



## TOURISM DEVELOPMENT SOLUTIONS IN THUAN HUNG RICE PAPER VILLAGE, THUAN HUNG WARD, CAN THO CITY, VIETNAM

Tran Gia Lac<sup>1</sup>,  
Nguyen Thi Be Ba<sup>2i</sup>,  
Do Van Tien<sup>3</sup>,  
Thai Cong Dan<sup>4</sup>

<sup>1</sup>BA Candidate,

Department of History-Geography-Tourism,  
School of Political Sciences, Social Sciences & Humanities,  
Can Tho University,  
Can Tho City, Vietnam

<sup>2</sup>Tourism Lecturer,

Department of History-Geography-Tourism,  
School of Political Sciences, Social Sciences & Humanities,  
Can Tho University,  
Can Tho City, Vietnam

<sup>3</sup>MA Candidate,

University of Social Sciences and Humanities,  
Vietnam National University,  
Ho Chi Minh City, Vietnam

<sup>4</sup>English Lecturer,

School of Foreign Languages,  
Can Tho University,  
Can Tho City, Vietnam

### Abstract:

In the context of experiential tourism and cultural heritage preservation, the development of tourism in Thuan Hung rice paper craft village (Thuan Hung Ward, Can Tho City) not only contributes to community income but also helps sustain traditional crafts. This study investigates the key factors influencing tourism development in the village and proposes strategic directions for sustainable growth. Data were collected from 125 tourists through a structured questionnaire using convenience sampling. Analytical methods include descriptive statistics, reliability analysis, exploratory factor analysis, and multiple regression. Findings reveal five main influencing factors: tourism resources, infrastructure and technical facilities, human resources, product quality, and security and environmental sanitation. Among these, tourism resources exert the most significant impact, while security and environmental sanitation have relatively lower influence. Based on these insights, the study recommends solutions such as resource conservation,

<sup>i</sup> Correspondence: email [ntbba@ctu.edu.vn](mailto:ntbba@ctu.edu.vn), [tcdan@ctu.edu.vn](mailto:tcdan@ctu.edu.vn)

infrastructure enhancement, workforce training, product development, and improved management of safety and sanitation to foster sustainable tourism and enhance local livelihoods.

**Keywords:** Thuan Hung rice paper craft village, craft village, craft village tourism, Can Tho City

## 1. Introduction

In the context of today's rapidly evolving tourism industry, the integration of traditional craft villages into tourism is considered an inevitable and strategic trend. This combination not only diversifies local tourism products but also helps preserve cultural heritage and improve livelihoods for craft village residents (Bui Van Vuong, 2002; Duong Ba Phuong, 2001).

In the Mekong Delta, Can Tho City stands out as a vibrant center of traditional handicrafts, with many renowned craft villages such as Thoi Nhut flower village, Xeo La leaf hat village, and Thom Rom straw net weaving village. Among these, one of the most iconic is the Thuan Hung rice paper village, located in Thot Not District, Can Tho City. This village boasts a history of over 200 years and has been preserved through the dedication and passion of successive generations.

Thuan Hung's rice paper is known for its distinctive white color and unique flavor, which has become a signature product of the village. According to local elders, the craft originated in ancient times, when only a few households produced rice paper for Tet celebrations. Over time, the special taste and quality attracted attention from across the region, leading to increased demand and the expansion of rice paper production. Today, the village is home to more than 100 households engaged in rice paper making, primarily concentrated in Tan Loi 3, Tan Phu, and Tan Thanh hamlets across all 9 sub-hamlets of Thuan Hung Ward.

In recognition of its cultural significance, in 2023, the Minister of Culture, Sports and Tourism, Mr. Nguyen Van Hung, signed a decision officially listing Thuan Hung rice paper making as a National Intangible Cultural Heritage. This acknowledgment highlights the village's rich cultural and historical value, as well as its potential to become a compelling cultural tourism destination.

Despite this potential, tourism development in Thuan Hung remains limited, largely informal, and lacks strategic planning. The village's tangible and intangible cultural assets are underutilized, and tourism activities are still spontaneous rather than professionally organized.

Therefore, this study focuses on three key objectives:

- 1) analyzing the potential and current state of tourism development in Thuan Hung rice paper craft village;
- 2) identifying the key factors affecting its tourism development; and
- 3) proposing practical solutions to promote sustainable tourism in the village.

## 2. Literature Review and Hypothesis Development

Craft village tourism is a unique form of cultural tourism that enables visitors to experience both the tangible and intangible cultural values associated with traditional craft villages. It offers opportunities for tourists to engage directly with local heritage through craft-making activities, traditional festivals, and interactions with artisans. As defined by Doan Manh Cuong (2020), craft village tourism also encompasses a rural space where local communities not only produce handicrafts but also provide tourism-related services. According to Dao Ngoc Canh and Nguyen Thi Huynh Phuong (2020), this form of tourism is characterized by four key features: it is a cultural and economic activity, deeply connected with local communities, closely linked to other forms of tourism, and rooted in preserving cultural identity.

Craft village tourism contributes significantly to local livelihoods, supports socio-economic development, diversifies tourism offerings, and —importantly— plays a central role in preserving cultural traditions (Do Thi Yen *et al.*, 2023). In the case of Thuan Hung rice paper village, despite its rich heritage and tourism potential, current development remains limited and does not fully reflect its inherent strengths. To unlock this potential, it is crucial to design distinctive tourism products related to rice paper production, integrate traditional cultural elements (e.g., festivals), improve infrastructure, train human resources, and implement supportive policies.

Previous domestic and international studies have addressed various aspects of craft village tourism development. In Vietnam, researchers have highlighted the importance of tourist expectations, satisfaction, and revisit intentions as key factors in attracting and retaining visitors (Nguyen Thi Kim Thanh *et al.*, 2020). Others have emphasized the need to transition livelihoods towards tourism in order to adapt to modern socio-economic dynamics and ensure the survival of traditional crafts (Dinh Vu Hoa, 2020), while affirming that service quality is a decisive factor in attracting tourists (Nguyen Phu Thang, 2021; Do Thi Yen *et al.*, 2023).

Internationally, studies have shown that integrating traditional crafts with tourism contributes to job creation, poverty reduction, and the preservation of cultural heritage (Zargham, 2007; Mustafa, 2011; John, 2014). Scholars also stress the importance of sustainable development strategies and the capacity-building of destination management for craft villages (Ssesimba & Joseph, 2019; Sundari, 2021; Azharunnisa, 2022). However, research specific to Thuan Hung rice paper village has primarily focused on production, business, and conservation, with little in-depth exploration of tourism development.

Building on the existing literature, this study adopts and expands previous models (Truong Tri Thong *et al.*, 2016; Le Thanh Phu & Nguyen Quoc Thanh, 2021) and incorporates insights from both domestic and international studies (Nguyen Thi Thu Huong *et al.*, 2019; Vu Minh Hieu & Rasovska, 2017; Collins-Kreiner & Wall, 2007; Mustafa, 2011; Wisudawati & Maheswari, 2018; Ssesimba, 2019). Based on this foundation, the study proposes five key factors influencing the development of tourism in Thuan Hung rice paper village:

## 2.1 Tourism Resources

These include cultural heritage and traditional crafts, forming the foundation of craft village tourism. In Phu Quoc, the cultural value of handicrafts was found to be the most attractive feature (Vu Minh Hieu & Rasovska, 2017). Similarly, Collins-Kreiner & Wall (2007) argue that tourism resources are a prerequisite in any SWOT-based analysis of tourism potential.

**Hypothesis 1 (H1):** Tourism resources positively correlate with tourism development in Thuan Hung rice paper village.

## 2.2 Infrastructure and Technical Facilities

Studies in Thanh Ha pottery village (Hoi An) have shown that poor infrastructure and lack of service facilities hinder tourism (Pham Hong Long *et al.*, 2021). Transport, service infrastructure, and designated sales/display areas are essential for converting tourism potential into reality (Tourism Development Research Institute, 2019).

**Hypothesis 2 (H2):** Infrastructure and technical facilities positively correlate with tourism development in Thuan Hung.

## 2.3 Security and Environmental Sanitation

In Da Nang, tangible factors like hygiene and safety significantly influence tourist satisfaction and their intention to return (Nguyen Phu Thang *et al.*, 2022). Environmental cleanliness and safety are also highlighted as non-negotiable criteria in sustainable tourism (Tourism Development Research Institute, 2019).

**Hypothesis 3 (H3):** Security and environmental sanitation positively correlate with tourism development in Thuan Hung.

## 2.4 Product Quality of the Craft Village

The appeal of handmade products depends on their authenticity, craftsmanship, and innovation. Research in Jordan (Mustafa, 2011), Bali (Wisudawati & Maheswari, 2018), and East Africa (Benson, 2014) confirms that product quality directly influences purchasing behavior and tourist satisfaction.

**Hypothesis 4 (H4):** The quality of traditional products positively correlates with tourism development in Thuan Hung.

## 2.5 Human Resources

The human element—especially artisans and tourism service providers—plays a critical role in differentiating craft village tourism from other forms. Studies in Odisha, India and East Africa indicate that training local communities in sales and hospitality leads to increased income and social cohesion (Ssesimba, 2019; Benson, 2014).

**Hypothesis 5 (H5):** Human resources positively correlate with tourism development in Thuan Hung rice paper village.

**Table 1: Evaluation Scale and Variable System**

Scale	Variable encoding	Observed Variable Name	References
Tourism Resources	TNDL1	The craft village has valuable historical and cultural relics	Le Thanh Phu and Nguyen Quoc Thanh (2021), Huynh Ngoc Tinh (2023)
	TNDL2	Thuan Hung craft village still retains its traditional identity.	
	TNDL3	Unique and diverse craft village products are attracting tourists.	
	TNDL4	The craft village has a long tradition.	
	TNDL5	The craft village is located near the tourist attractions of the Thot Note district.	
Infrastructure and Technical Facilities	CSHT1	The transportation system to the Thuan Hung rice paper village is convenient.	Le Thanh Phu and Nguyen Quoc Thanh (2021), Truong Tri Thong <i>et al.</i> (2017)
	CSHT2	Spacious and airy parking and reception area	
	CSHT3	Clean water, electricity, and toilet systems ensure good tourism service.	
	CSHT4	The communication system at the craft village ensures good tourism service.	
	CSHT5	Well-organized tourist transportation services of good quality	
Order, Security, and Environmental Sanitation	TTAN1	There is no phenomenon of pulling guests	Le Thanh Phu and Nguyen Quoc Thanh (2021), Huynh Ngoc Tinh (2023)
	TTAN2	Waste in craft villages is collected and treated.	
	TTAN3	There is no begging in the craft village.	
	TTAN4	The security situation in the craft village is guaranteed.	
	TTAN5	Food safety and hygiene in craft villages are guaranteed.	
Product Quality of Craft Villages	CLSP1	Diverse and attractive tourism services	Le Thanh Phu and Nguyen Quoc Thanh (2021)
	CLSP2	Reasonable prices for travel products and services	
	CLSP3	Products to ensure food hygiene and safety	
	CLSP4	Food and beverage services, accommodation near attractions	
	CLSP5	Shopping for shops and souvenirs in diverse and attractive craft villages	
Human Resources	NNL1	The people of the craft village are friendly and warm to guests	Truong Tri Thong <i>et al.</i> (2017), Le Thanh Phu and Nguyen Quoc Thanh (2021)
	NNL2	People are ready to support guests within the permitted range.	
	NNL3	People have good tourism knowledge and skills.	

	NNL4	The staff at accommodation and dining establishments are very friendly and polite.	
	NNL5	Good communication skills	
Overall Rating	DGC1	Your satisfaction level with Thuan Hung Rice Cake DLLN	Recommended Authors (2024)
	DGC2	Do you plan to travel to Thuan Hung cave?	
	DGC3	Do you plan to introduce tourism activities at Thuan Hung cave to relatives and friends?	

**Source:** Compiled and proposed authors, 2024.

### 3. Research Methodology

Based on the research context and literature review, the study was guided by the following research question and objective:

#### 3.1 Research Question

- What are the key factors influencing the development of tourism in Thuan Hung rice paper craft village, and how do these factors differ in their level of impact?

#### 3.2 Research Objective

To identify and analyze the key factors influencing the development of tourism in Thuan Hung rice paper craft village, and to evaluate the relative impact of each factor on tourism development.

#### 3.3 Methods of Collecting and Processing Secondary Data

Secondary data for this study were collected from a variety of sources, including academic books, online databases, statistical reports, and official documents related to tourism and craft village development. The main sources include materials from the Department of Culture, Sports and Tourism of Can Tho City, and academic resources available through the Can Tho University Library. These data were aggregated and analyzed to provide contextual background, support the development of the research model, and inform the interpretation of primary data findings.

#### 3.4 Primary Data Collection and Processing Methods

Primary data were collected through a structured questionnaire developed by the author. The questionnaire comprises three main sections:

- 1) demographic information of respondents,
- 2) tourism behavior, and
- 3) perceptions of factors influencing tourism development in Thuan Hung rice paper craft village.

The research model includes five main factors, represented by 25 observed variables (independent variables). Following the guideline proposed by Hoang Trong

and Chu Nguyen Mong Ngoc (2005), which suggests a minimum of five observations per variable, the required sample size for analysis was set at a minimum of 125 respondents. Data were collected using a convenience sampling method during the period from May 2024 to October 2024. A total of 125 valid responses were obtained from tourists who had visited the craft village, meeting the minimum sampling requirements for analysis.

The collected data were processed and analyzed using IBM SPSS Statistics 23.0 software. Analytical techniques applied include:

- Descriptive statistics (to summarize respondents' demographic and behavioral characteristics),
- Reliability analysis (to test the internal consistency of the measurement scales),
- Exploratory Factor Analysis (EFA) (to identify underlying factor structures), and
- Multiple regression analysis (to determine the relationships between the identified factors and tourism development outcomes).

An overview of the demographic characteristics of surveyed tourists is presented in Table 2.

**Table 2:** Demographic characteristics of tourists

Variable observation		Percent (%)	Variable observation		Percent (%)
Gender	South	110	Education	Below High School	16,1
	Female	70		Intermediate	19,4
Age	Under 18	11,1		College	19,4
	From 18-29	61,1		University	42,8
	From 30-39	21,7		In College	2,2
	From 40-59	4,4			
	Over 50	1,7			

**Source:** Tourist survey data, n = 180.

### 3.5 Factors Influencing the Development of Tourism in Thuan Hung Rice Paper Craft Village

To ensure the reliability of the measurement scales and the observed variables proposed in the research model (refer to Table 1), the author conducted a reliability analysis using Cronbach's Alpha. According to Nunnally (1978) and Peterson (1994), a scale is considered reliable if it achieves a Cronbach's Alpha coefficient greater than 0.6. Additionally, an observed variable is deemed acceptable if its corrected item-total correlation coefficient is  $\geq 0.3$  (Nunnally & Bernstein, 1994).

The results of the reliability analysis indicate that all 25 observed variables across the five independent factors, as well as the three observed variables representing the dependent factor "Overall Evaluation of Tourism Development," meet the established reliability thresholds. This confirms the internal consistency of the scales and their suitability for further analysis.

A detailed summary of the reliability test results is presented in Table 3.

**Table 3:** Scale reliability test results

Scale	Variable correlation coefficient – total oscillation correction	Cronbach's Alpha
Tourism Resources	0,503 – 0,607	0,787
Infrastructure and Technical Facilities	0,513 – 0,573	0,766
Order, Security, and Environmental Sanitation	0,512 – 0,627	0,780
Product Quality	0,512 – 0,625	0,787
Human Resources	0,523 – 0,607	0,782
Overall Rating	0,498 – 0,622	0,743

**Source:** Tourist survey data, n=180.

### 3.5 Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) was conducted to identify the underlying structure of the data set and determine the core factors influencing tourism development in Thuan Hung rice paper craft village. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy yielded a value of 0.927, indicating that the data are highly suitable for factor analysis (Le Van Huy & Nguyen Tran Tram Anh, 2012). Furthermore, Bartlett's Test of Sphericity was statistically significant ( $p < 0.001$ ), confirming the existence of sufficient linear correlations among the observed variables to justify factor analysis (Hoang Trong & Chu Nguyen Mong Ngoc, 2008).

The analysis revealed that the extracted factors accounted for 57.494% of the total variance, which indicates a satisfactory level of explained variance for social science research. The extraction method used was Principal Component Analysis (PCA), with Varimax rotation applied to enhance the interpretability of the factor structure. Factors were retained based on Eigenvalues greater than 1, and only variables with a factor loading of at least 0.5 were included.

During the analysis process, two observed variables were removed for not meeting the minimum loading threshold:

- "Clean water, electricity, and toilet system ensuring adequate service for tourists"
- "Reasonable prices of tourism products and services"

After removing these items, five distinct factors were successfully extracted, which represent the key dimensions influencing tourism development in the study area.

The detailed results of the factor analysis are presented in Table 4.



**Table 4:** Rotation factor matrix

Variable observation	Factor				
	1	2	3	4	5
The security situation in the craft village is guaranteed	0,722				
There is no phenomenon of pulling guests	0,631				
Food safety and hygiene in craft villages are guaranteed	0,614				
Waste in craft villages is collected and treated	0,589				
There is no begging in the craft village	0,578				
Unique and diverse craft village products attract tourists.		0,723			
The craft village has a long tradition.		0,701			
Thuan Hung craft village still retains its traditional identity.		0,634			
The craft village is located near the tourist attractions of the Thot Note district.		0,616			
The craft village has valuable historical and cultural relics.		0,512			
People are ready to support guests within the permitted range.			0,775		
People have good tourism knowledge and skills.			0,629		
The staff at accommodation and dining establishments are very friendly and polite.			0,601		
The people of the craft village are friendly and warm to guests.			0,581		
Good communication skills			0,545		
The transportation system to the Thuan Hung rice paper village is convenient.				0,748	
The communication system at the craft village ensures good tourism service.				0,679	
Spacious and airy parking and reception area				0,617	
Well-organized tourist transportation services of good quality				0,580	
Diverse and attractive tourism services					0,683
Food and beverage services, accommodation near attractions					0,647
Shopping for shops and souvenirs in diverse and attractive craft villages					0,569
Products to ensure food hygiene and safety					0,520
KMO = 0.927; p-value tests Bartlett's = 0.000; Total variance of extraction = 57.494%;					
Excerpts: Principle components; Eigenvalue > 1; Rotation: Varimax					

Source: Tourist survey data, n=180.

### 3.6 Analysis of the Dependent Variable and Multiple Regression Results

To assess the validity of the dependent variable scale, Exploratory Factor Analysis (EFA) was conducted on three observed variables: DGC1, DGC2, and DGC3. The Kaiser-Meyer-Olkin (KMO) coefficient was 0.667, indicating acceptable sampling adequacy for factor analysis. Additionally, Bartlett's Test of Sphericity was statistically significant (Sig. = 0.000), confirming sufficient correlation among the variables. The analysis extracted a single factor with a total variance explained of 66.535%, which exceeds the minimum threshold of 50%. This result demonstrates that the three observed variables consistently represent a single latent construct—namely, the dependent variable: tourism development.

Based on the EFA results for the independent variables (refer to Table 4), five distinct factors influencing tourism development in Thuan Hung rice paper craft village were identified:

- **Factor 1 (F1):** Comprising 5 observed variables, this factor is labeled "Security and Environmental Sanitation".
- **Factor 2 (F2):** Comprising 5 observed variables, labeled "Tourism Resources".
- **Factor 3 (F3):** Comprising 5 observed variables, labeled "Human Resources".
- **Factor 4 (F4):** Comprising 4 observed variables, labeled "Infrastructure and Technical Facilities".
- **Factor 5 (F5):** Comprising 4 observed variables, labeled "Product Quality of the Craft Village".

### 3.7 Multiple Linear Regression Analysis

The multiple linear regression analysis was conducted to examine the relationship between the five independent factors and the dependent variable—tourism development in Thuan Hung rice paper village.

- The adjusted  $R^2$  value was 0.674, indicating that approximately 67.4% of the variance in the dependent variable is explained by the five independent factors.
- The F-test was statistically significant (Sig. = 0.000), confirming that the overall regression model is a good fit for the data (Saunders *et al.*, 2010).
- The Variance Inflation Factor (VIF) values for all independent variables were equal to 1.000, suggesting no multicollinearity exists among the predictors (Dinh Phi Ho, 2012, cited in Nguyen Trong Nhan, 2020).
- The Durbin-Watson statistic was 1.547, falling within the acceptable range of 1.5 to 2.5, which indicates the absence of autocorrelation in the residuals.
- All standardized Beta coefficients were statistically significant, with Sig. values of 0.000, demonstrating that each independent variable has a meaningful impact on the dependent variable.
- The Sig. value of F Change was also 0.000, further supporting the statistical validity of the regression model.

These findings confirm that all five factors significantly contribute to the development of tourism in Thuan Hung rice paper craft village, and the model is both robust and statistically sound.

**Table 5:** Results of multiple linear regression analysis

Model	Normalization Factor	t	Itself.	Line Statistics	
	Beta			Tolerance	BRIGHT
Constant		0,000	1,000		
Order, Security, and Environmental Sanitation	0,353	8,282	0,000	1,000	1,000
Tourism Resources	0,421	9,858	0,000	1,000	1,000
Human Resources	0,381	8,924	0,000	1,000	1,000
Infrastructure and Technical Facilities	0,372	8,720	0,000	1,000	1,000
Product Quality of Craft Villages	0,313	7,341	0,000	1,000	1,000
Determination factor $R^2$ = 0.683; Correction $R^2$ Determination Coefficient = 674; F-value = 27.665, p-value (Sig.) = 0.00; Durbin-Watson Inspection Value = 1,547					

**Source:** Tourist survey data, n=180.

### 3.8 Factor Score Equation and Influence of Independent Variables

According to Hair *et al.* (2010), the **factor score equation** is constructed based on standardized regression coefficients (Beta values) to illustrate the relative influence of each independent variable on the dependent variable. The general form of the equation is expressed as:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$$
$$Y = \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$$

In this study, the factor score equation for the development of tourism in Thuan Hung rice paper craft village is defined as follows:

$$Y = 0.421 \times (\text{Tourism Resources}) + 0.381 \times (\text{Human Resources}) + 0.372 \times (\text{Infrastructure and Technical Facilities}) + 0.353 \times (\text{Security and Environmental Sanitation}) + 0.313 \times (\text{Product Quality of the Craft Village}).$$

Based on the standardized Beta coefficients derived from the multiple regression analysis, the Tourism Resources factor had the strongest influence on the dependent variable, with a normalized coefficient of  $\beta = 0.421$ , accounting for approximately 23.88% of the model's explanatory power.

The remaining factors, ranked in descending order of influence, are as follows:

- Human Resources ( $\beta = 0.381$ ; 21.61%),
- Infrastructure and Technical Facilities ( $\beta = 0.372$ ; 21.11%),
- Security and Environmental Sanitation ( $\beta = 0.353$ ; 20.00%),
- Product Quality of the Craft Village ( $\beta = 0.313$ ; 17.88%).

These results indicate that Tourism Resources and Human Resources are the most critical determinants of tourism development in Thuan Hung rice paper craft village. While infrastructure, environmental and safety conditions, and product quality also play important roles, their influence is comparatively lower.

## 4.2 Recommendations

### 4.2.1 Basis for Proposing Solutions

The recommendations for promoting tourism development in Thuan Hung rice paper craft village, located in Thot Not Ward, Can Tho City, are based on the following foundations:

- 1) The current state of tourism development in the craft village;
- 2) Lessons learned from the development of traditional craft village tourism in countries such as Japan, Thailand, China, and in selected localities across Vietnam.
- 3) The author's field survey results and analysis of collected data.

#### **4.2.2 Proposed Tourism Development Models for Thuan Hung Rice Paper Craft Village**

##### **○ Experiential Tourism: "A Day as an Artisan"**

Inspired by successful models such as "A Day as a Farmer" in Ly Son Island and agricultural tourism in Dong Thap, Thuan Hung village can introduce a program titled "A Day as a Craft Villager." Tourists will directly participate in the traditional rice paper-making process—mixing flour, coating, drying, and tasting dishes made from rice paper. This hands-on experience not only enhances visitor engagement but also helps preserve the village's cultural identity.

##### **○ Integrated Eco-Tourism and Craft Village Tours**

Thuan Hung's geographical location offers ideal conditions for combining craft village tourism with eco-tourism. The village can link with nearby attractions such as Tan Loc Islet (via the Thuan Hung – Tan Loc ferry) and Bang Lang Stork Garden (via National Highway 91), creating diverse and engaging tourism routes. This integrated model, similar to the tours combining Cai Rang noodle village with fruit orchard visits in Can Tho, can help diversify products and maximize local tourism potential.

##### **○ Cultural Tourism Combined with Craft Village Visits**

Located along National Highway 91, Thuan Hung is surrounded by notable cultural sites such as the memorial of composer Moc Quan – Nguyen Trong Quyen, Ngoc Trung Tang Temple, and Thuan Hung Communal House. By developing heritage-focused tours that combine these sites with craft-making experiences, the village can attract culturally interested travelers and enhance its tourism appeal.

#### **4.2.3 Key Groups of Tourism Development Solutions Preservation and Revitalization of the Craft Village**

Thuan Hung rice paper village holds both economic and cultural value. To preserve this traditional craft, local authorities should:

- Implement supportive policies for artisans, including welfare support and formal recognition for skilled craftspeople;
- Promote the village's image through media and tourism campaigns;
- Invest in intergenerational transmission by teaching traditional techniques to the youth and supporting entrepreneurship in the craft sector.

##### **○ Infrastructure and Technical Development**

For tourism to thrive, investment in infrastructure is crucial. Local governments should prioritize:

- Building or upgrading dining establishments offering local cuisine while ensuring food safety standards;
- Developing accommodations for overnight visitors;

- Attracting investment to improve transportation, signage, rest stops, and other facilities that support a comfortable tourist experience.

- **Human Resource Development in Tourism**

Enhancing the capacity of local tourism personnel is vital. Solutions include:

- Organizing vocational training, workshops, and experience-sharing events with artisans from other regions;
- Developing two key groups: (a) local tourism managers and operators, and (b) community members participating directly in tourism services;
- Encouraging local youth to engage in tourism-related careers within the village.

- **Development of Distinctive Tourism Products**

Craft village tourism products must be both economically viable and culturally authentic.

To achieve this, local governments should:

- Create interactive, experience-based tourism programs that allow visitors to engage in the production process (e.g., flour mixing, cake coating, and baking);
- Introduce river-based tourism options, leveraging the region's waterway culture to offer boat tours or floating experiences alongside craft activities.

- **Ensuring Safety, Security, and Environmental Hygiene**

A clean, safe, and welcoming environment is essential for sustainable tourism. Local authorities should:

- Conduct regular inspections to maintain safety standards;
- Develop regulations to protect the natural and built environment;
- Encourage community participation in maintaining cleanliness and order, ensuring both resident well-being and a positive tourist experience.

## 5. Conclusion

Through data collection and in-depth analysis, this study has provided a comprehensive assessment of the current status of production facilities and the availability of human resources in Thuan Hung rice paper craft village, as viewed from the perspective of local residents. The study also explored tourists' experiences and feedback, helping to identify key factors—both positive and negative—that influence the development of tourism in the village. The findings highlight both the opportunities and challenges faced by the community in leveraging its traditional craft for tourism purposes. While the village holds significant potential due to its unique cultural heritage and traditional rice paper-making techniques, it also faces limitations in terms of infrastructure, tourism services, and human resource development.

Based on these insights, the study proposed six strategic solutions aimed at fostering sustainable tourism development in Thuan Hung. These include improving infrastructure, enhancing local capacity, diversifying tourism products, strengthening

promotion and marketing, fostering collaboration between stakeholders, and preserving cultural values.

If these solutions are effectively implemented with the active involvement of local authorities, businesses, and the community, Thuan Hung rice paper craft village has strong potential to become a distinctive and sustainable cultural tourism destination in the Mekong Delta region in the near future.

### **Acknowledgements**

This study was funded by Can Tho University under the project code TSV2024-41. The successful completion of this research would not have been possible without the valuable support and contributions of numerous individuals and institutions. First and foremost, the authors would like to express their sincere gratitude to the teaching staff of the Department of History–Geography–Tourism (DoHGT), School of Political Sciences, Social Sciences and Humanities (SSSH), Can Tho University (CTU), for their academic guidance and support throughout the research process. The authors are also deeply thankful to the 125 domestic tourists who generously shared their insights during their visits to Thuan Hung rice paper craft village, located in Thuan Hung Ward, Can Tho City, in the Mekong Delta region of southern Vietnam. Special thanks are extended to Ms. Thai Phan Bao Han, English lecturer, for her careful proofreading and valuable suggestions, which greatly improved the clarity and language of this article. Finally, the authors express their sincere appreciation to *the European Journal of Social Sciences Studies* for the opportunity to publish this work. This publication contributes to increasing global awareness of tourism development solutions in Vietnam, specifically in the context of the Thuan Hung rice paper village in Can Tho City.

### **Creative Commons License Statement**

This research work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. To view a copy of this license, visit <https://creativecommons.org/licenses/by-nc-nd/4.0>. To view the complete legal code, visit <https://creativecommons.org/licenses/by-nc-nd/4.0/legalcode.en>. Under the terms of this license, members of the community may copy, distribute, and transmit the article, provided that proper, prominent, and unambiguous attribution is given to the authors, and the material is not used for commercial purposes or modified in any way. Reuse is only allowed under the terms of the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

### **Conflict of Interest Statement**

Both authors strongly agreed on the publication of this paper, and there was no contention or rivalry during the finishing of the work. In other words, the authors declare no conflicts of interest in this article. Both authors are fully and equally responsible for the benefits and harms after this article is published. The authors, moreover, declare that the material presented by us in this paper is our original work and does not contain any

materials taken from other copyrighted sources. Wherever such materials have been included, they have been clearly indented or/and identified by quotation marks, and due and proper acknowledgements have been given by citing the source at appropriate places.

### About the Authors

**Mr. Tran Gia Lac** is a third-year Tourism student in the Department of History–Geography–Tourism (DoHGT), under the School of Political Sciences, Social Sciences and Humanities (SPSSSH) at Can Tho University (CTU). His academic interests focus on tourism research, particularly in the areas of tour guiding, hospitality, tourism education, sustainable tourism startups, and tourism development. He can be contacted at [lacc2300209@student.ctu.edu.vn](mailto:lacc2300209@student.ctu.edu.vn)

**Dr. Nguyen Thi Be Ba** is a Senior Lecturer at Can Tho University, Vietnam, specializing in community-based tourism, sustainable tourism, and food security in the Mekong Delta. She has led key research projects on tourism development and cultural preservation and authored over 70 scientific publications, including books and international articles. Her work contributes to tourism management, cultural heritage, and regional food security. She can be reached at [ntbba@ctu.edu.vn](mailto:ntbba@ctu.edu.vn).

**Mr. Do Van Tien** is a freelance tour guide and an M.A. candidate at the Faculty of Vietnamese Studies, University of Social Sciences and Humanities, Vietnam National University Ho Chi Minh City (USSH, VNUHCM). He can be contacted at [xuanle147za@gmail.com](mailto:xuanle147za@gmail.com).

**Dr. Thai Cong Dan** is a Senior Lecturer in English at the School of Foreign Languages, Can Tho University (CTU), Vietnam. He earned his Ph.D. in Educational Administration (English Program) from Naresuan University, Thailand (2010), and his M.A. in Cultural Aspects and Literature from the University of Notre Dame du Lac, USA (1999). His research interests encompass TEFL/TESOL, intercultural communication, English for Specific Purposes (ESP), curriculum design, language assessment, and tourism education. He can be reached at [tcdan@ctu.edu.vn](mailto:tcdan@ctu.edu.vn) and ORCID: <https://orcid.org/0009-0002-9566-8128>.

### References

- Bui, V. V. (2002). *Traditional handicraft villages in Vietnam*. Hanoi: Culture and Information Publishing House.
- Duong, B. P. (2001). *Conservation and development of craft villages in the process of industrialization*. Hanoi: Social Sciences Publishing House.
- Doan, M. C. (2020). *Exploiting the cultural values of traditional craft villages in developing community-based tourism*. Vietnam National Administration of Tourism. <https://vietnamtourism.gov.vn/index.php/items/33040>

- Do, T. Y., et al. (2023). *Solutions for developing traditional craft villages associated with tourism in Hanoi capital. International Journal of Multidisciplinary Research and Analysis*. <https://doi.org/10.47191/ijmra/v6-i10-33>
- Nguyen, K. T., et al. (2020). *The relationship between expectations, satisfaction, and loyalty of tourists to craft villages*. <https://doi.org/10.37394/232015.2020.16.80>
- Dinh, V. H., et al. (2022). *Transformation and expansion of livelihoods based on tourism development for coastal craft village communities towards a green economy. Journal of Social Sciences*. <https://doi.org/10.18173/2354-1067.2022-0059>
- Nguyen, P. T., et al. (2022). *Assessing the quality of tourism services in traditional craft villages in Da Nang City, Vietnam. Cogent Social Sciences*. <https://doi.org/10.1080/23311886.2022.2108636>
- Zargham, H. (2007). Sustainable tourism development and handicrafts in the developing world. *Sustainable Development and Planning III*, 102, 1011–1017. Retrieved from <https://www.witpress.com/Secure/elibrary/papers/SDP07/SDP07097FU2.pdf>
- Mustafa, M. (2011). Potential of sustaining handicrafts as a tourism product in Jordan. *International Journal of Business and Social Science*, 2(2), 145–152. Retrieved from [https://www.researchgate.net/publication/259643278\\_Potential\\_of\\_Sustaining\\_Handicrafts\\_as\\_a\\_Tourism\\_Product\\_in\\_Jordan](https://www.researchgate.net/publication/259643278_Potential_of_Sustaining_Handicrafts_as_a_Tourism_Product_in_Jordan)
- John, S. (2014). A study on the role of tourism in promoting arts and crafts: A case study on Channapatna Toys. In *Proceedings of the Second International Conference on Global Business, Economics, Finance and Social Sciences* (pp. 1–9). Greater Vision Conferences & Seminars. Retrieved from [https://globalbizresearch.org/files/chennai\\_conference/pdf/pdf/id\\_c486\\_formatte\\_d.pdf](https://globalbizresearch.org/files/chennai_conference/pdf/pdf/id_c486_formatte_d.pdf)
- Azharunnisa, A., Gupta, S., & Panda, S. (2022). Revitalizing craft culture through a sustainable approach of integrating tourism with craft promotion: A case study of Puri, Odisha. *Journal of Cultural Heritage Management and Sustainable Development*.
- Sundari, S., Buari, J., & Suharto, S. (2021). Strategies for developing Tapis craft tourism villages and supply chain in creative industries in Negeri Katon Village of Pesawaran, Lampung. *Jurnal Logistik Indonesia*, 5(2), 120–129. <http://dx.doi.org/10.31334/logistik.v5i2.1883>
- Ssesimba, J. (2019). *Factors that influence tourists' preferences for crafts: A case study of East African Craft Village, Buganda Road* (Master's thesis). Makerere University. Retrieved from <https://dissertations.mak.ac.ug/handle/20.500.12281/8490>
- Truong, T. T. (2021). Factors influencing the development of craft villages for tourism in Phu Quoc City, Kien Giang Province. *Journal of Science*, 18(7), 1265–1276. Retrieved from [https://journal.hcmue.edu.vn/index.php/hcmuejos/article/view/3096?lang=en\\_US](https://journal.hcmue.edu.vn/index.php/hcmuejos/article/view/3096?lang=en_US)
- Le, T. P., & Nguyen, Q. T. (2021). Factors affecting tourism development at the traditional mat weaving craft village in Dinh Yen, Dinh Yen Commune, Lap Vo District, Dong Thap Province (Student scientific research project). Can Tho University.



- Nguyen, T. T. H., *et al.* (2019). Development of craft village tourism in the context of the international economy: A case study of Vinh Phuc Province. *International Journal of Human Resource Studies*, 10, 128–145. <https://doi.org/10.5296/ijhrs.v10i1.16045>
- Vu, M. H., *et al.* (2017). Craft villages and tourism development: A case study in Phu Quoc Island. *Management*, 21, 223–236. <https://doi.org/10.1515/manment-2015-0090>
- Collins-Kreiner, N., & Wall, G. (2007). Evaluating tourism potential: A SWOT analysis of the Western Negev, Israel. *Tourism: An International Interdisciplinary Journal*, 55(1), 51–63. Retrieved from [https://www.researchgate.net/publication/294837793\\_Evaluating\\_tourism\\_potential\\_A\\_SWOT\\_analysis\\_of\\_the\\_Western\\_Negev\\_Israel](https://www.researchgate.net/publication/294837793_Evaluating_tourism_potential_A_SWOT_analysis_of_the_Western_Negev_Israel)
- Wisudawati, S. N. N., & Maheswari, A. I. A. (2018). Potential of silver craft product through community-based tourism sustainability in Celuk Village. *International Research Journal of Management, IT & Social Sciences*, 5(1), 9–15. Retrieved from <https://sloap.org/journals/index.php/irjmis/article/view/25>
- Pham, H. L., *et al.* (2021). Community-based tourism: Opportunities and challenges – A case study of Thanh Ha pottery village, Hoi An City. *Cogent Social Sciences*, 7. <https://doi.org/10.1080/23311886.2021.1926100>
- Benson, W. (2014). *The benefits of tourism handicraft sales at Mwenge handicrafts centre in Dar es Salaam, Tanzania* (Bachelor's thesis). Tampere University of Applied Sciences.
- Hoang, T., & Chu, N. M. N. (2008). *Data analysis in research with SPSS (Vol. 2)*. Ho Chi Minh City: Hong Duc Publishing House. Retrieved from <https://core.ac.uk/download/pdf/38114424.pdf>
- Le, V. H. (Ed.), & Truong, T. T. A. (2012). *Research methods in business*. Ho Chi Minh City: Finance Publishing House.
- Nguyen, D. T. (2011). *Scientific research methods in business*. Ho Chi Minh City: Labor and Social Affairs Publishing House. Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=en&user=EOLykPkAAAAJ&citation\\_for\\_view=EOLykPkAAAAJ:7PzIFSSx8tAC](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=EOLykPkAAAAJ&citation_for_view=EOLykPkAAAAJ:7PzIFSSx8tAC)
- Nguyen, T. N. (2020). Research process and methods on floating markets, conserving and exploiting floating markets for tourism. In Nguyen, T. N. (Ed.), *Conservation and exploitation of floating markets for tourism* (pp. 11–20). Can Tho: Can Tho University Publishing House.