

Current situation of rural tourism in Tan Trieu Islet, Dong Nai province, Vietnam

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Abstract—Tan Trieu pomelo village exists over hundreds of years in Dong Nai province, Vietnam. Located in Vinh Cuu district, Tan Trieu pomelo village lies along the Dong Nai river, 40km from Ho Chi Minh city - the largest city in Vietnam. Tan Trieu pomelo is famous for its special flavors which are due to rich alluvium constituted by Dong Nai river. With its green orchards, fresh air tranquil settings, and great location close to big cities and provinces, Tan Trieu pomelo village is an attractive place for tourists and many urban residents.

This report is aimed at understanding current status of rural tourism in Tan Trieu Islet, and then some main advantages and challenges in exploring and developing rural tourism activities in Tan Trieu Islet are analyzed. In-depth interviews were used to gain information from local people toward pomelo gardens becoming a rural tourism attraction. The results show that local people support tourism development which is based on the pomelo gardens which could become important resources for rural tourism development in Tan Trieu Islet, Vietnam

Keywords—rural tourism, Tan Trieu, Viet Nam, pomelo village

1. OVERVIEW RURAL TOURISM ACTIVITIES IN TAN TRIEU ISLET, DONG NAI PROVINCE

1.1. Concept of rural tourism

Rural tourism can be defined as the country's experience 'which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environment. According to Lane

[1], consequently, rural tourism in its purest form should be:

- Located in rural areas.
- Functionally – built upon the rural space this can benefit small-scale enterprise, open space, contact with nature and the natural world, heritage, – traditional societies and – traditional practices.
- Small in scale– both in terms of buildings and settlements.
- Traditional in character, growing slowly and organically, connected with local families. It will often be very largely controlled locally and developed for the long term good of the area.

In Vietnam, tourism industry is relatively young, with only around 40 years of significant development [2]. For long time, tourism in Vietnam was usually concentrated in urban areas; tourism in rural areas was in the beginning stages of its development and is still immature [3]. In Vietnam, although the term “rural tourism” has not yet been officially recognized in legal documents, there are many types of tourism being operated in rural areas throughout the country. Some famous destinations are Tien Giang, Ben Tre, Vinh Long in the Mekong Delta region and some other places in the North and the Central of Vietnam. In this report, rural tourism can be defined basically as tourism activities happening in rural areas, introducing rural life with cultural and historical value of the local region.

1.2. Rural tourism and farm tourism

According to Pivčević [4], Su [5] and Wang et al [6], many definitions of rural tourism tend to focus on the type of activity visitors engage with in rural areas and that leads to labeling of different types of tourism. For example, forms associated with rural areas are agro tourism, eco tourism, green tourism, cultural tourism, heritage tourism, nature tourism, farm tourism, countryside tourism, village tourism, pastoral tourism, peripheral area tourism, etc (Table 1). A rural tourist destination

Received: 02/12/2017; Accepted: 26/01/2018; Published: 30/3/2018

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could be defined as a wider area dominated by the natural/rural and/or farmed/forested environments.

While rural tourism is a general term and it can be defined as all forms of tourism practiced in the rural area, one of the characteristics making farm tourism different from rural tourism is that it

occurs on a working farm and not just in a rural area. Namely, tourism on working farms is being developed as a supplementary activity to agriculture and it enables farmers to diversify their activities while enhancing the value of their products and property.

Table 1. Definitions of farm tourism

“Any tourist or recreational enterprise on a working farm”	Dartington Amenity research trust (DART), 1974
“Tourism enterprises that are present on working farms and yet are largely supplementary to existing farm activities”	Frater, 1983
“Working farms, irrespective of type or size, where the primary activity is agriculture and where tourism is a supplementary activity”	Wales Tourist Board (WTB), 1986
“A trip, or overnight stay, in a countryside area which is either agricultural or natural and has a low density of population”	Gilbert and Tung, 1990
“A form of rural tourism whereby paying guests can share in farming life”	Davies and Gilbert, 1992
“Farm tourism is just tourism in farm setting”	Peebles, 1995
“Farm tourism as tourism products where the consumer, at a minimum, is aware of the farming environment”	Clarke, 1996a
“All tourism or recreation enterprises located on working farms”	Clarke, 1996b
“A farm that has diversified into tourism and still maintains agriculture as its primary function”	South West Tourism (SWT), 1999
“Rural tourism conducted on a working farm where the working environment forms part of the product from the perspective of the consumer”	Clarke, 1999

Source: Hill, R., Busby, G. [7]

It is essential for farm tourism to be situated in an area that offers other different forms of rural tourism which can complement it and thus create a complete experience i.e. create a complete tourism product. That is the reason why every serious discussion on farm tourism has to be put in the wider concept of rural tourism Pivčević [4].

1.3. Overview about Tan Trieu Islet

Tan Trieu pomelo village is small Islet which belongs to Dong Nai province in the Southeast region of Vietnam, about 40 kilometers from Ho Chi Minh city. Dong Nai province is bordered by Binh Thuan province to the East, Lam Dong province to the North East, Binh Duong and Binh Phuoc to North West; Ba Ria – Vung Tau to the South and Ho Chi Minh city to the West (Figure 1). Tan Trieu Islet is located in Tan Binh Commune which total area is 1,116.72 hectares. In there, there is 857.10 hectares for agricultural land, 259.62 hectares for non-agricultural land and 3.0 hectares for land of tourism development (Report of Tan Binh commune on current status of land using and orientation to 2020).

Tan Trieu Pomelo Village with abundant pomelo gardens together with fresh air and stillness is recommended as an ideal destination for Saigonese to have a change of air at weekends. In the past, the land of Tan Trieu mainly cultivated betel plants. In 1869, a priest from Tan Trieu Cathedral brought two pomelo trees from Brazil to plant in his church garden which produced delicious fruit with a sweet taste. Therefore, the locals started planting the rare variety of pomelo trees in their own gardens. Today, Tan Trieu has become expert in growing pomelos which is now a speciality of Dong Nai Province.

Tan Trieu pomelo comes in many kinds, each with its own aroma and taste, including sweet orange pomelo, guava pomelo, sour pomelo and some new kinds imported from other regions such as Nam Roi pomelo, Long pomelo and Xiem pomelo. No matter what kind they are, Tan Trieu pomelos are big and round and emit a light aroma. In 2006, the Department of Intellectual Property, Ministry of Science and Technology granted a registration certificate of geographical indications

for Tan Trieu pomelo which is of great significance in increasing the trademark value and contributing to the competitiveness of this speciality both domestically and internationally.

Recently, with a large number of tourists coming to the village, the locals have turned their

pomelo orchards into tourism areas, where visitors can enjoy the rural landscape, visiting local houses, and have dishes and drinks made from pomelos.

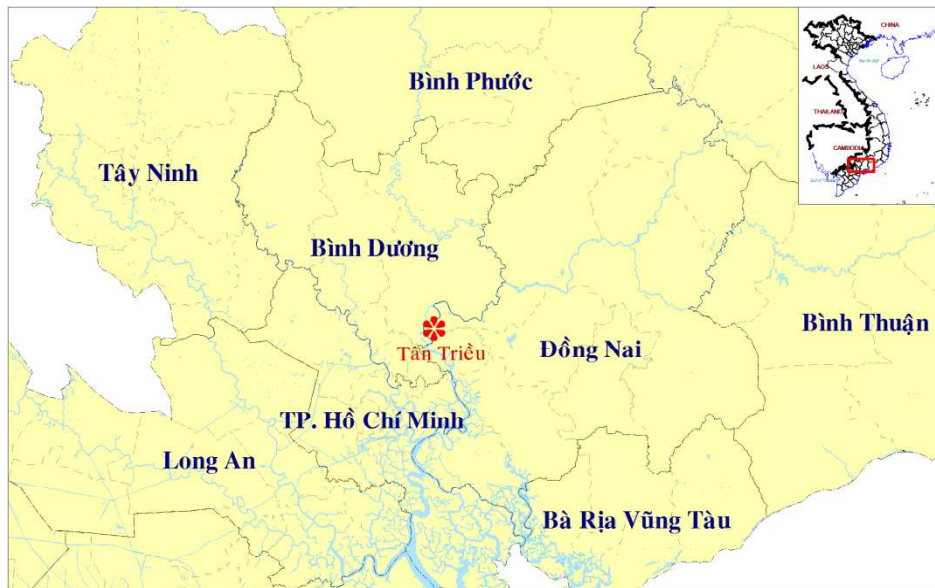


Figure 1. Connecting Tan Trieu Islet with neighboring provinces

For understanding current status of rural tourism in Tan Trieu Islet, and analyzing some main advantages and challenges in exploring and developing rural tourism activities in Tan Trieu Islet, the research paper based on primary and secondary data. Primary data was collected from documents on the internet, annual reports of the People's Committee and Tourism Department of Tan Binh Commune, Dong Nai province; and relating statistic reports. Secondary data was collected from the in-depth interviews. Interview procedure was undertaken three times in lately 2016 and early 2017.

Two steps were applied when conducting the interview survey. The first step is to take the in-depth interviews with the local governmental organizations such as Tan Binh People's Committee for general understanding tourism activities of the local region.

Next, the in-depth interview technique was utilized with eight households in Tan Trieu Islet. Specifically, the interviewed households were selected by the Economic Department of the People's Committee of Tan Binh Commune, based on main characteristics such as the scenic beauty

of the pomelo gardens, aesthetically ancient houses, river/canal-near position and conveniently accessible by both water and land. Each detailed questionnaire took approximately 1 to 1.5 hours, which was carried out at the interviewee's house.

1.4. Number of tourists and tourism based income

In recent years, generally, the tourism in Tan Trieu Islet has made many efforts to encourage investment. Some economic infrastructures have been constructed to create favorable conditions for tourism development and demand for sightseeing recreation. Tourists in Tan Trieu are very various, including foreigner delegations, students, researchers, military seniors, etc. However, the profit that tourism activities brought is not excellent and non-corresponding to its available tourism potential. Travel services have just focused mainly on exploiting food services and some available recreational activities, while tour travel still remains to some limits. The investment and management of Tan Trieu pomelo village – one of the four main tourist destinations in Dong Nai province – as assigned to the local district and its operation is quite efficient.

In comparison with other travel attractions in Vinh Cuu District, Dong Nai Province, Tan Trieu pomelo tourism also contributed a large number of tourists to the local area. According to the statistics of People's Committee of Tan Binh Commune, this Islet welcomed 3,000 tourists including 500 international tourists, accounted for the highest of 40% international visitors to this district in 2012. This figure indicates that Tan Trieu Islet is extremely attractive to foreign visitors, therefore, it will bring huge benefits for the local area if being invested wisely.

The statistics illustrated that the above number accounted for 14.5% of the number of travelers to Vinh Cuu. Although constituting for only about 14.5% of the total amount of tourists, Tan Trieu contributed to nearly 27% of the entire income of the district at 680 million /2,550 million Vietnam Dong from local business. This suggests that if Tan Trieu is effectively and precisely invested, it will make more worthy benefits not only to the overall situation of tourism development in particular, but also to local economic development in general.

Specifically income from tourism, in recent years, especially revenues from food services have accounted for a significant proportion of total income and it has played a main role in travel business as well as one of the contributing factors in high growth rate of the local tourism.

Income from Tan Trieu pomelo village tends to rise slightly and still depends solely on food services. Income from recreational services and lodging is still insignificant because of low demand and limited quality.

"The project of district tourism development" – a report conducted by People's Committee of Vinh Cuu District shows that tourists visit tourism attractions including Tan Trieu pomelo village

usually stay for a day, the number of people who stay overnight is minimal. This proves that tourism in Tan Trieu Islet does not actually attract tourists. Infrastructures in Tan Trieu is so poorly-developed that they cannot satisfy the increasingly-high demand of visitors, furthermore, the number of entertainment services is not sufficient enough to appeal visitors to stay here longer.

1.5. The infrastructure of tourism in Tan Trieu Islet

About accommodation system in Tan Trieu, there is only one in Nam Hue pomelo village which is hosted by Huynh Duc Hue. This partly affects the development of long-day tourism. Therefore, in the long-run planning for tourism development, it needs to research and invite investors to invest more in accommodation facilities.

Food and shopping services fail to meet visitors' demand neither in quantity nor quality. The only two places providing food service are Nam Hue and Quang Vinh, which are mainly small food stalls and family restaurants.

About recreational services, only Nam Hue has invested into some type of entertainment such as yachts, pomelo village sightseeing tour, "đòn ca tài tử", etc. despite limited in number, there are many other types of services that may satisfy the demand of tourists such as hair cutting, karaoke, internet, etc.

Overall, the infrastructure of tourism in Tan Trieu still has some limits, which mainly focuses on common services. Therefore, it needs to expand the local services systems in order to provide better condition to serve tourists in the future.

1.6. In-depth interview results of local residents

Table 2. List of interviewed households in Tan Trieu Islet

	Name of interviewees	Pomelo garden area
1	Huynh Kim Hue	1,000 m ²
2	Ngo Van Son	2 hectares (20,000 m ²)
3	Phan Hung Dung	4,500 m ²
4	Nguyen Thi Hoang	5,000 m ²
5	Nguyen Hong Tin	3,600 m ²
6	Truong Ngoc Nhan	2,300 m ²
7	Mr. Tu Loi	2 hectares (20,000 m ²)
8	Mr. Nam Hue	2 hectares (20,000 m ²)

(Source: Interviewed result by the authors, in 2016 and 2017)

All interviewed households have large pomelo gardens, beautiful landscapes, ancient houses, which are very convenient for tourist activities. 100% of the interviewed households have been living in Tan Trieu for a long time, where four generations were born and raised. The pomelo garden is main livelihood activity of the family from time of their birth. Annual income from gardening brings about 300 million - 1.5 billion VND depending on each household (Table 2, Survey results, 2016, 2017).

According to the interviews, tourism in Tan Trieu commenced from the 1990s, the same period with the development of rural tourism in the Mekong Delta as Vinh Long, Tien Giang (Hoang Ngoc Minh Chau, 2013). Just like in the Mekong Delta, the first tourist groups who visited Tan Trieu were the Soviets taken by the provincial commissioner. At that time, Mrs. Chin Hue (Huynh Kim Hue) was selected as the local host to welcome the guests. According to our observations, this is one of the households having favorable position towards pomelo garden, located on the river bank as well as owned the house which possessed traditional and unique architecture (Figure 3, Figure 4, Figure 5).

In the past, Mrs. Hue's father was the member who was in charge of welcoming the tourist guests and taking care of the garden. She recalled that there was the peak period when the number of visitors reached to 100 per day. In the 2000s, her family also cooperated with the Dong Nai Tourism Company to entertain the tourists who came from Japan or Thailand. Since his father's dead in 2006, however, tourism activities could no longer be maintained due to all the family members were also busy with their own jobs. Tourism activities organized at her house lasted until 2006.

According to Mrs. Hue, her father who was a local researcher, had profound knowledge about this land. Therefore, he not only guided them to visit the scenery garden and enjoy the pomelo but also narrated amusing anecdotes related to the local and area history that made guests enjoyable.

Currently, besides lacking of working labor, one of the important reasons that Mrs. Hue's family cannot continue to welcome tourists to visit the orchard is disadvantage in access by waterway. The canal in front of home is deposited by increasingly alluvial sedimentation, the bottom became shallower where large boats can not pass.

Mr. Tin (Nguyen Hong Tin), another interviewee, said that he occasionally organized

the sightseeing tour for guests whose Mr. Tin's friends at his pomelo garden as well. During the trip, he presented various kinds of pomelo to visitors, invited them to taste pomelo specialties. Particularly, all services are free of charge. According to his sharing, he only allows to welcome guests when he has free time. The visitor always gave him satisfied feedback after the sightseeing.

Among the household interview, Ut Son (Ngo Van Son)'s garden is considered as one of the ideal model which was referred by a lot of communication media. He himself is quite friendly, open to host the tourists to sightseeing his stunning pomelo orchard. Every year, hundreds of visitors come to enjoy the beauty and attraction of the countryside environment, especially in the Lunar New Year when pomelos are harvesting. However, all of this activity is just spontaneous. In other words, it is quite similar to Mr. Tin's case above. The owner of the garden does not intend to exploit tourism but only welcome friends to learn about their production activities (Figure 2).

Currently, there is only Mr. Nam Hue who is spending on gardening tourism most significantly. At his recreational facilities there are restaurants, canoes and small boats invested well to serve hundreds of visitors everyday with diverse leisure activities, such as enjoying beautiful pomelo garden with local guide, trying foods made from pomelos, rowing around the Islet by boats/canoes, etc.

At present, except for the Nam Hue garden that is used for tourism, the main exploitation is still purely agricultural production, there are no integrated objectives like rural tourism. These extra activities, if any, occur only infrequently, by the suggestions of friends, relatives and garden owners without any cost to the visitors.

Thus, it can be seen that the activities of visiting and exploring agricultural ecological values in Tan Trieu have been practiced by some households for many years. However, this activity is only in a single stage but not organized following the process. The tourism system with the stakeholder relationship between host and guest has not been clearly established, the role of every element in the system has not been promoted, especially by the travel agents' role, that can be connected between the host and the guest.



Figure 2. Pomelo garden in Tan Trieu Islet

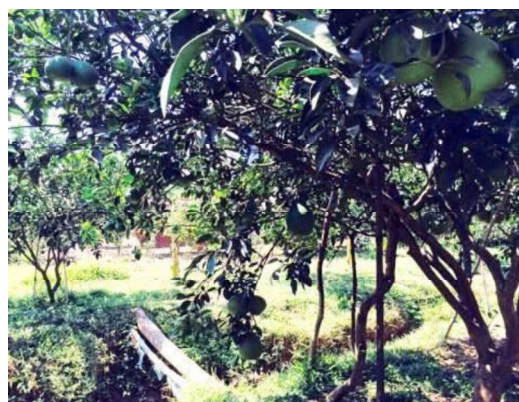


Figure 3. Pomelo garden in Tan Trieu Islet

2. ADVANTAGES IN THE EXPLOITATION OF RURAL TOURISM IN THE TAN TRIEU ISLET

2.1. Support for tourism development by local authorities

Tan Trieu Village, Tan Binh Commune, Vinh Cuu District is located in the Southern major economy area, which is a huge advantage to socio-economic development. According to no. 146/2004/QĐ-TTG, 13/8/2004 of Prime Minister with the main direction of socio-economic development of Southern major economy area, as reported by this project until 2020, Vinh Cuu in particular and Dong Nai in general should advance tourism as well as protect, recreate historic and cultural monuments, conservation area. It is also said to concentrate on developing main routes that connects inside and outside the province; increase product quality and diversify types of tourism; enhance security systems so that attract more visitors. Its aim is to develop and operate local tourism effectively.

Besides, under "Tourism Development Project of Vinh Cuu District until 2020 and orientation to 2030" is issued on July 12, 2016 by People's Committee of Vinh Cuu, stating standpoint for tourism development in the district is to strive to bring the tourism industry to become an important economic sector contributing to the local GDP revenue, and build quality tourism products, to diversify and to meet the needs of tourists. Particularly, the target of the project until 2020 is to welcome over 81 thousand visitors, in which tourist stay over 21 thousand (international visitors 90 and domestic 20.000). In particular, the

project also emphasized the product orientation for the Tan Trieu Islet is the key to exploit agricultural ecological space associated with the water space.

Currently, Vinh Cuu District is inviting and encouraging investors to invest in tourism in Tan Trieu Islet and Dong Nai riverside. Projects that develop local infrastructures, physical foundations – engineering in general have indirect impact on service tourism development, including:

- + Project of waterway dredging Tan Trieu – was invested according to government policy and implement's the people – was be done in 2002 with total length is 7,457m, at 6 million Vietnam Dongs.

- + Project of building Tan Trieu Bridge whose length is 24.54m Project and project of upgrading local road – were invested following by government policy and implement's the people – were be invested at 3,452 million Vietnam Dongs in 2002.

- + Project of road number 7 whose capital of 5.09 million Vietnam Dongs and lighting systems along the 9 Backroad side lead to Tan Trieu Islet was be done and completed which have helped develop local tourism.

In recent years, Provincial Committee of the Party, People's Committee and relevant agencies information services which have made many policies to develop local tourism, particularly, assigned leaders for orientation; conducted the tourism development; opened to suggestions for agricultural careers restoration connected to tourism development; comprehend thoroughly socio-economic development as well as natural, cultural and historic preservation. The goal is to

develop Vinh Cuu District to become one of the main tourist attractions of province. Tan Trieu Islet is also one of the main tourist destinations of province and community that is going to be developed.

2.2. Unique ecological landscape pomelo garden

The most prominent feature of Tan Trieu Island is the unique garden landscape. The Tan Trieu Islet lies between a river's downstream of the Dong Nai River. With this peculiar position, Tan Trieu is like a green lung in the heart of the industrial city. Unlike the surrounding areas of Tan Binh, which cultivate rice and maize, Tan Trieu emerges as an oasis with the green color of hundreds of pomelo gardens. Compared with some specialties in the Mekong Delta region as Lo Ren – Vinh Kim star apple (Tien Giang) and Hoa Loc mango (Tien Giang), there are often many trees planted in a garden, but there is only one kind of Tan Trieu pomelo at the garden, without the overlap of many other varieties. This creates a sense of harmony across the island, with no clear distinction between different owners. This feature creates an immense, endless feeling of peace when walking among the luxuriant canopy.

Besides, Tan Trieu rural area has not been much affected by the urbanization, the environment is quite fresh. This place is also a rural countryside, sparsely populated, airy traffic, so there are no pollution problems caused by emissions or congestion. Therefore, Tan Trieu is an attractive destination for urban travelers and visitors from industrialized areas.

Tan Trieu land is filled with alluvial soil in Dong Nai river. This area's soil is fertile but easy to get flooded when tidal wave comes in, so it is difficult to grow crops and rice. As a result, pomelos become dominant, are better and more productive than other regions. In 2006, the Department of Intellectual Property of Vietnam recognized the trademark "Bien Hoa – Tan Trieu pomelo specialty". This is the first brand fruit of Dong Nai promoted on domestic and foreign markets, while contributing to promote tourism in Tan Trieu Islet.

The ancient house system in Tan Trieu is both a daily living space of the residents and can be the ancient "hostel" for those who want to visit and admire the classical beauty of the ancient architecture. With the number of old houses kept relatively apart, the distance between the houses is not too far. If they are improved, they will be very

convenient for relaxing vacation. After a visit, visitors can choose an ancient house as a stopover for his trip.

2.3. Connectivity – Convenient location in commute

Tan Trieu has immaculate conditions for development of convenient transportation system, roads combined with waterways. Tan Trieu is located in the lower Dong Nai River, so it is quite straightforward to travel by river. In addition, Tan Trieu has a fairly complete road system, which is not only conducive to moving within the Islet but also connects with neighboring localities through regional transportation routes.

2.4. The willingness of the local community

In general, when asked about willingness to combine harvesting to increase the value of pomelo orchards from tourism, most respondents agreed. This indicates a high consensus of the people in evolving rural tourism at their place. Besides the favorable value of unique garden ecosystems, community participation is an important prerequisite for the development of rural tourism. In Tan Trieu Island, both factors are met so it would be huge advantage to organize tourism here.

The friendly hospitality of Tan Trieu people is a vital factor for Tan Trieu rural tourism development as it will be a major guide force. Because more than anyone else they instinctively understand the local culture and history, so they can guide and advise visitors about the real life of this land where many generations of their families were born and raised.

2.5. Local community's literacy and hospitality ability

Low literacy continues to be a plus point as well as favorable condition for the implementation of tourism programs here, especially homestay activities. Being a rural area adjacent to the center of Bien Hoa city – the capital of Dong Nai province, the community in the Islet received a good education. Most garden owners got a high school certificate or higher.

In general, the orchard owners in Tan Trieu can be divided into two categories, the farmer and the retired employee who do gardening as a complementary source of income. For the second group, Mr. Nhan who is currently the vice president's Council of Tan Binh Commune, or Mrs. Chin Hue who is staff at the Commune Health Station, are representatives. They have jobs

but still spend time to take care of the family pomelo garden. The first group is the original farmers, whose gardening is the main economic activity. Basically, almost they have specialist knowledge in planting and caring the crops. Thanks to the application of scientific and technical progress, the harvest is usually success. One hundred percent of pomelo farmers set up automatic irrigation systems that are convenient, quick and labor saving. Typically, Ngo Van Son is one of the best farmers in the locality. He has



Figure 4. Local house at Tan Trieu Islet

started to grow and develop pomelo orchards since 2000, which has become one of the largest areas of pomelo garden (2ha) and the most beautiful in Tan Trieu. By grinding researching, and seriously investment he produces repeatedly the quality Viet Gap standard pomelo. In particular, he is famous as the first to shape pomelo into unique designs such as the gourd, the coin or printed images on the fruit peel (the “Treasury” letter, the “Fortune” letter, Vietnam map, etc.) for distillation during Tet occasion (Figure 6, Figure 7).



Figure 5. Pomelos decoration at local house



Figure 6. Pomelo with unique design



Figure 7. Pomelo with unique design

One of the major difficulties when organizing homestay tours for foreigners is the language barrier. However, for Tan Trieu Islet, this is no longer a challenge as many garden owners have the ability to speak foreign languages quite well. For instance, Mrs. Hoang household’s husband is an English teacher and all her children are college graduates who are university lecturer and banking

accountants. She herself was formerly a government employee. Thus, in terms of human resources for tourism, Tan Trieu can fully meet demand.

With simple growth characteristics of the pomelo, gardening does not necessarily require many workers, some households can still manage the garden while taking on other tasks.

Not only the beautiful scenery but the people here are also very friendly and easy to approach. Participation of local people in the development of tourism for the benefit of the community through the opportunity to create jobs, will change the quality of life for everyone.

In the survey of Tan Trieu, the authors have been very attentive as well to feedback from community officials and ordinary citizens. They invited us to visit laden pomelo groves, green fields and enjoying the ripe pomelo. The human factor is the most important factor for any industry. Local people will be a great tour guide force for rural tourism development. They are the most knowledgeable people in history and culture who can guide and introduce tourists to the local socio-economic development process.

Additionally, Tan Trieu Islet brand are also promoted broadly on TV channels and media such as HTV, VTV, "Southern Lifestyle" program, Youth Online, Vietnam.net, etc.

3. CHALLENGES IN THE DEVELOPMENT OF RURAL TOURISM IN THE TAN TRIEU ISLET

Theoretically, Tan Trieu meet attractive elements of natural resources, the ability to welcome guests of the local community and the support of the government but so far rural tourism has yet to been exploited effectively with the following reasons:

3.1. *People do not really see the benefits of tourism*

Although the head of household will support for implementation of tourist activities at the locality, when asked why not organize tourism in the garden themselves, many owners said that they have not seen the obvious benefits of this activity, they have not figured out the profits they will earn compared to the effort and cost. Despite the current model of Mr. Nam Hue is quite successful in Tan Trieu, the remaining households do not dare bravely to develop this model. All the interviewees claim that Mr. Hue's model is a long-lasting process that arises from his passion, his dedication to tourism, and his investment in a large initial capital in the long run, so many traditional garden owners do not want to take risk because of only long run benefits as oppose to short term gain.

Equivalently, cause of above reasons, gardening income is not stable. According to the survey, the

annual earnings ranged from VND 300 million to VND 1.5 billion depending on the size of the garden and the situation of the garden care of each household. Moreover, the pomelo price is always acceptable, especially in case of Tet period (Vietnamese New Year), prices rose very high. Unlike other agricultural products which are often in the situation of uncertain price, Tan Trieu pomelo is always guaranteed output due to the demand of the market. Therefore, the general thought of farmers is to stabilize and concentrate on gardening instead of renovating and investing in new items for doing business in tourism. In particular, this mentality appears quite clear to older or retired homeowners. Both cases of Mr. Tin and Mrs. Hoang are unable to arrange time to welcome people because they have to care for their family (Results of the survey, 2017).

3.2. *Lack of connection of tourism organizations*

According to the interview results, there are some young household owners who are quite interested in the idea of rural tourism development. The obstacles still arise due to lack of orientation and guidance from tourism organizations such as tourism companies, local authorities, etc.

Mr. Son is a person who has a lot of ideas about exploring tourism based on pomelo garden space but he has not bravely proceeded because he still does not know about this new field, he needs more time to study.

In general, for groups of households that intend to exploit tourism, what they are most interested in is the method or the way to run the tourism business and source of tourists. Accordingly, they need professional support from travel agencies or tour operators to be more confident in this activity.

3.3. *Labor force for tourism industry*

Workforce, working in the service industries, is increasing rapidly. However, in general, this number is too fragile and weak to satisfy the tourism development. There are only 12 employees who work in tourism industry in Tan Binh Community, they are only seasonal workers and have not ever been trained yet, so they have lack of qualification. Management board had not employees who have knowledge about tourism which has made difficult to have reasonable solution to develop tourism. In the district area, there are not travel services units or travel management centers which affects a lot of visitors who come to community attractions.

The number of specialized tour guides in Tan Trieu is very limited. Currently, at the tourist site of Mr. Nam Hue, there is only one guide explaining the garden for guests who visit. If Tan Trieu Islet is to develop tourism in the future, this issue needs to be addressed in order to meet the demand and satisfy the expectations of visitors. Additionally, the human resources for tourism are limited in both quantity and quality because of small family-oriented tourism activities, so the employees are mainly family members, lacking of professional qualification.

Since the currently Islet is not well-invested, there is still restricted infrastructure, technical facilities for tourism (vehicles, accommodation, etc.). Along with the population growth and rapid increase of urbanization process will risk losing the natural beauty of a peaceful village.

Another problem is more tourist sites in rural areas are formed and it is hard to avoid copying similar in form of organization and the type of service. Therefore, to evolve the tourism activities in Tan Trieu, the innovation should be met with increasing demands of visitors for the quality of tourism services and products.

4. CONCLUSION

At the time of widespread urbanization, agricultural landscapes which are close to nature have become more vulnerable. People gradually tend to move to countrysides where without stress, fresh air helps them live healthier and have peaceful life. At the same time rural tourism has become more popular because of increasingly-high demand for tourism.

Tan Trieu Islet (Vinh Cuu District, Dong Nai Province), where a lot of favorable conditions for rural tourism development based on their local available resources, especially specific attractions from pomelo gardens. This report aims to understand the current status of rural tourism activities in Tan Trieu Islet. The results showed that there are lots of advantages for rural tourism development in the Islet, especially the unique rural landscape due to the richness and dominant of pomelo gardens. Another important point for fostering rural tourism development is the consensus of local residents on the awareness of their beautiful pomelo gardens as a tourism

resource and they want to open their gardens for tourism activities. However, in fact, Tan Trieu Islet is just at the beginning stage of exploring the type of rural tourism and there are still many challenges for rural tourism development in the long-run.

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Thực trạng du lịch nông thôn ở Cù Lao Tân Triều, tỉnh Đồng Nai, Việt Nam

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Ngày nhận bản thảo: 02/12/2017; ngày chấp nhận đăng: 26/01/2018; ngày đăng: 30/3/2018

Tóm tắt— Làng bưởi Tân Triều đã tồn tại hơn hàng trăm năm ở tỉnh Đồng Nai, Việt Nam. Tọa lạc tại huyện Vĩnh Cửu, làng bưởi nằm dọc theo con sông Đồng Nai, cách Tp. Hồ Chí Minh 40km – thành phố lớn nhất của Việt Nam. Bưởi Tân Triều nổi tiếng bởi do hương vị đặc trưng nhờ vào phù sa màu mỡ bồi đắp bởi sông Đồng Nai. Với những vườn bưởi xanh ngát, không khí trong lành, vị trí tuyệt vời gần nhiều thành phố và tỉnh thành lớn, làng bưởi Tân Triều trở thành nơi hấp dẫn nhiều du khách và nhiều cư dân đô thị.

Bài báo cáo này nhằm mục đích tìm hiểu hiện trạng du lịch nông thôn tại cù lao Tân Triều, từ đó,

phân tích một số thuận lợi và thách thức trong việc khai thác và phát triển hoạt động du lịch nông thôn tại cù lao. Các phỏng vấn sâu được thực hiện nhằm tìm hiểu ý kiến người dân về việc xem vườn bưởi như một điểm thu hút của du lịch nông thôn. Kết quả nghiên cứu cho biết người dân địa phương ủng hộ việc phát triển du lịch dựa vào vườn bưởi, một tài nguyên quan trọng cho sự phát triển du lịch nông thôn tại cù lao Tân Triều, Việt Nam.

Từ khóa—du lịch nông thôn, Tân Triều, Việt Nam, làng bưởi.