flew to the moon, with Uncle Cuoi. For Vietnamese people, the full moon of the 8th lunar month is also the harvest time for farmers, so for farmers, this is also an opportunity for them to use their agricultural products to create products to burn incense and invite their ancestors to witness. After that, everyone in the family eats cakes, drinks tea, and enjoys the moon, while children organize folk games such as: o an quan, jumping rope, tug of war, etc.

The Mid-Autumn Festival is also an opportunity for families to reunite. Especially, in the traditional culture of the Vietnamese people. This is an extremely unique cultural feature during the Mid-Autumn Festival in Vietnam, which is the lion dance performance and children participating in the star lantern procession with the meaning of driving away evil spirits and bringing good luck. The festival has been preserved and passed down by the people for thousands of years until today.

Although originating from China, the Mid-Autumn Festival has spread and become an important traditional festival in many Asian countries. Each country has its own characteristics in the way of celebrating the festival, from traditional cakes, folk games to cultural activities. Despite the differences, the Mid-Autumn Festival is still an occasion for people to reunite, share joy and preserve traditional cultural values.

3.2.2. Cultural significance of Thanh Tuyen Festival

Thanh Tuyen Festival is one of the largest and most unique festivals of Tuyen Quang province, held annually on the occasion of Mid-Autumn Festival. Along with its profound cultural values, the Festival has become an important highlight in the spiritual life of local people and attracts a large number of tourists from all over the world.

For local people: They are the ones who directly organize and participate in activities and create a joyful and enthusiastic atmosphere. From decorating houses and streets to participating in folk games, lion dances, singing songs with local cultural characteristics, etc. It can be seen that: Local people play an extremely important role in the success of Thanh Tuyen Festival through voluntary activities such as making models of mid-autumn lanterns, voluntarily participating in the lantern procession with colorful costumes, carrying stories associated with the models of each group of people.

In the process of forming and developing the Tuyen Quang Festival, an important factor appearing in the lives of Tuyen Quang people is the artisan - the creator of the Mid-Autumn Festival models. From large models with hard frames combined with lights to highlight the characters parading on the street to large models, moved by motors placed inside the model, Tuyen Quang Mid-Autumn Festival is not only brilliant with colors and lights but also the liveliness and magic of the stories that the residential groups want to share with the people and tourists. Besides, there are many professional and amateur artists and artisans who have created unique works of art from natural materials, bringing out the strong cultural features of the locality.

In the activities of Thanh Tuyen Festival, the indispensable content is the art performance programs. Participating in the art performance program include: Provincial art troupe, guest

art troupes from other provinces, music groups, folk dance groups organized by the Provincial Women's Union in the branches of the streets to create excitement for the Festival time. The most unique art activity participating in this event is the participation of amateur dancers and artists. They are the people who participate in singing and dancing on the mobile stage of the model-carrying vehicles parading through the streets. Besides, there are artists who are tourists participating in the festival. Because, along with the excitement and fun of the artists and people, tourists cannot help but join in the music with the locals.

In addition to the activities of the people and residential groups, businesses and business units also actively participate in serving the Thanh Tuyen Festival, such as: Providing culinary services, accommodation, circulation, transportation... to serve the needs of tourists, contributing to creating convenience and comfort for tourists.

For many years, Tuyen Quang Festival has been highly appreciated by tourists for its uniqueness and impression from the unique and largest Mid-Autumn lantern models in Vietnam, such as: the largest pair of lanterns in Vietnam, the largest Mid-Autumn fruit tray in Vietnam. In 2024, along with the National Day of the Socialist Republic of Vietnam associated with the Mid-Autumn Festival, Tuyen Quang people organized an event where thousands of participants wore red shirts with yellow stars and sang the National Anthem in unison to celebrate. This is not only an act of expressing love for the Fatherland, promoting the good traditional cultural values of the nation, but also demonstrating the spirit of solidarity, connecting the village and neighborhood, creating a joyful and warm atmosphere; As a traditional way of educating the younger generation about the cultural traditions of the nation, helping them better understand the meaning of the Mid-Autumn Festival through festival activities such as making star lanterns, lion dances, singing Cheo... is an

opportunity for people to show their talents and creativity... With unique cultural values and impressive records, Thanh Tuyen festival has become an attractive destination for domestic and foreign tourists. Visitors to the festival not only immerse themselves in the joyful and enthusiastic atmosphere of the festival but also have the opportunity to learn about the culture, people and country of Vietnam.

It can be seen that: The Tuyen Quang Festival in previous years often started from the beginning of the 8th lunar month. After many years, the people's interest in this event has gradually been organized earlier. Especially after the Covid pandemic, it was not organized for 3 consecutive years. In 2022, Tuyen Quang people were excited about the atmosphere of making Mid-Autumn lantern models very early. The organization of the parade in 2022 and 2024 started from the 2nd week of the 7th lunar month. In 2024, on August 2 (June 29 of the lunar calendar), with the consent of the City People's Committee, the lantern models of the residential groups were officially allowed to participate in the parade on the street. The early organization has attracted the attention of tourists. Because this is the summer vacation, it is very convenient for many families to bring their children to attend this impressive Festival.

Although associated with the traditional Mid-Autumn Festival, Thanh Tuyen Festival has a modern color. In addition to factors such as: People's self-awareness, the success of Thanh Tuyen Festival also has the participation of all levels of government, agencies and departments to ensure security, order, protect the ecological environment and other activities of the festival. It can be seen that: Thanh Tuyen Festival is the crystallization of many factors, the joint contribution of the whole community. Each person has a small contribution, but when combined, it will create an extremely vivid and impressive

overall picture that has attracted the attention of domestic and foreign tourists to this place.

3.3. Tourism products in Thanh Tuyen Festival

3.3.1. Traditional cultural tourism

For the Thanh Tuyen Festival, traditional and modern elements are intertwined. Because the origin of the Festival is the Mid-Autumn Festival, which is a day of family reunion. The whole family gathers together, eats, drinks tea, chats and enjoys the moon. In particular, associated with the Thanh Tuyen Festival, these activities are also performed by people on a larger scale with a community scale. The traditional rituals that take place in the Thanh Tuyen Festival include: Lion dance, dragon dance, enjoying the colorful shimmering lights from large model lanterns moving on 4 to 8-wheeled vehicles; Enjoying the local folk dance and singing performances with 22 ethnic groups living there.

In the traditional culture of the Vietnamese people, Mid-Autumn Festival is also the time associated with the harvest of crops of the people, so the rituals of praying are still performed respectfully by the people. This has been recorded by the research group on Thach Phuong and Le Trung Vu in the document *60 traditional festivals in Vietnam*. The group of authors said: “ Mid-Autumn Festival is a festival praying for a good harvest in the agricultural culture tradition of the Vietnamese people” (Vi.Wikipedia) , along with the lunar month of August, mountainous farmers *also* have Tet holidays associated with the harvest. After a bumper crop, farmers often organize family gatherings, making many types of cakes from new rice grains. First, to worship the gods and ancestors, then enjoy the products they made with their families. For Vietnamese people, organizing the Mid-Autumn Festival also aims to educate children to always look back to their roots and ancestors, and to guide children to the cultural

and humanistic values that have been passed down for thousands of years.

Folk games during Tet are also brought for everyone to participate and enjoy their traditional cultural and spiritual values. It is both a form of entertainment and a way to pass on cultural quintessence to the next generation. In particular, some models of Community Cultural Villages and cultural activities have also become tourism products serving the Thanh Tuyen Festival.

3.3.2. Modern cultural tourism

For Thanh Tuyen Festival, besides the large-scale traditional cultural activities organized for the community, there are also many other activities with a modern feel. This is a difference from the traditional Festival. Its activities are understood as Festival events in the West.

As introduced, Festival is a festival, an event for bustling activities on the streets with performances. Thanh Tuyen Festival takes place with many fun and entertainment activities; products such as costumes; lanterns, light-emitting objects; objects that create loud, funny sounds;... Activities that make the neighborhood bustling such as carrying models, jumping to music, dancing, spontaneous art performances and stages for professional groups; art events associated with protecting the intangible cultural heritage of ethnic minorities in the participating area,... During this festival, other activities also take place, such as: Exhibitions, seminars, organizing bicycle races, fairs, beer festivals, food,...

In Vietnamese folk culture, the market is a place to meet and exchange goods. Associated with the current festival, the market is mainly to introduce products to tourists. The fair is a place to display and sell agricultural products made by people in the province. This market creates a bustling and bustling atmosphere, so in addition to being for goods in the province, it is also expanded to include businesses from other provinces. This is

also a typical activity during the days of the Tuyen Thanh Festival.

Visitors to the Tuyen Thanh Festival not only participate in the procession of super-large, colorful models but also visit historical sites with thousand-year cultural values located inside and outside the city. Especially, they experience the night culinary products with the bold flavors of Tuyen, such as: Banh cuon , sausage, five-color sticky rice, grilled fish, ... folk cakes, such as: Banh gai, Banh lenh, Banh ran, Banh day, Pho chua, ... snacks such as traditional and modern sweet soups are all introduced and served to visitors from all over. Immersing in the night activities, visitors can both admire the Mid-Autumn lantern models and participate as the subjects of the Festival. They are both guests and creative artists, immersing themselves in the festival to enjoy life .

A major national holiday taking place at the same time as the Tuyen Quang Festival is the National Day of the Country. This time, when combined with the weekend, is also a Festival Space: The Independence Day Festival in Tuyen Quang is an opportunity for tourists to have more options for their family vacation to attend the Lantern Festival of Tuyen Quang city.

Along with the cultural and artistic events performed by art troupes and people, there are also spontaneous musical groups. They are both tourists and artists who come to join the fun with the people of Tuyen Quang city, making the Tuyen Quang city festival bustling and crowded. Street Music: Local bands and talented artists perform vibrant musical acts in squares and crowded areas. Stage performances: Tuyen Quang often organizes stage performances such as drama, circus and magic at famous tourist destinations.

3.3.3. Night tourism – Tourism products at Thanh Tuyen Festival

For Thanh Tuyen Festival, the most attractive activities for tourists are the night activities.

During this time, activities will take place both day and night. Traditional cultural tourism activities and modern cultural tourism activities take place at the same time. However, the most impressive are the night tourism products. We can review the night tourism activities at Thanh Tuyen Festival, including: the light festival with models paraded throughout the streets from 5:00 p.m. to 10:00 p.m. Fair with cultural products of local and regional ethnic groups; Cultural and artistic programs of professional art troupes in and outside the province; Cultural and artistic programs from model cars from the people following the model procession; Folk dance program organized by the Provincial Women's Union with the participation of women from residential groups and Folk Dance Clubs in the province; Mini lantern model procession throughout the city center organized by the Youth Union; Food and beverage services, lantern and light-up toy sales, etc. However, these activities only operate until 10pm. After 10pm, there are tourist activities of night restaurants, bars, pubs, and mineral baths at local hot springs. This is also a modern tourism product for visitors.

At Thanh Tuyen Festival, there are many tourist activities organized, including Traditional Cultural Tourism and Modern Cultural Tourism. The most attractive time for visitors is the night activities of this festival season. Night tourism is understood as activities taking place from dusk, including entertainment, fun, cuisine and services and exploring traditional and modern cultural forms taking place during the festival.

Every year, the festival has been of interest to people and they eagerly await this event. In 2023, after the Covid pandemic, Thanh Tuyen Festival will take place from the 15th of the 7th lunar month to the 15th of the 8th lunar month. In 2024, the People's Committee of Tuyen Quang province has issued a document allowing people to participate in the Mid-Autumn Festival model procession from August 2nd, which is the 28th of the 6th lunar month. The time allowed for people to carry the model will last until the 15th of the 8th lunar month. That means in 2024, the time for

tourism activities associated with Thanh Tuyen Festival will be extended by nearly 2 months. This time is synonymous with the participation of departments, especially the Army and Police, Electricity, Fire. Regarding the issue of security and order, fire safety and ensuring power lines to serve the festival; In the Public Security sector, 100% of officers and soldiers from the commune and ward levels participate in duty to ensure social order.

Because night tourism activities at the Festival attract the attention of domestic and foreign tourists. Retaining tourists is also a new direction for Tuyen Quang tourism, which is accommodation for tourists. Thanks to impressive tourism products, tourism activities in 2024 have taken place for nearly 2 months. This has created income for service models and restaurants serving food and drink. In particular, accommodation services in Tuyen Quang City have also developed very diversely. According to statistics, currently in Tuyen Quang City there are: “147 establishments. Of which, there are 23 hotels meeting standards from 1 to 4 stars: Muong Thanh Hotel (4 stars), Royal Hotel, Van Tue Hotel... Room renters are mainly tourists, business guests only account for a small part” (Travel and Experience, November 27, 2017).

From increasing the number of hotels, motels, guest houses to the Homestay model. During the festival, some families with vacant rooms also welcomed guests to stay, both meeting the needs of guests and increasing family income. These models have also been replicated with households in the City, because these places are very convenient for tourists to travel and have fun. Due to incidents of accommodation due to the desire of tourists to extend their stay, in previous years, overlapping and lack of rooms often occurred. However, in 2024, with the service models for guests staying, the majority of tourists staying to experience night tourism in Tuyen Quang City have been met.

One of the advantages for attracting night tourists is convenient transportation, so night

tourism in Tuyen Quang City also has a large number of tourists every night attending and experiencing the activities taking place at Thanh Tuyen Festival but not using accommodation services. Because they are residents living in neighboring provinces. From about 5:00 p.m. to 7:00 p.m., they arrive in Tuyen Quang City, experience tourism products, and after 10:00 p.m. they return home. This large number of tourists comes from Ha Giang, Yen Bai, Bac Kan, Thai Nguyen, Hanoi, Phu Tho, Vinh Phuc. Tuyen Quang City's night tourism is a seasonal tourist destination but has attracted a large number of visitors to Tuyen Quang. Tourism products are local cultural products, both traditional and modern, and have become a very unique mark for the tourism industry in general and for Tuyen Quang province in particular.

Impact of Tuyen Quang Festival on Tourism Development in Tuyen Quang City

It can be seen that: Thanh Tuyen Festival is not only a traditional cultural event but also a series of modern festival activities. These activities are not only cultural and artistic programs but also local cultural and tourism products. Thanh Tuyen Festival of Tuyen Quang city, which takes place annually, has played an important role in promoting tourism development in Tuyen Quang city, namely:

First : Developing tourism products: Festivals create conditions for developing new tourism products, such as festival tours, local cultural experience activities; Help diversify tourism products, meeting the increasing needs of customers.

Second : Attracting tourists: The festival with its unique and special activities attracts a large number of domestic and foreign tourists to visit and experience; Expanding the market: The festival helps promote the image of Tuyen Quang to more customers, thereby expanding the tourism market.

Third: Improve service quality: To better serve the needs of tourists during the holiday season,

service businesses must improve the quality of their products and services; Tourism businesses invest in upgrading facilities and training human resources to meet the increasing demands of the market.

Fourth: Extending the tourist season: The festival creates a peak tourist season, helping service businesses increase revenue; Although the festival is seasonal, lasting only a month, along with regular tourism products such as: Spiritual tourism, Resort tourism, Experiencing tourism in craft villages, etc., the diverse development of service industries has helped Tuyen Quang's tourism grow, developing the local economy more.

Fifth: Contribute to preserving and promoting cultural values: The festival is an opportunity to promote and introduce the traditional cultural values of the Tay and Nung people to tourists; Through the festival activities, it helps to preserve and promote the unique cultural beauty of the locality.

Sixth: Promote local economic development: Increase budget revenue: Festivals contribute to increasing budget revenue through service business activities, attracting investment; Create jobs: Create many jobs for local people, especially in the tourism sector.

Over the years, Thanh Tuyen Festival has played an important role in promoting tourism development in Tuyen Quang City. To fully exploit this potential, there needs to be investment and close coordination between management agencies, tourism businesses and local communities.

4. Conclusion

Thanh Tuyen Festival – A new event that has been taking place since the beginning of each year, spontaneously initiated, has now had the participation of the local government in organizing. From providing financial support to maintain, organize and upgrade the festival; Issuing policies and regulations to protect and develop the festival; Creating conditions for the local community

to actively participate in the festival safely;... Affirming the role of local authorities in preserving and developing the annual Thanh Tuyen Festival, attracting the attention of tourists to this place.

This is an event that has received a great response from the people. Up to now, it can be seen that the Thanh Tuyen Festival has created a premise for community cohesion; contributed to strengthening solidarity and gathering the local community; is a cultural space, a place to preserve and promote traditional cultural values of the locality; is the basis for creating inspiration for the people of Tuyen Quang City, promoting the local image, creating tourism attraction; visitors can learn about the culture, history, and life of the people; exchange, interact and learn about the local community, promoting the local economy.

Besides the positive impacts of the Festival on the development of Tourism in Tuyen Quang city, there are still negative aspects that need to be eliminated, which are: Diversity leads to the mixing of modern factors , narrowing the traditional space. Therefore, the content of the Festival needs to have a harmonious combination of traditional and modern elements, with the active participation of the local community. in preserving and promoting core values to strongly develop the cultural values of Tuyen Quang community.

Tuyen Quang is an ideal destination to experience night tourism, from vibrant festivals to traditional cultural activities and beautiful night scenery. With full accommodation, dining and transportation services, visitors are sure to have unforgettable memories.

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