



VIETNAM SEA FESTIVAL IN TOURISM DEVELOPMENT

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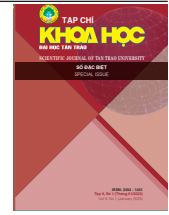
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Abstract:

Festivals are an element of culture and are closely associated with the community. Among the types of festivals, the sea festival exists in many localities of Vietnam with different types of festivals. Therefore, identifying and promoting the value of festival heritage for tourism development in Vietnam is an important direction contributing to the preservation of national cultural values. The author's article is based on the analysis of the types of sea festivals in Vietnam, thereby proposing some solutions to contribute to the conservation and promotion of the festival heritage value for tourism development in Vietnam's localities.



LỄ HỘI BIỂN VIỆT NAM TRONG SỰ PHÁT TRIỂN DU LỊCH

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Thông tin bài viết	Tóm tắt
<p>Ngày nhận bài: 17/9/2022</p> <p>Ngày sửa bài: 15/10/2022</p> <p>Ngày duyệt đăng: 30/12/2022</p>	<p>Lễ hội là một thành tố quan trọng của văn hóa và gắn bó mật thiết với cộng đồng dân cư. Trong số các loại hình lễ hội thì lễ hội biển tồn tại khá phổ biến ở các địa phương của Việt Nam với các loại lễ hội khác nhau. Vì vậy việc nhận diện và phát huy giá trị di sản lễ hội biển phục vụ phát triển du lịch ở Việt Nam là một hướng đi quan trọng góp phần vào việc bảo tồn các giá trị văn hóa dân tộc. Bài viết của tác giả trên cơ sở phân tích các loại hình lễ hội biển ở Việt Nam từ đó đề xuất một số giải pháp để góp phần vào việc bảo tồn và phát huy giá trị di sản lễ hội phục vụ phát triển du lịch ở các địa phương.</p>

Từ khóa:

Lễ hội, lễ hội biển, du lịch, di sản văn hóa

1. INTRODUCTION

As a country with a coastline of 3260 km along with about 4000 large and small islands, it can be affirmed that Vietnam is a maritime country and has many conditions for economic, cultural and social development associated with the sea. Currently, Vietnam has 28 provinces and cities stretching from the North to the South with the sea. This is a favorable condition for residents to have many livelihood and cultural activities associated with the sea. Localities with the sea have long-lived residents and have formed and maintained a unique and diverse folk belief system. On that basis, the festivals of sea dwellers have become a typical cultural activity of the community. The sea festival has become a cultural identity of the region as well as an important cultural heritage for coastal localities to exploit and promote to serve tourism development and improve people's lives, promoting cultural exchange.

2. CONTENT OF RESEARCH

2.1. The concept and relationship between festival and tourism

a. The concept

Festivals: Festivals are important elements of culture that reflect the characteristics of a community. As a country that comes from agriculture, festivals play a very important role in village and national life from the past to the present day. Many cultural values of the community and the Vietnamese people are reflected in the festival. According to author Le Vu Trung, the festival is defined as follows: "Festival is a cultural form of special significance in the community, taking place in a certain space and time and by solemn ceremonies along with community cultural activities towards those events" [10].

Tourism: Tourism is a high-level human activity that shows the synthesis of many human needs and

conditions and ultimately tourism is a human cultural activity. There are many different definitions of tourism. Below, the author would like to present the definition of tourism from the point of view of the National Assembly of the Socialist Republic of Vietnam as follows: "Tourism is the activities of individuals going to a place outside their usual living environment. (their place of daily living) for a period not exceeding one consecutive year with the main purpose of the trip unrelated to the earning activity of the destination".[7].

On the other hand, tourism can also be understood as travel for pleasure purposes, as well as the theory and practice of organizing travel programs and businesses to attract, provide and entertain tourists. and the business of tour operators. And so all activities related to the tourist's trip can be understood as tourism activities. In the broadest perspective, tourism is also a human cultural activity.

b. The relationship between festivals and tourism

As elements of culture, there is a dialectical relationship between festivals and tourism, which affects each other and is expressed in two aspects as follows:

The role of festivals in tourism development:

Festivals can be considered as one of the factors that form tourism, and festivals make tourism more attractive, helping the number of visitors to visit and explore a region or country more and more. Festivals always impact tourism and make tourism more and more developed. Some people think that festivals and tourism always interact with each other. Visitors to festivals bring different needs, then tourism products increase and tourism services also increase. In addition, the festival also makes the regions more attractive to attract many tourists and increases the number of visitors to our country increasing day by day and helping the tourism industry to develop more and more.

Localities with cultural heritage are unique festivals that always attract a large number of tourists every year. Thus, the festival is a typical cultural element promoting tourism development, creating a highlight for localities and countries in tourism development. Festivals are an important resource for tourism that can be exploited into attractive products to serve tourists.

The role of tourism with festivals:

The impact of tourism on festivals and cultural heritages has helped attract tourists to develop the socio-

economic economy, contributing to introducing festival images and cultural heritages to friends international. Thanks to tourism activities, festivals are introduced and spread widely in community life. The good cultural values of the festival's cultural heritage are effectively conveyed to help each person live a more humane and beautiful life. Tourism is a fast and effective means for the cultural values of the festival to be promoted to the community, through which visitors can better understand the regional and national identities.

2.2. Vietnam sea festivals

With 28 provinces having a sea route and a long-standing population, sea festivals take place widely on the strip of Vietnam from north to south. The most typical of which are the following types of festivals: Fish worship festival, festivals for the worship of people with meritorious services, festivals related to the custom of Mother worship and sea festival.

2.2.1. Fish worship festival

This is the most popular and important festival for sea dwellers. Most of the central and southern provinces of Vietnam have this festival. The fish worship festival has existed in space over time and is widely participated by the local community and reflects the aspirations of seafaring residents.

About the origin of the festival: Fish worship festival originates from the custom of worshipping Ong fish (whale) which is a type of folk belief of seafarers. According to the concept of seafarers, whales are sea animals that help fishermen when they encounter storms or dangers at sea. On the other hand, according to marine residents, every time they go out to sea, residents encounter whales, which is a sign of good luck, people can meet other schools of fish nearby, and the fishing will get a lot of fish and shrimp. In folklore, there are many stories about the miraculous help of whales to humans. Every time a dead whale appears, local residents will carefully bury it. In the fishing villages along the coast of our country, there are many religious establishments built to worship Ong fish. The belief in worshipping Ong fish, is the basis that directly forms the Fish worship festival.

In the Fish worship festival of the sea residents, there are two clear parts: the ceremony and the festival with many different activities for members to participate in. The time of Fish worship festival was usually held in

spring or autumn associated with the fishing seasons of fishermen [2]. This is a very important festival reflecting the wish for peace, a calm sea, and a bountiful fishing season for seafarers. Localities with typical Fish worship festivals:

From Quang Binh to Thua Thien Hue, many fishing villages organize worshipping Ong fish in the early spring, the beginning of the Southern fish season (March and April of the lunar calendar). The Ong Fish Festival was combined with the Fishing Ceremony, the annual boating ceremony with the nature of giving thanks to the gods and praying for a good seafaring season [5].

In the South Central Coast provinces such as Binh Dinh, Phu Yen and Khanh Hoa, the Fish worship festival is held on a large scale with a large number of participants. In the Fish worship festival here, in addition to the rituals, the procession in the ceremony has the type of Ba Trao singing and dancing, which is a type of singing and dancing to simulate the scene of fishermen sailing to sea. Ho Ba Trao was featured in the Fish worship festival of coastal residents of the South Central Coast provinces, reflecting the spiritual culture in the cultural activities of the community here.

In the southern provinces such as Ba Ria - Vung Tau, Ben Tre, and Soc Trang ... Fish worship festival is also held every year with many different activities: Nghinh Ong ritual, requesting color, offering money to Hien, post-Hien, Chief Justice, building great adoration. Folk games are also organized by fishermen to attract many participants: tug of war, basket boat racing, swimming, art activities...

Thus, the Fish worship festival is a typical festival of coastal residents of Vietnam with many different activities to worship the Ong fish, pray for a good seafaring season and be accompanied by attractive folk performances. a large number of people participated. It reflects the way people behave with nature, and with the sea and islands, with the community. On that basis, contributing to community cohesion, and meeting the cultural and spiritual needs of all classes of people. Many Fish worship festivals in the Central and the South have been recognized as national intangible cultural heritages by the Ministry of Culture, Sports and Tourism. These are cultural heritages that need to be preserved and promoted in today's social life.

The type of Fish worship festival appears in many localities with the sea such as Thua Thien Hue, Quang Ngai, Quang Nam, Binh Dinh, Phu Yen, Khanh Hoa, Kien Giang... are all localities with exciting tourism activities. According to statistics of localities in 2019, Khanh Hoa welcomed more than 7 million tourists, of which international visitors were 3.5 million, and Quang Nam welcomed more than 7.8 million visitors. , Phu Yen has 1.85 million visitors, and Kien Giang welcomes more than 8.7 million visitors. This is a very good opportunity to develop festival heritage tourism for localities, contributing to economic development and preserving local cultural heritage values.

2.2.2. Festivals from beliefs worshipping meritorious characters

Besides the Fish worship festival, the festival of Vietnamese sea dwellers also has festivals from religious worshipping figures who have contributed to the village and the country. These festivals are almost ubiquitous in the coastal areas from the North to the South and have become a unique cultural feature of each region.

In the coastal area of the North, typical festivals from the beliefs of people with meritorious services such as Do Son buffalo fighting festival, the traditional swimming festival on the Diem river in Thai Binh, festivals in Quang Ninh related to characters against foreign invaders of the country.

Do Son Buffalo Fighting Festival - Hai Phong: This was a festival held in the eighth lunar month every year. There are many opinions of researchers that the buffalo fighting festival is held as an opportunity to commemorate the ancestors of the fishermen in this area. Currently, in the folk tradition, there was still a story about the origin of the festival as follows: One full moon night in August, the people of the Do Son region saw a fairy who was passionately watching two buffaloes fighting on silver waves. . In buffalo fighting festival, buffalo fighting custom was the most important. When the buffalo fighting festival ends, the winning buffalo will be ceremonially taken to Hon Doc to be thrown into the vortex of the water. Today, the Do Son buffalo fighting festival is still preserved and promoted, attracting a large number of people in the region and the vicinity to participate and is a typical festival in Hai Phong city. Every year, the Do Son buffalo fighting festival attracts a number of tourists to

learn and explore and this is also a good opportunity for Hai Phong's cultural and tourism industry to exploit this festival's heritage for the development of local tourism direction.

In Quang Ninh province, a locality with many economic and cultural activities associated with the sea, there are many festivals for coastal residents related to historical figures against foreign invaders of the country. In the village of Quan Lan - Van Don in June every year, the people here hold a festival to commemorate the famous general Tran Khanh Du of the Tran Dynasty, who had great merit in defeating the Nguyen Dynasty's navy in 1288. It was important to defeat the Nguyen invaders in 1288. In the festival, in addition to the rituals of worshipping, paying respect, and praying for peace with people with meritorious services, there is also a swimming festival reflecting the daily life of the sea inhabitants.

In the central coastal region, there are also local festivals held to commemorate the figures with meritorious services to the village and the country. Which, Thua Thien Hue and Quang Ngai are typical localities.

In Thua Thien Hue, once every three years, people in the region hold a festival to commemorate the godly emperor Truong Quy Cong, who was instrumental in teaching villagers how to fish and trade boats. This festival was held by the people in January every year, and the nature of praying for peace and praying for fish is clearly shown. The festival also features folk games that reflect the fishing scene at sea and the fish trade.

On Ly Son island, Quang Ngai people hold rituals to pray for peace to commemorate the ancestors who openly appealed to the island. This ceremony is held by the people on the island from the 4th to the 8th day of the first lunar month every year. Besides the ceremonies, the festival organizers also organize a boat race between the teams and attract many spectators.

Also on Ly Son island, Quang Ngai has a very special festival called the Ceremony of Retirement of Hoang Sa soldiers to commemorate the ancestors who had merits in protecting the Hoang Sa archipelago from the Nguyen Dynasty. This festival was organized by the Ly Son island district on the 26th day of the third lunar month every year. The origin of this festival originates from the ceremony of "Offering the life" to those participating in the army of the Nguyen court in the

task of defending the Hoang Sa archipelago. According to local people, in the old days of the Nguyen Dynasty, soldiers who received orders to protect the Hoang Sa faced all dangers at sea, so they often went away without returning. During the festival, people make human figures out of paper or rice flour and make boats out of banana tree trunks to simulate the fleets of soldiers going to Hoang Sa in the past. After the sacrifice was completed at the communal house, these fake boats were brought to the sea with the hope that the other fleet would bear all dangers on behalf of the Hoang Sa soldiers and give them the confidence to complete the task.

The Paracel ceremony reflects a period of national history in the protection and management of the country's sea and islands, especially with the Hoang Sa archipelago. This ceremony is held annually, contributing to education and propaganda about the sense of protecting the country's sea and islands in the East Sea, arousing patriotism and gratitude to the ancestors.

2.2.3. Festivals from the belief of worshipping Mother and Goddess

The belief in worshipping Mother and Goddess appears in many places in Vietnam. In coastal areas, this belief is also common and quite diverse. Which, the central and southern coastal areas have many festivals associated with the beliefs of Mother and Goddess worship.

In Nghe An province, there is a Con Temple festival, in Quynh Luu district is held every year on the full moon day of the first month to commemorate the Mother Goddess Con. The festival attracts many residents in the area to participate in many activities: procession rituals, sacrifice rituals, prayers, Boi singing, folk games, and boat racing.

In Khanh Hoa, there is a believer to worship Po Ina Nagar, she is considered the mother of the land of the Cham people. She was instrumental in creating the country, protecting everyone's peace and bountiful crops. The center of the festival is held at Thap Ba temple, Nha Trang city from the 20th to the 23rd day of the third lunar month every year. This is the largest folk festival in Khanh Hoa province, attracting many local residents and tourists to participate. During the festival, there are many rituals and folk performing activities such as changing clothes, praying for national peace and

prosperity, releasing lanterns, having horse ceremonies, and performing games and contests attracting many participating teams. Thap Ba Festival in Nha Trang has many unique cultural features of sea dwellers, on the other hand, it also has many characteristics of Vietnamese - Cham cultural exchange. With unique cultural values, the Thap Ba festival was recognized by the Ministry of Culture, Sports and Tourism as a national intangible cultural heritage in 2012.

The Southern coastal area worships the Mothers and Goddesses such as and Ms. Thien Hau, Ba Chua Xu, Ms. Thuy Long, Ms. Co... Depending on the concept of the fishing community, from consciousness to the concept of Mother objects, Goddesses are worshiped in many places. In Ba Ria-Vung Tau province, there are many places to worship Ba Thuy Long, and in Ben Tre, Kien Giang there is a long-standing custom of worshipping Dai Can. The islands of the Southwest region almost everywhere worship Thien Hau Thanh Mau. These festivals are held annually to attract many residents in the region and tourists to participate, meeting the spiritual and cultural needs of all classes of people.

2.2.4. Sea festival

Sea Festival is a new type of marine tourism festival that has appeared in the last 20 years in our country. This is a festival of modern nature, with many new things in comparison to folk festivals. The prominent feature of the marine festival is the role of the government in the organization, fewer ceremonies and the prominence of arts, sports and other fun activities. Sea festival held always attracts a large number of people and tourists.

Among the localities with developed sea and marine tourism activities, Nha Trang and Khanh Hoa Sea Festivals are the most methodically organized and largest-scale festivals and become cultural events of national nature. Nha Trang Sea Festival is held every 2 years to introduce and promote the potential of economy, culture and tourism of Khanh Hoa province. During the festival is a synthesis of cultural, artistic and sports activities reflecting the cultural characteristics of the sea and Khanh Hoa island. The Nha Trang Beach Festival was first organized by Khanh Hoa province in 2003; So far, 9 times have organized the Nha Trang Sea Festival, which is a typical national cultural and tourism event, the largest cultural event of Khanh Hoa province. The themes of the Nha Trang Sea Festival

through the organization all carry their own messages such as Nha Trang sea of rendezvous, Nha Trang Khanh Hoa civilized and friendly, Nha Trang opening wide hands, Nha Trang the colors of the sea. ...

During the Nha Trang Sea Festival, many cultural, artistic, sports and tourism activities attract many residents and tourists to participate. One of the typical cultural features of the Nha Trang Sea Festival is the following activities: street lion and dragon festival, Cai Luong art performance, folk dance, marine art exhibition, Cham pottery village, etc. fishing festival, Bai Choi singing, and folk songs. These cultural activities are organized to contribute to the promotion of local and national cultural values and are also typical cultural tourism products to attract domestic and foreign tourists.

As the largest cultural and tourism event of Khanh Hoa province at a national level, the Nha Trang Sea Festival through the seasons always attracts a large number of visitors to learn and explore. Festivals are a great opportunity for Khanh Hoa's cultural tourism industry to exploit and promote to attract domestic and international tourists. According to local statistics, the number of visitors to Nha Trang beach festival over the years is as follows: In 2019 there were 144,000 visitors, in 2017 more than 117 thousand visitors, 2015 welcomed more than 100 thousand visitors. . It is expected that Nha Trang Sea Festival 2023 will receive the highest number of tourists ever after the covid-19 pandemic [4].

2.3. Preserve and promotion the value of Vietnam's sea festival in association with tourism development

As a country with a long coastline and a lot of potentials, with a rich and diverse system of tangible and intangible cultural heritage, including festival heritage, it can be affirmed that Vietnam has many conditions and conditions. opportunities to exploit marine cultural heritage values for national tourism development. Which, doing a good job of preserving and promoting the value of sea festivals associated with tourism development is a scientific orientation with long-term value. To do well in preserving and promoting the value of sea festivals for tourism development, it is necessary to well implement the following solutions:

Firstly, in terms of institutions, policies, strategies, and plans, the culture and tourism industry from the central to local levels needs to identify cultural heritage

resources in general and festivals in particular as an important tourism product. important for tourism development. On that basis, management levels need to invest resources so that the tourism industry can exploit and promote the values of local and national sea festival heritages to become unique and rich tourism products. identity to attract domestic and foreign tourists. Vietnam's tourism development strategy for 2020 with a vision to 2030 has clearly stated the view that "Sustainable tourism development is closely associated with the conservation and promotion of national cultural values, landscape preservation, and protection. environment, ensuring national defense and security, social order and safety". [9]. When promoting, economic development orientation for Vietnam to become a strong country in the sea requires first of all the attention and responsibility of coastal local authorities in the sense of preserving, exploiting, and promoting culture. reasonable sea, bringing practical benefits to the cultural subjects of local communities. Based on their potential and actual conditions, localities need to concretize policies of the Party and State to develop their type of cultural tourism and festival tourism.

Secondly, the localities with sea festivals and developed tourism activities: Quang Ninh, Hai Phong, Thua Thien Hue, Quang Nam, Binh Dinh, Khanh Hoa, Binh Thuan, Ba Ria - Vung Tau, City. Ho Chi Minh City, and Kien Giang... need to have a plan and specific measures to turn their local sea festivals into typical and regular tourist product in tours for tourists. Create favorable policies and mechanisms for travel companies to exploit, for tourists to visit and experience their local festivals. The local culture and tourism industry need to pay attention, support travel businesses in conjunction with local authorities and communities to organize cultural tours, in which the highlight is for tourists to visit. Join, experience and discover your local festivals.

Third, promote communication activities, promote festival events in general and sea festivals in particular in association with tourism programs. Which, localities need to invest the budget, means and people for communication and promotion of festivals associated with tourism. Promote the digitization of cultural heritages, local festivals to create conditions for visitors to easily learn and access. Promote the promotion of festival heritage on social networks: Facebook, Zalo, Youtube, Traveloka... Each locality with the sea needs to promote tourism promotion programs in which

it is necessary to attach importance to and invest in activities. festivals, consider festivals in general and sea festivals in particular as an important tourism product of their locality.

Fourth, attach importance to linkages in tourism development between localities with sea festivals to form tourist routes. The linkage between localities will help localities exploit their own advantages, travel companies can easily design travel programs, and visitors can get attractive tourism products. with low cost of money and time. The example between provinces: Thua Thien Hue - Da Nang - Quang Nam - Quang Ngai can form a tourist destination; Binh Dinh - Phu Yen - Khanh Hoa is a point route; Ninh Thuan - Binh Thuan - Ba Ria Vung Tau is a destination... These localities can be closely linked together to create tourist attractions for tourists; including the exploitation of festival heritage for tourism development.

Fifth, promote the role of the community and residents where festival activities take place. Taking the community where the sea festival is located in both the center and the purpose for the conservation of festival heritage associated with tourism development [3]. Which, special attention should be paid to the role of the community. indirectly participating in the conservation of festival heritage and economic benefits from tourism activities. The development of tourism on the basis of exploiting cultural heritage must help the community to enjoy and have a better life on the basis of which they will be more responsible for preserving and promoting the value of the cultural heritage. your local association. The State should promote the role of "midwife" to help travel businesses, community with festivals and tourists all benefit and enjoy. In which, ensuring the harmonious interests between the parties in exploiting festival heritage for tourism development is very important.

Sixth, improve the quality of human resources in culture and tourism in the localities where there are sea festivals, with a focus on training and retraining and having a worthy remuneration. Human resources that need to be cared for, trained and fostered in professional knowledge and skills include State management staff in charge of culture and tourism, a team of tour guides, narrators, and committees. Manage festival organization in festival destinations. Considering the above human resources as a key factor

contributing to the introduction and promotion of the festival heritage of each locality. Along with improving the level of knowledge and professional skills for culture and tourism staff, localities also need to have a compensation regime of commensurate income so that they can feel secure in their work and dedication. devote and promote their talents to become the pseudo-cultural countries of the localities in tourism development.

3. CONCLUSION

As a country with many potentials and advantages in the sea and islands, it can be affirmed that Vietnam has many conditions to exploit resources from the sea for the economic and social development of the country. In which, the marine festival heritage plays an important role in the local people's life. Resolution No. 33 of the Ninth Conference of the Central Committee of the Communist Party of Vietnam, term XI, "Building and developing Vietnamese culture and people to meet the country's requirements for sustainable development" affirmed. The role of cultural heritage and the conservation and promotion of cultural heritage values: "Building a mechanism to reasonably and harmoniously deal with the conservation and promotion of cultural heritage with economic development. , society. Preserving and embellishing typical historical and cultural relics, serving traditional education and economic development, and associating the conservation and promotion of cultural heritage with tourism development. The problem is that localities, on the basis of their characteristics, advantages and conditions, need to do well in exploiting marine festival heritages for tourism development, improving people's lives, and at the same time as the best way to preserve and promote the value of cultural heritage in the context of international exchange and integration.

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