



## Mu Cang Chai Terraced Fields with Sustainable Tourism Development

Dr. Dang Thi Oanh<sup>1\*</sup>, Dr. Nong Viet Yen<sup>2</sup>, Dr. Tran Huu Son<sup>3</sup>, Dr. Dang Ngoc Hung<sup>4</sup>, B.E. Bui Quynh Trang<sup>5</sup>

<sup>1,2,3,4,5</sup> Thai Nguyen University – Lao Cai Campus, Group 13, Binh Minh Ward, Lao Cai City, Lao Cai Province, Vietnam

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Corresponding Author:  
**Dr. Dang Thi Oan**

### ABSTRACT

Terraced fields are a type of cultural heritage with a long history associated with the residence history of ethnic groups. These magnificent cultural heritages mark wet-rice agricultural science's remarkable development and progress on steep mountain slopes. Mu Cang Chai is a highland district of Yen Bai province - Vietnam. Mu Cang Chai terraced fields are extraordinary national landscapes and unique tourism resources. This cultural heritage has been attracting the attention of many people, especially domestic and international scientists and tourists. The article outlines typical features of Mu Cang Chai terraced fields, assesses the current situation, points out strengths, weaknesses, opportunities, and challenges, and proposes solutions to exploit this scenic spot to sustain local tourism development.

**KEYWORDS:** Terraced fields; in Mu Cang Chai, promote sustainable tourism.

### INTRODUCTION

Vietnam is a multi-ethnic country, with 54 ethnic groups living. In the areas where ethnic minorities live, there are a lot of busy terraced fields, but the most unique, the most outstanding, the most impressive is the terraced fields in Mu Cang Chai, a district of Yen Bai province, located in the North of Viet Nam. The terraced fields here have been recognized as national scenic spots and are considered unique tourist attractions. In this article, we will present a study on Mu Cang Chai terraced fields, from which we offer solutions and recommendations to exploit this scenic spot for local tourism development and socio-economic development. The article has four parts. Part 1 presents the Overview of Mu Cang Chai district and the system of terraced fields; Part 2 is about the Value of Mu Cang Chai terraced fields; Part 3 presents Terraced fields in Mu Cang Chai with the issue of sustainable tourism development; Part 4 is Proposing some solutions for sustainable development of Mu Cang Chai terraced field tourism.

### RESULTS

#### 1. Overview of Mu Cang Chai district and the system of terraced fields

Mu Cang Chai is a highland district of Yen Bai province - Vietnam, with a natural area of 1,200,95 km<sup>2</sup>. They are situated at the base of the Hoang Lien Son mountain range, at an altitude of over 1,000 meters above sea level. The terrain is high and extremely dangerous due to the strongly dissected terrain; the average slope of the whole district is 40 degrees; in some places, up to 70 degrees, the water lines are cut very

deep, and the mountain slopes become slopes. She misses them to create a highly complex system of streams, alleys, and abysses. Inland, Mu Cang Chai is affected by dry and hot weather in the early part of summer, and the valleys are affected by the typhoon effect of the mountains in the border region of Vietnam - Laos to the stream. Monsoon winds blow from the west hot and dry; on average, there are over 40 hot and dry days a year, of which 10 are especially hot and dry. The average rainfall is about 1,600mm, and the buying season starts early in April and ends early in September. Drizzle in the rainy season accounts for 90% of the annual rainfall; the rest of the time, it usually rains very little. Abundant rainfall in Mu Cang Chai has brought great resources, but at the same time, there are many potential risks of flash floods and landslides.

Mu Cang Chai is home to the Mong, Thai, Kinh, and Tay people, of which the Mong people account for about 90% of the population. H'mong people migrated to Mu Cang Chai about 300 years ago, and here they are divided into four groups: Mong Do (White Mongols), Mong Du (Black Mongols), Mong Linh (Hoa Mong), Mong Si (Hong Mong people) Red). The distinction between Hmong groups is primarily based on women's clothing and language characteristics. Mong Hoa is the group with the most significant number, accounting for over 60% of the population. The part of this ethnic group is that they often reside on high hills and mountain slopes with rugged terrain. The Mong people in Mu Cang Chai have perfect experience in terrace farming. Especially after the campaigns of sedentary agriculture and banning deforestation for farming,

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(Raspberry Hill in La Pan Tan commune - Mu Cang Chai terraced fields - side photo)

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(Raspberry Hill in La Pan Tan commune - Mu Cang Chai terraced fields - side photo)

Mu Cang Chai district does not have a large river flowing through, and many small streams originate from the Hoang Lien Son range, forming a dense system of streams tens of kilometers long. At the same time, the climate is distinctly sub-regional, with temperate characteristics divided into two seasons: dry season and rainy season, cool in summer, and cold in winter. Mu Cang Chai has up to 6

months of the dry season, causing the grass and trees to wilt and the cold winter, so it is almost not favorable for agricultural cultivation. Therefore, creating magnificent terraced fields proves the adaptation and creativity of the Mong (main subject) and other ethnic groups to the harsh natural conditions here.

Residing in the high mountains, due to the lack of flat fields for cultivation, with rudimentary tools such as hoe and spade, the Mong people took advantage of each tiny area broken up in each high mountain. From 800-1,700m to exploit and continuously create soft terraced fields surrounding those slopes over hundreds of years. Large patches of areas are layered all over the hills in an orderly and skillful manner. Cultivating terraced fields has to go through basic steps such as selecting the land, establishing the right to land, clearing the bank, making the fields, and making roads. Usually, the land with favorable conditions for stream flow and natural water sources is discovered by people early; when the water source is no longer available, they will choose the land near the flow of streams and geysers-Extrude for further exploration. Water delivery to distant fields depends on the system of canals to carry water. When the urgent need for a family economy and rapid population growth cannot solve food problems, people think of taking advantage of the water from the sky to turn the fields higher than the natural water source. Become a place to plant in the rainy season [4], [1].

Currently, in Mu Cang Chai district, there are more than 7,000 hectares of terraced fields, except for the shore, there are only 4,397.6 hectares, of which 852.9 hectares are in 6 communes La Pan Tan, Che Cu Nha, De Xu Phinh, Kim Noi, Lao Chai, and Mo De have been recognized as extraordinary national monuments [2], specifically:

### \* La Pan Tan commune

The scenic terraced fields of La Pan Tan commune are distributed in the villages of La Pan Tan, Pu Nhu Hang Sung, Trong Tong, and Ta Chi Lu. The total area of the protected zone is 280.16ha. Area I: 217.2ha; Area II: 62.96ha. The scenic spots of terraced fields are located along the inter-village road from the commune headquarters to Highway 32 (about 2km) and from the commune headquarters to Pu Nhu Hang Sung and Ta Chi Lu villages (about 1km). Total area zoning for scenic protection: 70.2ha. It is possible to go to the scenic spot of terraced fields in La Pan Tan village along the inter-village road (National Highway 32-head office of Pu Nhu Hang Sung commune), a concrete road, 2.5-3m wide by car or van machine.

### \* De Xu Phinh Commune

The scenic beauty of terraced fields in De Xu Phinh commune is distributed in the following villages: De Xu Phinh, Ma Lu Thang, and Phinh Ho. The total area of the landscape protection zone is 202.6ha. Area I: 170.5ha; Area II: 32.1ha. The road to the heritage site is an inter-village road (concrete road, 3.5m wide) to De Xu Phinh commune (1.8km). The total area of the protected area is 55.8ha. Zone

I: 55.8ha. Sightseeing village terraced fields Cricket Xu Phinh is about 6km from the commune headquarters, following the inter-village road - concrete road, 3-3.5m wide. Vehicles go to scenic spots by car or motorbike.

*\* Che Cu Nha Commune*

The scenic terraced fields of Che Cu Nha commune are distributed in Ban Che Cu Nha, Trong Tong, and Thao Chua Chai. The total area of the protected zone is 106.97 ha. Area I: 77.1 ha; Area II: 29.87 ha. The total area of the protected area is 30.1 ha. In which size I: 24.9 ha. Area II: 5.2 ha. The scenic spot of terraced fields in Che Cu Nha village is about 6.5km from the commune headquarters; the means of transport to the picturesque terraced area in Che Cu Nha village is by car, motorbike, or on foot.

*\* General characteristics in mining and farming on terraced fields:*

Due to topographical conditions, the terraced fields are usually only narrow, only 1-2 harrow roads but very long, winding around the hill, and in some places, the area is only 4-5 square meters, but up the hillside to the back. The mountain looks very magnificent. Among the three communes, La Pan Tan has the largest terraced fields, concentrated mainly in La Pan Tan, Trong Tong, Hang Sung, Pu Nhu, and Ta Chi Lu villages, and is continued by the people every year. Explore (A beautiful terraced field – Mu Cang Chai - Side photo).



With high mountainous terrain and harsh climate, in a year, the Mong people in Mu Cang Chai only grow a single rice crop: May-June is the time to build dams and get water from the fields the early summer rain or the watershed springs to serve the plowing, sowing, and transplanting of rice (water season), September-October is the harvest season (ripe rice season). In low-lying fields near streams and water sources, the Mong people plant two crops, but in reality, the yield is not high due to the cold climate, slow growth of rice, and minimal area of this type of field. If transplanted and cared for well in the spring crop, the yield will be about 3-4 tons/ha; the crop can reach 4-5 tons/ha.

In addition, some research results on terraced fields have also been mentioned strongly [5], [6].

## 2. VALUE OF MU CANG CHAI TERRACED FIELDS

### 2.1. Economic benefits

The land is considered a means of production, an essential factor for people to rely on for survival and development. In the most practical aspect, land has solved people's "eating" problem. Rice is essential to the mountainous people as the primary food source for people and livestock activities and as a trade means. Among the three crops, including upland rice, upland maize, and wet rice, terraced paddy rice brings the highest efficiency when the yield, output, and profit of terraced rice are much higher than that of other crops. The rest, this is the main selected crop of the H'mong, a stable rice production base, and a primary source of livelihood, helping to stabilize food security for each family and each community: Highland areas, ethnic minority areas.

### 2.2. Cultural and historical values

Many other countries have studied terraced fields and terraced farming methods - where there is a system of monumental and magnificent terraced fields. It is not only a farming method of mountainous residents or a study to evaluate the effectiveness of sloping land farming from the perspective of agricultural economics [2], but in fact, terraces are also an extraordinary creation, a cultural symbol, demonstrating the remarkable adaptability of man to the mountainous environment [5]. With unique cultural and ecological values in 2007, 330 hectares of terraced fields in 3 communes, La Pan Tan, Che Cu Nha, and De Xu Phinh, were approved by the Ministry of Culture, Sports and Tourism. Ranked as a National Monument, and in 2021, this terraced landscape officially received the ranking as a unique national relic. This opens up many opportunities and challenges for the conservation and promotion of the value of this unique heritage.

For a long time, terraced fields have become a stable means of production, bearing great values of history, Culture - society, and science... for the Mong people in Mu Cang Chai in particular. and nations in general. Regarding historical significance, terraced fields reflect the history of migration, society, even origin, and changes in ethnic communities. Besides, the socio-cultural values are clearly expressed through this farming method.

Rice terrace farming is a cultural creation. The process of reclaiming and creating terraced fields is meticulous and lengthy. This process is continuously followed by generations to develop, maintain, and increasingly improve farming techniques so that the ultimate goal is to create the most rice for human life. Through cultivating terraced fields, ethnic and cultural values are summarized, shared, and modified to suit each historical period. In addition, the relationship between family and



villages is also partly reflected in resource allocation and exploitation of terraced fields.

That improvement process has made proud marks in ethnic Culture. To this day, those processes are still preserved through rituals, cultural activities, and festivals associated with agricultural activities, such as festivals of new rice, the ceremony to pray for rain, and many stories of wet rice culture with unique nuances of the highland ethnic groups such as the naming of fields, ditches, streams, and villages/hamlets bearing the cultural imprints of the local Hmong people. Regarding society, with the advantages of wet areas, terraced fields contribute to a long-term settlement life for the Mong people. The terraced fields limit and eliminate shifting cultivation and clearing forests for swidden cultivation and significantly contribute to protecting forest resources in this highland district.

### 2.3. Unique travel resources

It can be affirmed that thanks to the terraced fields, Mu Cang Chai, in recent years, has been known by many domestic and foreign tourists as the most magnificent Mu Cang Chai terraced fields. Along with a system of waterfalls, caves, rich ornamental creatures, pure natural beauty, fresh climate, long-standing cultural values, particular customs, spiritual life, and Culture with the Culture of cuisine, costumes, language, traditional art, and Culture, the Culture in production work of the Mong ethnic people and the tourism infrastructure system is increasingly perfecting. Mu Cang Chai has become a destination in the travel itinerary of the Northwest region of tourists. The number of tourists coming to Mu Cang Chai increases year by year. By the end of December 2020, it is estimated that the Mu Cang Chai district will receive 253 thousand visitors, of which 37,000 are international visitors, with a turnover of over VND 93 billion [3]. Many terraced fields have become iconic images, such as the raspberry hill in La Pan Tan commune, or beautifully and uniquely shaped in the shape of a heart, a star, etc... Roads to places with beautiful terraced fields have been built to create rich sightseeing journeys for visitors and experiences. The Mong people are now not only farmers who work hard all year round with their land but have become hospitable landlords and local guides in introducing and preserving cultural features Associated with terraced fields in particular and the cultural life of their nation in general. New festivals such as the Paragliding Festival, "Flying over the pouring water season/Flying over the golden season," and the Mu Cang Chai National Scenic Discovery Festival have become the highlight of the district's events in recent years.

Besides the heritage system of terraced fields mentioned above, in La Pan Tan, Che Cu Nha, and De Xu Phinh, there are many cultural heritages related to valuable terraced fields, which are natural tourism resources and Culture can be exploited to serve tourism development: the landscape of regenerated forests, protection forests, caves, waterfalls, the landscape of Mong village, indigenous cultural

knowledge system associated with terraced fields ladders, the living customs and habits of the H'Mong - indigenous residents related to terraced fields, terraced rice worshipping ceremonies, terraced farming practices, folk songs, folk dances, system Ancient houses of the Mong people, folk games.

### 2.4. Terraced fields with sedentary issues

For centuries, ethnic groups in mountainous Vietnam have conquered sloping lands to turn this area into lush rice fields. Mu Cang Chai terraced fields result from human labor in a typical ecological complex in the high mountains. Forests, fields, gardens, villages, rivers, and streams are the core factors for people to settle down. That survival space ensures food, clothing, and accommodation conditions; food security; pet protection; and provides people with all kinds of animals and plants for life. Among the five primary factors mentioned above, the field factor is the center, cultural creation, reflects the harmony between humans and nature, reflects the rational structure and diverse values, and is the strength of the farm upland agriculture.

According to the State's policy on managing and exploiting land, water, and forest resources, swidden cultivation is an outdated production process for ethnic minorities. Migration is only "suitable" when abundant forest resources, population density is low, and land and forests' regeneration capacity is guaranteed. When resources are depleted and the population increases rapidly, swidden cultivation brings many dangers to resource protection and sustainable economic development. In terms of management, shifting cultivation also brings many shortcomings. Therefore, Mu Cang Chai terraced fields were created, contributing to solving people's livelihood problems - an essential factor in implementing the policy of sedentarization, creating stable communities for development. Develop and carry on traditions. That fact shows that only terraced fields and wet rice plants planted in new meadows with high and stable yields can make ethnic minorities not burn their fields for farming. Terraced fields are considered private property, which is the factor that keeps people and is a solid premise for the H'mong people in Mu Cang Chai and other upland ethnic groups to settle down.

## 3. TERRACED FIELDS IN MU CANG CHAI WITH THE ISSUE OF SUSTAINABLE TOURISM DEVELOPMENT

### 3.1. Overview of sustainable tourism development

Theo tổ chức du lịch thế giới (WTO: According to the World Tourism Organization (WTO ): "Sustainable tourism development is the development of tourism activities that meet the current needs of tourists and indigenous people while keeping conservation and embellishment of resources for future tourism development." Sustainable tourism development is to meet the most full and comfortable needs

of tourists, to attract tourists to today's tourist destinations and regions, and to protect and improve the quality for the future.

Up to now, most experts in the field of tourism and other related areas in Vietnam have said, *"Sustainable tourism development is the management of exploiting natural and cultural values. Humanities to satisfy the diverse needs of tourists, taking into account long-term economic benefits while contributing to the conservation and restoration of natural resources and maintaining the integrity of the environment. Cultural integrity to develop tourism activities in the future; for environmental protection and contribute to improving the living standards of local communities"*. This is also the concept that the authors use to base the research.

Thus, sustainable tourism is tourism development in terms of conservation and improvement of environmental, economic, cultural, and social aspects. Therefore, sustainable tourism needs:

- Use environmental resources optimally so that these resources form an important factor in tourism development, maintain essential ecological processes, and support the conservation of natural resources and biodiversity.

- Respect the socio-cultural identity of the communities in the destination, preserve their cultural heritage and traditional values, and participate in understanding and accepting different cultures and other chemicals.

- Ensure long-term, vibrant economic activities, bring economic and social benefits to all members, including high-income employees or earners, and reduce poverty.

Sustainable tourism is an essential part of sustainable development because:

(1) Developing sustainable tourism to help protect the living environment: Protecting the living environment, protecting rare and precious species of flora and fauna, protecting the environment, and preventing contamination of water, air, and soil. Ensuring the harmony of the living environment for the flora and fauna in the region is also helping to ensure the living environment of humans.

(2) Sustainable tourism development also helps economic growth. By exploiting the cultural specialties of the region, people in the area can improve their lives thanks to tourists visiting, using tourism services and typical products of the region and region. Sustainable tourism development also helps tourism operators, local agencies, authorities, and tourism organizers benefit, and local people have jobs.

(3) Sustainable tourism development also ensures social issues, such as reducing social evils by providing jobs for people in the region. In a deeper and more distant view, sustainable tourism helps to consciously and scientifically exploit resources, ensuring these resources multiply and develop for the next generation and future generations can be followed up and utilized.

### **3.2. Status of terraced field tourism development in Mu Cang Chai**

Over the past time, the local government has advocated exploiting Mu Cang Chai terraced fields for tourism development to effectively combine resources in building terraced fields tourism products" has been approved by Mu Cang district focus attention.

Accommodation facilities in the district and the communes of La Pan Tan, Che Cu Nha, De Xu Phinh, etc., including motels, homestays, resorts, etc. These accommodation facilities are fully equipped with the necessary infrastructure—services for tourists such as electricity, clean water, television, and internet.

Dining facilities: All communes have restaurants with an average service price of 100 - 200,000 VND/person/meal. In addition, most homestay families provide home food services for about 100,000 VND/person/meal.

Attractions, entertainment services: the system of interests of terraced fields has been interested in investing in building concrete roads but has not yet met the needs of tourists. The main activities of tourists are based on the natural landscape, such as walking around the city, watching the hills, visiting the stalls, and learning about the national Culture.

Means of transportation, shuttle guests: There is a concrete road to the commune's center. From the center of the commune to the beautiful terraced fields, there is a motorbike taxi service, a local person carrying tourists back and forth to visit according to guests' needs. In addition, motorbike taxi drivers often act as guides and explainers about heritage sites. However, the skills of guides and narrators are minimal due to language differences, or this team has not been trained in welcoming tourists and narrating guides.

Income from tourism of people and localities is not commensurate with the potential of tourism resources, mainly through homestay accommodation services, food services, buying local specialties, motorbike taxis, and fees. Visit some beautiful terraced fields, ...

The issue of tourism promotion and the district's promotion has been a concern for the authorities at all levels. In addition to the general advancement of the cultural heritage of the terraced fields by the local government, the tourism service business households also have forms of promoting the services they do business in minor conditions. Therefore, the promotion efficiency is not high. In promotional activities, travel and advertising businesses have not participated in foreign markets.

Human resources for tourism in the communes are mainly locals, untrained. Therefore, lacking professionalism, sometimes not meeting visitors' requirements, and communication skills, especially with foreigners, are still too many shortcomings. When foreign tourists come to visit and experience the cultural heritage of terraced fields, the

instructions and explanations are usually taken by the guide of an English-speaking tour company.

In general, current resources and infrastructure have ensured the primary conditions for tourism development in the locality. The authorities and local people have exploited the cultural heritage of terraced fields and natural and cultural resources related to terraced fields for tourism development. However, the introductory survey shows these tourism resources have not been promoted to their full potential. Currently, terraced field tourism activities in Mu Cang Chai mainly depend on the rice terraces' season (the watering and the ripening rice seasons). Tourism products associated with terraced fields are still monotonous. Visitors to the terraced fields only stop at sightseeing and taking photos.

The protection of the ecological environment and ensuring the income and interests of local people in exploiting the cultural heritage of terraced fields have also been concerns by local authorities and people. Besides protecting the heritage of terraced fields, the issue of ensuring security, order, and hygiene in tourist communes also has specific regulations. Revenue from tourism services is also partly deducted to pay for this work. However, due to the unstable number of visitors, security and environmental protection regulations have not been implemented regularly according to the rainy season and the ripe rice season. On the other hand, due to mountainous climate conditions, many terraced fields are eroded in the rainy season. The forest area is shrinking because people exploit the terraced fields to grow crops for a

living, causing the amount of groundwater to decrease, and bringing water to the terraces also has specific difficulties. Moreover, the COVID-19 epidemic has seriously affected tourism activities worldwide in the last two years, including in the Mu Cang Chai district. Tourist activities are interrupted, and there are no tourists. Many homestays are abandoned, sometimes for several months without guests. Accompanied by food services, motorbike taxis are also empty. Quite a few households borrow money from the State to invest in building homestays, equipping, and improving facilities to serve tourists. Still, when there are no guests, there is no income to maintain the service model and no potential to pay interest and capital for the bank. Local tourism business activities come to a standstill.

### 3.3. SWOT assessment of tourism in Mu Cang Chai district towards sustainable development

#### 3.3. SWOT assessment of tourism in Mu Cang Chai district towards sustainable development

The SWOT assessment aims to identify strengths, weaknesses, opportunities, and challenges in tourism development in Mu Cang Chai in a sustainable way. From there, make a matrix between the above factors to determine the orientations and solutions to develop Mu Cang Chai terraced cultural tourism so that strengths can be promoted, opportunities are taken advantage of, and points are limited—weaknesses and solutions to cope with challenges in the development process.

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<p>S1: Diversified, unique, and valuable tourism resources, typically a particular national scenic area: MCC terraced fields.</p> <p>S2: The local community possesses a unique and rich traditional cultural treasure, especially the system of rituals and beliefs related to terraced fields, folk art, and some conventional crafts: blacksmithing, winemaking, and brocade making</p> <p>S3: Local authorities pay attention to and create conditions for tourism development and have priority policies for local people to participate in tourism activities.</p> <p>S4: The climate of the high mountains is majestic, fresh, and calm, suitable for the development of adventure tourism and community tourism.</p> <p>S5: Abundant local human resources with indigenous knowledge and good health.</p> <p>S6: There are many local specialties; tourists prefer some OCO products with high use value.</p> <p>S7: Local people are conscious of preserving the heritage of terraced fields and the environment of terraced fields, keeping the traditional cultural identity of their ancestors.</p> <p>S8: MCC has the advantage of guests needing community tourism to experience the local cultural identity and travel to explore the high mountains.</p>	<p>W1: The natural resources of terraced fields are quite seasonal; Cultural resources have not been effectively exploited.</p> <p>W2: The local community does not have much experience in tourism. Lack of initiative, positivity, and creativity; lack and weak knowledge of informatics and technology in advertising.</p> <p>W3: The tourist market is not rich, with few international visitors and high-income customers.</p> <p>W3: The tourist market is not rich, with few international visitors and high-income customers.</p> <p>W5: The facilities and equipment for tourism development are still unsatisfactory; The road to Mu Cang Chai is still tricky.</p> <p>W6: Tourism promotion activities are not synchronized. There have not been many large enterprises investing in developing local tourism.</p> <p>W7: Signs of soil degradation, landslides, pollution, and water depletion in the environment of terraced fields have appeared</p> <p>W8: Investment funds to develop local tourism are limited, not synchronized, and not met</p> <p>W9: Accommodation time of tourism in Mu Cang Chai is short.</p>

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<p>S9. The personality of the local people in general, the Mong people in particular, are gentle, hospitable, and have the desire to do tourism.</p> <p>S10. Local prices are affordable and suitable for the income level of most tourists.</p>	<p>W10: The income from tourism of local people and authorities is not commensurate with the potential of Mu Cang Chai tourism</p> <p>W11: Traditional cultural space in some MCC ethnic minority villages has been adversely affected by unplanned tourism business activities of local people.</p>
<p><b>OPPORTUNITIES</b></p> <p>O1: The COVID-19 epidemic has temporarily subsided, the country has entered a new normal, and people's demand for travel has increased after a long time of not traveling for more than two years.</p> <p>O2: Visa easing policy, creating favorable conditions for tourists from countries around the world and in the region.</p> <p>O3: The central government and the government of Yen Bai province identify tourism as an important economic sector, giving priority to development. Many guidelines and policies to stimulate tourism have been implemented.</p> <p>O4: The trend of highland tourism, adventure tourism, sports tourism, and experiencing the cultural identity of mountainous ethnic minorities is developing strongly.</p> <p>O5: The increasing demand for travel and enjoyment of people at home and abroad.</p> <p>O6: Located on the Hanoi - Yen Bai - Lai Chau tourist route, connecting many community tourism and adventure sports destinations.</p> <p>O7: Mu Cang Chai is a challenging area, so it has received a lot of projects and programs.</p>	<p><b>THREATS</b></p> <p>T1: Competition between terraced rice fields in particular and tourist attractions on the tour. More and more tourist attractions in the Northwest region appear to attract tourists.</p> <p>T2: There are many potential risks from disease outbreaks and border security.</p> <p>T3: Climate change affecting the soil, water, and climate environment in terraced fields</p> <p>T4: The demand of the guest market is increasing, requiring professional service and high-class services</p> <p>T5: Hybridization, change of local cultural identity due to overexploitation</p> <p>T6: Tourism development has many potential risks of encroachment, environmental pollution, and local security.</p> <p>T7: Developed tourism infrastructure, concreting, and solid construction are potentially in danger of disrupting the local traditional cultural space.</p>

From the SWOT table to analyze the strengths, weaknesses, opportunities, and challenges in exploiting the cultural heritage of Mu Cang Chai terraced fields in the direction of sustainable development, the topic gives suggestions and possible solutions. To promote strengths, limit weaknesses, take advantage of opportunities, and respond to challenges as follows:

- S1,6,8 + O1,4,5,6 + W1,10 + T1: Diversify and upgrade types of tourism from resource exploitation and Culture to Mu Cang Chai terraced fields.

- S1,3,5,6 + O1,3,5 + W4,9 + T1,4: Exploiting Mu Cang Chai tourism resources to develop additional high-quality tourism products suitable to the market filial piety and needs of tourists: The natural landscape of the high mountains, the cultural identity of the local people, especially the cultural heritage of terraced fields). Thereby attracting tourists to the locality while increasing guests' length of stay.

- S2,3,7 + O3 + W3,5,7,11 + T5,6,7: Planning the Hmong villages in the scenic terraced fields to preserve the cultural space of the terraced fields.

- S1,2,3,7 + O3 + W1,11 + T5: Research solutions to protect and promote Mong cultural heritage and local ethnic communities for tourism development.

- S3,4,7 + O3 + W3 Strengthen the connection of tourist destinations in the route Hanoi - Yen Bai - Lai Chau - Lao Cai and travel agencies to bring tourists to Mu Cang Chai.

- S1,3,4,6,8 + W6,8 + T4,7: Seeking and calling for investment to develop tourism infrastructure, paying particular attention to large tourism businesses that can create high-value tourism products.

- S1,2,4,6,7,8 + W2,3,9,10 + O1,2,4,5 + T4: Strengthening tourism advertising and promotion; diversifying forms of advertising to suit the tourist market, focusing on the market of Phat tourists and foreign tourists.

- S9 + O6 + T1: Strengthen the connection of tourist destinations in the route Hanoi - Yen Bai - Lai Chau - Lao Cai and travel agencies to bring tourists to Mu Cang Chai.

- S2,7 + W2 + T1,4: Training local people on knowledge and skills on building and promoting tourism products and organizing activities to welcome tourists.

- S3 + O7 + W7,8,11 + T5,7: Integrating new rural programs, agricultural and rural programs to have more resources to build Mu Cang Chai tourism infrastructure, protect heritage, and sustainable tourism development.



### 3.4. Causes of weaknesses (limited existence)

*Firstly*, the impact of socio-economic development creates pressure on the management and exploitation of the cultural heritage of terraced fields - a core resource for tourism development. With the vigorous development of the areas of socio-economic life, especially the process of urbanization, many reinforced concrete works have appeared. Land planning, construction planning, etc., formed to serve the socio-economic development process, have created tremendous pressure to preserve and promote unique national relics' value. In particular and the cultural space of the Mong people in general. In many places, the traditional Mong village cultural space has been in danger of being broken. In Mong village, many buildings and houses are built according to modern.

*Secondly*, the impact of weather, extreme climate, natural disasters, storms, and floods also have a significant effect on terraced fields... many terraced fields have been eroded, lost water, and cannot be cultivated. On the other hand, the COVID-19 epidemic lasted more than two years, causing many tourist service establishments to be abandoned, leading to severe deterioration. This has had a significant influence on the mentality of the people.

*Third*, the capital source for the construction and development of local tourism is still limited and has not met the development requirements. The system of roads in the commune and tourist spots is often eroded in the rainy and flood seasons, making it difficult to move to scenic locations. On the other hand, there is no adequate policy mechanism to encourage enterprises to invest in infrastructure and develop tourism services.

*Fourth*, tourism resources are rich and valuable, but do not know how to exploit them effectively to serve tourists. In addition to the seasonal scenic terraced fields, tourism products are still monotonous, poor, and have not attracted tourists. Recently, the district has organized some events to attract tourists to Mu Cang Chai to break the seasonality of tourism. However, these products have not been held regularly.

*Fifth*, the regional linkage in Mu Cang Chai tourism is still loose; for tourists, there are no specific commitments between Mu Cang Chai district and travel agencies, guides in the province, country, and other destinations. Travel on the Hanoi - Yen Bai - Lai Chau tourist route.

*Sixth*, tourism promotion is still spread out; generally, no specific surveys assess the tourist market. From there, there are marketing strategies suitable for each target group of the tourist market; no tourism promotion strategy is ideal for international visitors.

*Seventh*, the training of tourism professionals for people has been available but not regularly, not suitable to the level and psychology of the people. Therefore, people still expect to rely on the State; some often only look at the

immediate benefits; if there is no benefit, they have not done it.

## 4. PROPOSING SOME SOLUTIONS FOR SUSTAINABLE DEVELOPMENT OF MU CANG CHAI TERRACED FIELD TOURISM

### 4.1. About maintaining and protecting the scenic Mu Cang Chai terraced fields

4.1.1. Develop adequate policies to encourage the Mong people in scenic areas to protect and promote relics for tourism development actively.

First, it is necessary to zone the terraced field relic and have policies to support people in the heritage area to maintain, protect, and increase the output of crops on the terraced fields and exploit the cultural value of the terraced fields. Ladders for tourism development increase the value of terraced fields.

Research and propose programs and projects to protect the cultural heritage of Mu Cang Chai terraced fields and build new rural areas, such as: Preserving villages/cultural villages of the Mong people in Mu Cang Chai - belonging to the relic area. Extraordinary country terraces or investment, embellishment of infrastructure monuments; building cultural centers, museums, libraries, art monuments, amusement parks, shared textbooks... On the other hand, besides the national target programs, different levels of government in The commune need to advise and propose the district to have specific policies to prioritize investment in rice varieties, fish breeds, fertilizers, support for water lines, landscape creation, roads (concrete trails/lanes, etc.) ...) for the terraced fields in the scenic area so that tourists can visit conveniently,...

Besides, it is also necessary to have policies to support people's technical methods of ecological agriculture on terraces, training courses on community tourism, terraced field tourism, etc., through training courses. Create and train human resources for terraced fields: techniques for making banks, keeping water, cultivating rice, intercropping, releasing fish, etc., in the direction of developing ecological agriculture to take advantage of the environmental environment of mountainous areas. High in production to create clean, safe products with high economic value. It is strengthening intensive farming methods, intercropping crops, and selecting suitable crops for terraced fields in the dry season and studying and planning areas for intercropping with flowers that enrich soil nutrients and create tourist landscapes on terraced fields in the dry season, or domains with insufficient water for rice cultivation. There is a risk of bank erosion (Triangle flower fields; rapeseed flowers, peanuts, soybeans, green vegetables, medicinal plants, etc.). This has both increased value and increased crop production on terraced fields. From there, overcome the seasonality of terraced field tourism. Along with supporting training in agroecological techniques, it is necessary to train skills in building a model of eco-agricultural tourism in terraced



fields combined with the experience of Hmong cultural identity and regional environmental landscape-high mountain.

In the implementation process, it is necessary to base on the specific conditions of communes and districts to provide critical support, pilot on a narrow area, learn from experience, and deploy and replicate on a more significant site. In the way of support, investment should be rooted in the people, relying on the people's power to come up with solutions that are suitable for the people and be able to make the best use of the available potentials of the locality to maintain lasting; step by step and have a practical roadmap for people to practice, form familiarity and skills, and be able to move towards independence and self-reliance in ecologically-oriented agricultural production of terraced fields and business in tourism services. From the rice terrace's heritage and local Culture, have policies to initially support and encourage the Mong people to preserve, protect and exploit cultural heritages (customs, practices, festivals, folk arts, ...) to build products tourism products: financial support to restore the original organization to form the foundation and habits for the locality. Then, when it has become a tourist product, with visitors, people will collect fees from tourists to preserve and maintain the heritage and contribute to the family's economic growth.

#### *4.1.2. Protecting the ecological environment in the scenic area of Mu Cang Chai terraced fields*

There are policies and mechanisms to support people and businesses in protecting the ecological environment and biodiversity in the terraced fields. The maintenance of exploitation must always go hand in hand with the protection and embellishment of the heritage. This is also an effective solution to protect and maintain the terraced fields' water source and help regulate and freshen the climate in the high mountains. Therefore, the district/commune must invest yearly funds to carry out this work. In particular, when exploiting terraced fields to serve tourism development, some funding must also be deducted for protection and embellishment.

On the other hand, it is necessary to have timely and transparent reward and sanctioning policies for activities protecting the ecological environment and biodiversity in scenic areas of terraced fields (fines/penalties for employees/planting temples). forest,...). In addition to taking advantage of local conventions and laws and training people in scientific knowledge, applying scientific and technological advances to increase efficiency for ecological environment protection activities.

It is necessary to periodically inspect and evaluate the environment (soil, water, air, etc.) at the terraced field site, organize conferences/workshops, and invite scientists specializing in the background: schools and environmental research institutes for assessment. The environmental evaluation to protect the ecological environment of the terraced field relic area helps the exploitation of terraced

fields to be developed sustainably, creating a premise for developing high-mountain eco-tourism-resort tourism and community tourism in ethnic minority areas.

One of the critical issues of protecting the ecological environment in the scenic area of Mu Cang Chai terraced fields is protecting and preserving the landscape without disrupting the environmental and ecological cycle, minimizing the impacts of economic development and tourism development on the environment. The construction of roads, civil works, houses, ... in the scenic area should respect the landscape of the traditional Mong village. Therefore, local authorities must also set up regulations and reward and punishment mechanisms for this activity. For example, instead of concrete fences around the house, we can use stone fences, planting wooden and bamboo poles, planting trees, etc. Newly built homes in scenic areas need to be made. Harmoniously unified with the traditional house style of the Mong people (can use materials of iron and steel, cement but wooden patterns or imitation of wood,...). Pay attention to sanitation and landscape embellishment in families, villages, and paths in the relic area; integrate national target programs in new rural areas to build septic toilets and biogas pits to utilize energy from livestock waste and clean up the environment; Implement the process of composting to create organic fertilizers for plants.

They are integrating environmental protection tasks into tourism development investment activities in the area, especially in planning the development of specific tourist attractions and services by implementing ecological impact assessment.

Protecting the ecological environment and landscape: installing signboards, placing trash cans at rest stops... Investing in building waste, wastewater collection, and treatment points at tourist destinations calendar. Pay special attention to forest protection, land protection, stream protection, and natural tourism resources in Mu Cang Chai.

Strengthening measures to protect specific resources, especially values of ecology - biodiversity, landscape, and traditional Culture of villages; ensure environmental sanitation in tourism exploitation and development.

#### *4.1.3. Protect the environment and travel safe*

Learn from experience, organize training classes, and foster professional safety in adventure tourism for the team of coaches, guides, and technical staff at adventure resorts.

Develop a warning and guidance system for visitors before and during an adventure tour.

Ensure 100% of adventure tours must undergo training classes and training for visitors.

Building a system of stations and yards fully equipped with modern, reasonable, and safe equipment; develop plans to ensure visitors' safety and first aid in emergencies. It is necessary to pay attention to equipping

knowledge, ensuring tourist safety, and knowledge of first aid for victims for the team of motorbike taxi drivers in the terraced area.

Research and develop a tourism landscape associated with specific trees of the region, such as Son Tra, Ban flower and flowers planted according to the plan.

#### *4.1.4. Environmental protection, social safety*

Developing people's livelihoods contributes to the protection and sustainable use of natural resources and the environment. Focus on developing local tourism services and supporting the development of community-based tourism types.

Strengthen inspection and inspection of order maintenance, security, and environmental sanitation at tourist attractions; restore order, hygiene, security, and safety; prevent and combat social evils; eliminate the act of "chopping and slashing," begging, and enticing guests at tourist attractions. Strictly handle actions that cause trouble and make unsafe for people and property of tourists.

Agencies and units, when organizing tourist sightseeing routes, must closely coordinate with local military agencies, especially foreign tourists, who must register and report to avoid loss of situation: political security - social order and security and national defense security.

Establish a department to monitor travel safety and security (professional or part-time). This department is responsible for collecting and analyzing information, considering good and bad trends, and preparing to prevent insecurity and security in places where it is forecasted to happen to control insecurity. Safety and protection to some extent right from the beginning, contributing to ensuring safety and security at tourist sites and attractions.

## ***4.2. Regarding the development of terraced fields, tourism products based on exploiting the values of traditional Culture and history of indigenous peoples***

### *4.2.1. Building new experiences related to heritage*

It is necessary to exploit different aspects of values and approaches to heritage to create exciting experiences for tourists during the trip to create different experiences for guests.

According to UNEP (United Nations Environment Program), tourism products are a combination of 3 factors: physical factors, experiential and emotional factors. The material element (here, the heritage of the terraced fields) can only be felt deeply through exciting and diverse experiences that attract the participation of tourists. It is these experiential activities that will create their emotions. The more engaging the movement, the stronger the feeling.

*4.2.2. Expanding the heritage space facilitates the organization of experiential activities but does not reduce the core value of the heritage*

They are exploiting tourism products of Mu Cang Chai terraced fields in connection with other sustainable

tourism products in the locality to create an attractive tourist route. In addition to terraced fields in Mu Cang Chai, there are other destinations such as Khau Pha pass, Lim Mong village, Che Cu Nha commune, Pu Nhu waterfall, Thai village ... also beautiful to tourists. Connecting terraced fields with these destinations reasonably and suitably for different groups of visitors will create attractive and diverse tourism programs. These travel programs will make it easier for tour operators from source markets to form long-term travel programs for their target audience when organizing trips to destinations on the north side.

The role of tour operators in building tourism products is vital. It is necessary to seek cooperation from travel businesses organizing travel programs to the North. Their market experience and customer needs will make building the product easy and on track. From there, the built product will be welcomed in the travel market.

### *4.2.3. Mechanisms and policies to exploit the scenic beauty of Mu Cang Chai terraced fields for tourism development*

#### *\* General policy*

- Issuing a banking policy for households to borrow at low interest rates.

- Tax and credit incentives encourage businesses to bring visitors to the community tourism area, such as tax reductions, preferential loans, etc.

- Having policies to attract direct investment capital, joint ventures with foreign countries, sponsorship capital, and revenue from tourism industries, including tourism fees, mobilizing collective capital, and private capital. Priority is given to upgrading. Synchronization of the transportation system, electricity supply, clean water supply, waste treatment, environmental sanitation, communication...

- Having policies to attract domestic investment through strengthening domestic joint ventures and encouraging domestic investment according to the investment law to build hotels, restaurants, eco-tourism areas, and hospitals...

- Allow implementation of many types and projects with 100% foreign capital, including investment in infrastructure.

- Tax exemption for a limited time or tax reduction for investment projects to exploit and use resources for tourism development, significantly to develop high-quality tourism products that can be exported locally.

- Having mechanisms and policies to support training and skills training in tourism, supporting information, propaganda, and promotion. Develop a tourism development strategy to encourage and attract businesses to research and invest in Mu Cang Chai.

*\* Policy on investment capital and the role of the parties involved*

Investment in tourism development in terraced fields approaches according to the principle of economic capital, with the following types of money:

- *Capital provided by the State*: The district People's Committee needs to direct all departments to integrate all related projects to build a master program to develop tourism with several goals but the same purpose. Aim to improve the life of the Mong people. The State's capital should be allocated to villages, hamlets, households, cooperatives, etc., according to the principle of "giving the fishing rod, not the fish." In particular, focus on infrastructure construction, planning issues, tourism product design issues, branding and brand promotion issues, model building issues, and evaluation of tourism properties effectiveness of the model. Experience in many localities shows that if this capital is fully allocated to the people, it will lead to people's dependence; when the project ends, people abandon the project and leave the model tourism development.

- *Enterprise's capital*: investment capital is significant, but according to experience in community tourism destinations, businesses can only invest in transporting guests, helping to promote, and not directly participating in tourism activities. Services in the community. Because in many places, the services in the community by businesses will lead to loss of income for the people. The Mong people, who own tourism resources, will become hired workers for people from other places. In particular, the land management issue of the village must be practical, not to let the land purchase and sale spread, leading to the Mong people selling all terraced fields and houses to businesses. It will lead to "hot" tourism development, even causing social conflicts.

- *Cultural capital of people in the community*: this is a significant source of money for the people. This source of capital affects the success or failure of any tourism development model. But nowadays, many places overlook cultural capital. This capital has been accumulated for thousands of years, bearing the imprint of ethnic Culture, containing the talents and intelligence of each Hmong (for example, folk knowledge of terrace farming, conservation of rice, etc.) Protecting forests and water sources is a treasure that the Mong people have built for thousands of years, or the Mong dance is the talent and aptitude of each Hmong, etc.). This cultural capital can only be created by the Mong community or individual Mong people. This capital is invaluable and has both use value and super-use value. Therefore, the cultural capital of the community must always be promoted. The cultural capital contribution of each Mong village is the largest and most valuable source of money, and no other source of capital can be compared. Therefore, the Mong community owns community tourism and invaluable wealth in sustainable tourism development. In addition, the community can also contribute other capital sources, such as human resources and land, to develop tourism. These are also essential sources of capital.

- *Knowledge capital of scientists*: developing tourism to transform livelihoods in the Hmong region of Mu Cang Chai is a new problem, requiring creativity and efficiency associated with the market. Therefore, the stages from Planning, building products, promoting products to affirming the brand, selling product services, etc., require consultation. Scientists must consult successful models of community-based tourism in Vietnam. The consulting tasks of scientists focus on the following issues:

+ Planning (selecting sites for tourism development, surveying tourism resources, surveying the tourism market and tourists...).

+ Develop organizational structure and tourism management of villages, communes, and districts (build tourism service departments: accommodation service, food service, motorbike taxi service, experience service).

+ Designing tourism products and services (methods to exploit tourism resources into tourism products and services; plans to increase product value; strategies to improve and invest in tourism products and services).

+ Promotion and promotion of tourism (promotion planning, advertising methods).

+ Tourism management (destination management, arrivals and capacity management, destination capacity, and analysis of the life cycle of Mu Cang Chai tourist destination).

#### **4.3. About human resource training**

- *Regarding training objectives*: to train farmers to become tourism service operators, to master tourism skills (skills to welcome guests, skills to arrange rooms, skills to practice services, tourism products, culinary skills, production of souvenirs and gifts, etc.).

##### *About the training method:*

+ Method of hand-to-hand work, opening training classes with specific teaching content associated with the practice, conducting and practicing right in tourism models, and creating tourism products and services.

+ Method of sightseeing, learning experience: this is an essential, attractive method that people quickly absorb. However, this method requires the participants to undergo hands-on training sessions. They rubbed reality with tourists from there, and they took them to visit and learn from tourism models in the provinces of Lao Cai, Lai Chau, Ngoi Tu - Yen Bai, Nam Dam - Quan Ba district - Ha Giang province...

#### **4.4. About investment in infrastructure development, tourism infrastructure**

- Continue effectively implementing projects, projects, programs, and plans for tourism development oriented in the Resolution of the 19th District Party Congress, term 2020 - 2025 for development investment tourism infrastructure, and tourism product development has been identified.



- Attract high-quality tourism investment projects (entertainment zones, restaurant complexes, high-class hotels); new types of tourism to attract tourists (sports - adventure tourism, eco-research tourism) suitable to the natural and social conditions of the district, minimizing negative impacts on the environment: ecological environment, natural landscape and living environment of people.

- Concentrating all resources and promoting socialization to build the infrastructure of tourist zones and spots to meet the requirements specified by the Ministry of Culture, Sports and Tourism, which focuses on public toilet infrastructure, electricity system, clean water, catering services, shopping and conditions to ensure security, social order and safety, environmental sanitation, collection system, and process rubbish.

- Focus on directing the preparation of documents to request competent authorities to recognize tourist zones, routes, and spots in the locality when all conditions are met.

- Strengthening to meet the state budget capital for investment in tourism infrastructure development in order of priority.

- Focus on reviewing and monitoring progress, removing obstacles, urging and speeding up the implementation of tourism business investment projects that have been granted certificates.

- Resolutely propose to withdraw or transfer tourism business investment projects that do not meet the approved schedule, Planning, and other regulations on investment;

- Strengthen the socialization of tourism development investment, have mechanisms and policies to encourage investment projects and business of high-class tourism products and new tourism products, including Business investment projects tourist areas and attractions; large-scale, synchronous, modern and high-quality projects; mall; commercial and entertainment complexes; tourist village; types of joy; a new kind of tourism.

- Mobilize investment capital sources from the central budget, such as tourism infrastructure capital, ODA capital together with provincial budget capital and other lawfully mobilized capital sources for investment in the construction of traffic works, cultural and sports institutions, and embellishment of cultural and historical relics in service of tourism.

- Effectively implement policies to support tourism development for ethnic minorities in the district according to state policies and resolutions of the Provincial People's Council to create favorable conditions for tourism development. For people to participate in tourism; policies to support from the state budget to develop tourism infrastructure, especially the transport system, to improve the accessibility to areas with potential for tourism development in communes in the district; support policies from the state budget for training to improve management

skills and professional skills in tourism development for the community; Policy on support from the state budget for market research activities and promotion of tourism products to markets, especially potential markets; Policies to support funding and increase access to credit sources for communities who wish and volunteer to participate in community tourism activities; Policies to support conservation and community development activities from tourism revenue in general and community tourism in particular.

- Encourage tourism service businesses and households to access bank loans and state credit to invest in upgrading and expanding tourism projects and investing in infrastructure to serve business activities. Tourism: Encourage investment capital contribution to develop the household economy through community tourism, homestay, exploitation of cultural values, and traditional craft villages. Encourage the contribution of tourism income to conservation, restoration of ecological and cultural values, development of green tourism, and adaptation to climate change.

#### ***4.5. Solutions for local, regional, and inter-regional links***

##### ***4.5. 1. Raising awareness about tourism association and development in Mu Cang Chai***

Raising awareness of the role of regional linkages in socio-economic development in general, and tourism in particular, is particularly important in policy-making and implementation in the locality. In the period when the economy operated under the centrally planned bureaucratic subsidy mechanism, the issue of regional linkage was not entirely posed. Regional connectivity is urgently required when shifting to a market economy and international economic integration.

The local authorities of Mu Cang Chai need to have close cooperation and clearly define the content of tourism linkages in the whole region and sub-region, including joint development of tourism area planning; uniformly link mechanisms and policies to manage tourism development in the area of Mu Cang Chai; cooperation in developing specific tourism products at regional and local levels, creating new tourism products; link to develop tourism market; links in tourism human resource development programs; link and coordinate in propaganda and tourism promotion; unity in money promotion, attracting investment in building tourism infrastructure.

A clear awareness of the role of tourism region linkages will help enhance the responsibility of localities in the region, unify the implementation of strategies, master plans, and plans, and improve tourism capacity and competitiveness of the area in the whole region to limit and move towards eliminating the administrative indiscretion in each locality, to strengthen cooperation and coordination of actions of the communes in Mu Cang Chai to develop tourism.

#### 4.5. 2. *Linked content*

- Promote links with significant tourist centers of the country (Hanoi, Quang Ninh, Da Nang, Ho Chi Minh City) and tourist centers of the Northwest region (Sapa, Moc Chau, Dien Bien Phu). ), neighboring localities (Lao Cai, Lai Chau, Phu Tho, Son La), linking with localities in the model of 8 expanded Northwest provinces to develop tourism in general, build and develop products specific tourism in particular based on arranging development towards efficiency and sustainability, creating higher competitiveness. Special attention is paid to the link to discover terraced fields' national and international heritage roads. Linking with the national heritage of terraced fields in Sa Pa, Y Ti, Lao Cai province, and Hoang Su Phi terraced fields, Ha Giang province; World Heritage Site - Hong Ha terraced fields, China.

- Promote links along the tourist route "Northwest Road": the Northwest road starts from Hanoi and passes through Van Chan district to Mu Cang Chai district to Than Uyen, Tan Uyen, Lai Chau, and Dien Bien. This road has a turn to Sa Pa, Bac Ha, and Lao Cai. Therefore, it is necessary to closely link Mu Cang Chai with Muong Lo and Tram Tau of Yen Bai, Than Uyen, Phong Tho of Lai Chau and Sa Pa, and Bac Ha of Lao Cai.

- Building and exploiting tours and tourist attractions based on roles and responsibilities of each locality; branding and destination promotion; training and development of tourism human resources, especially human resources for adventure sports tourism; developing regional tourism infrastructure in general and directly upgrading the infrastructure system to access tourist attractions; formulating specific policies, creating a favorable environment for the development of specific tourism products.

- Ensure consensus and high practicality (not only linking on paper); build linkage models and specific action programs and clear roadmaps in connecting.

#### 4.6. *Solutions to promote and promote tourism*

- Survey and evaluate the strengths and weaknesses of tourism activities

The organizers must re-evaluate the reality of organizing tourism activities over the years. From there, evaluate the attractiveness of activities for which visitors? At the same time, it is also necessary to consider the points that need to be improved and learned from experience, such as the overload in the pitch, jostling, jostling, or the situation where tourists have no place to eat or stay. This survey is necessary to promote the strengths and, at the same time, improve the organization's weaknesses and limitations to provide the best tourism products for residents and visitors.

- Develop promotional and advertising goals:

Based on the ability to organize the service, the facilities, the capacity of visitors, and the needs of the tourist area, how many tourists are expected to be welcomed by the tourism organization board (classification of domestic

tourists) and international visitors). From the expected number of visitors and target audience, the organizers have developed appropriate promotional measures (promotion through domestic or international travel agencies, advertising through the information system mass).

In setting goals, it is necessary to establish indicators of the plan. For example, how many domestic tourists attend, and how many international tourists? It is worth noting that among the criteria tourists need to promote, it is necessary to pay attention to the ability to provide tourism products. For example, how much is the capacity of the tourist destination, the ability to serve meals to the number of tourists? How much is the accommodation service for tourists staying in the village?...

The plan also mentions selected "channels" for promotion, such as introducing to businesses, promoting on television, social networks, etc.

#### 4.7. *Digitizing the cultural heritage of terraced fields and the Culture of the Mong people in Mu Cang Chai*

Statistics and digitization of the cultural heritage of terraced fields in particular, as well as the traditional cultural heritages of the Mong people in Mu Cang Chai district in general. Digitized materials must be diversified in addition to written words (Vietnamese, English); additional documents about images and videos are needed. This solution helps preserve the heritage and effectively contributes to promoting, promoting, and introducing widely in the domestic and international online community.

#### 4.8. *Branding for the cultural heritage of Mu Cang Chai terraced fields*

Mu Cang Chai terraced fields are recognized as a particular national scenic spot. This has confirmed the special, unique, and immense value of heritage. Some terraced fields in Mu Cang Chai have become statues, representing the poetic and majestic beauty of terraced fields such as The raspberry hill terraces in Pu Nhu, Hang Sung, and La Pan Tan villages; Horseshoe terraced fields in San Nhu village, Mo De commune. These fields must develop dossiers and submit them to the competent authorities to confirm the right to protect and exploit intellectual property rights for brand management and development. Since then, creating a tourism brand for Mu Cang Chai terraced fields and identifying local ownership rights - have been the heritage of the Mu Cang Chai district alone. These heritages will become a typical terraced field tourism product, creating value, attractiveness, and competitiveness for the Mu Cang Chai tourist destination.

## 5. CONCLUSION

Mu Cang Chai terraced fields are the product of the process of adapting and conquering the natural environment of the Mong people, demonstrating the characteristics of diligence, hard work, and creativity to form the unique cultural features of Mu Cang Chai in this tribe. The method

of cultivation of terraced fields is valuable for socio-economic development in mountainous areas. In the current context, the conservation and sustainable development of terraced fields is an urgent issue because it contributes to preserving and promoting cultural values, sedentary settlements, environmental protection, and socio-economic development. Exploiting terraced fields for sustainable tourism development is a significant trend and task to promote the unique importance of this heritage.

The article has assessed the current situation of terraced field tourism development in Mu Cang Chai district according to SWOT: analyzing strengths and weaknesses in tourism activities and proposing some solutions to develop tourism in the province in the direction of sustainable development, product personalization, heritage protection, ecological environment protection, making use of all resources and promoting local communities to participate in protection and exploitation activities heritage mining actively; contributes to diversifying tourism products, attracting tourists to the locality, and increasing the length of stay as well as the spending of local tourists. Since then, it has contributed to improving living standards, increasing income for local people, forming a chain of tourism products of terraced fields in Mu Cang Chai, contributing to preserving and promoting the value of national landscapes, especially terraced fields, preserving and promoting national identity, raising the sense of national pride, and realizing the goal of sustainable poverty reduction. At the same time, it is making a practical contribution to protecting the ecological environment of Mu Cang Chai terraced fields.

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