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THE SITUATION OF FOOD PRODUCTS IN THANH HOA THROUGH THE ASSESSMENT OF TOURISM MINING

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ABSTRACT

Thanh Hoa has rich and diverse natural conditions. The terrain is divided into three distinct regions: mountainous and midland areas, plains and coastal areas. Each region has its product that today is often called a "specialty". When it comes to "specialties", people often think of certain characteristics belonging to the cuisine of certain land. It can be the food or drink that is known to many tourists. It is like an object representing that land, when mentioning Thanh Hoa, people immediately think of foods and drinks such as spring rolls, Lam Phu Quang tea, Tu Tru gai cake, Tho Xuan grilled spring rolls... However, to exploit culinary specialties into tourism development, considering it as a resource to attract tourists, Thanh Hoa is still open. The article evaluates the current situation of Thanh Hoa cuisine so that all levels and the province's tourism industry have the right direction for Thanh Hoa tourism shortly.

KEYWORDS

Thanh Hoa cuisine; reality; tourism exploitation



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1. Overview of Thanh's cuisine

According to Hoang Phe's Vietnamese Dictionary, the specialty is defined as follows: "Specialty is a special product of a locality".¹ There are many ways to understand "specialty", depending on each region and region. For the Thanh people, it is the best of a region that other regions cannot have. The rich and diverse natural conditions provide an extremely abundant source of raw materials to meet the needs of food in general and the talent and creativity in the culinary culture in particular of the Thanh people. This source of ingredients through the industrious and creative hands of the Thanh people has created specialties that captivate tourists and even food connoisseurs. The natural conditions that nature has generously favored for Thanh Hoa are many advantages that can be easily seen: Thanh Hoa has up to 102km of coastline, up to 6 Lach estuaries (Lach Truong, Lach Trao, Lach Hoi, etc.) Lach Gop, Lach Sung, Lach Bang) - is the meeting place between the river and the sea, where fresh and saltwater convection creates amphoteric water: brackish water creates an extremely rich food source; Fish, shrimp, crab here are also different, the meat is firmer, sweeter and more fragrant than elsewhere. Thanh Hoa has many rivers: Chu river, Buoi river, Hoat river, Yen river... in which there is Ma river - a river that nature has bestowed on Thanh with many special products. In particular, salmon is a special specialty found in the section of the Ma River from Cam Thuy to Muong Lat. This fish can be processed into many dishes, especially the fish cake of the Nguyet Vien village, Hoang Hoa was considered to be a unique taste for mandarins in the court. Many lowland areas, flooded all year round have provided many products of shrimp, shrimp, crab, fish, snail, and mussel to make the famous steamed snail with ginger and shrimp paste in Ha Yen (Ha Trung). For the mountainous and midland areas, products associated with bamboo shoots, apricots, cinnamon, honey, wild game meat, or fruits and vegetables associated with the region are used to process food, treat diseases, or make drinks.

It is the richness and diversity of raw materials that give Thanh cuisine its cultural values that cannot be confused with any other region. Thanh cuisine always attaches importance to the moderate harmony rather than the spicy and salty of the Central, the sweet of the South and not too picky like the North. Whether the dish is prepared in family meals or luxury restaurants, the food always retains the harmony and taste of nature. Each dish and drink of Thanh has bold regional imprints of natural and geographical conditions. It is not unique from the source of ingredients, processing, and presentation but also unique in the enjoyment space. If in mountainous areas, the characteristics of raw materials are exploited from the nature of mountains, forests, rivers and streams with the processing method that favors steam cooking (dishes, hips), less processed from fat, then the people of the region Sea of raw materials are mainly exploited from the sea with processing methods of mixing, drying, baking and fermenting microorganisms to produce specialties that when mentioning Thanh, visitors cannot help but remember such as Sam Son squid. , fish salad, Ba Lang fish sauce... And when it comes to delta cuisine, Thanh Hoa city is the center of specialties gathering, concentrated in big restaurants and hotels such as Da Lan and Hoang Restaurants. Nhi Lan, Sao Mai Hotel, Muong Thanh, Thien Y, Central ... with elaborately prepared dishes and artistic presentation, the sidewalk shops are rustic dishes such as sauce cakes, cakes. love the cast iron pot, shrimp paste, rolls...

The development history of Thanh is associated with the origin of the ancient Vietnamese people, the land of many feudal dynasties, so the culture in general as well as the cuisine, in particular, Thanh Hoa is greatly influenced by the region. imperial land. Thanh cuisine is not

¹Hoang Phe (editor) (1998), *Vietnamese Dictionary*, Da Nang Publishing House, pp. 283.

standard and elegant like Ha Thanh cuisine; not fussy, ornate like Hue cuisine; Thanh cuisine is a blend of folk culinary origins and capital cities. And the royal dishes are organized by the mandarins at home, in the family every time they return to their homeland to treat family and friends. The rustic dishes are also eligible to join the purple floor. This interference creates rich and unique dishes for Thanh cuisine.

The specialties of Tien King have been recorded by history books such as Trieu Tuong sugarcane, Luan Van pomelo, Giang oranges, Cau Sai cassava, Tu Tru gai cake... have been known for a long time by domestic tourists and some specialties such as pomelos Thesis is being replicated plant varieties in the province and sold throughout the country. Therefore, "not too much" when Thanh Hoa is assessed by researchers as having its own and different elements in culinary culture.

Like everywhere else in Vietnam, the Thanh people soon expand their exchanges, learn, make business connections and are always conscious of building an attractive brand to conquer diners. However, Thanh Hoa people always have a sense of preserving esotericism. Thanh Hoa before and in the future, there are culinary shops and restaurants that leave a deep impression on diners such as Minh Luong roll cake, Phuc Nguyen roasted pot cake, Hang Than snail noodle, Tham noodle, Da Lan ... In these shops, the secrets in the selection of ingredients to the way of processing and presentation of products have their style with their esoterics, which is only allowed to be passed on within the clan. Besides, Thanh Hoa people also attach great importance to the four gases and five flavors in eating and drinking; consider food not only as a source of energy but also as a medicine, a dish with medicinal uses.

It can be seen that Thanh cuisine is very rich and diverse; both Vietnamese cuisines have their characteristics. It is great potential but has not been exploited commensurately. The exploitation of the culinary potential of Thanh's cuisine has only stopped at the spontaneous, handmade and small level. Most of Thanh's specialty dishes are used and served on the spot in restaurants and shops. A few specialties are far-reaching such as fish sauce, spring rolls, gai cakes, but the quantity is very small. Some specialties are likely to be lost or forgotten due to the scarcity of raw materials, due to the destruction of the environment such as the Sai bridge, Giang mussel. Therefore, it is necessary and meaningful to have the attention of all levels, branches, organizations and individuals in collecting, preserving and developing the values of Thanh cuisine.

2. Assessing the current status of Thanh Hoa culinary specialties

Through survey and information collection in 27 districts/towns/cities across Thanh Hoa province, 24/27 districts/towns/cities have culinary specialties according to the criteria that we choose, specifically:

2.1. Actual situation of the number of culinary specialties in districts/towns/cities in Thanh Hoa province

Summary table of culinary specialties of districts/towns/cities in Thanh Hoa province

TT	Districts/towns/cities	Amount	Note
1.	Nhu Thanh	02	A total of 11 mountainous districts have the number of culinary specialties: 56
2.	Thuong Xuan	06	
3.	Quan Son	08	
4.	Lang Chanh	04	
5.	Ba Thuoc	11	

6.	Quan Hoa	10	A total of 16 lowland districts have the number of culinary specialties: 96
7.	Muong Lat	02	
8.	Ngoc Lac	04	
9.	Cam Thuy	06	
10.	Thach Thanh	03	
11.	Nhu Xuan	0	
12.	Thanh Hoa city	54	
13.	Hoang Hoa	03	
14.	Nga Son	03	
15.	Tinh Gia	05	
16.	Vinh Loc	04	
17.	Yen Dinh	03	
18.	Tho Xuan	08	
19.	Hau Loc	03	
20.	Ha Trung	02	
21.	Sam Son	03	
22.	Bim Son	01	
23.	Thieu Hoa	02	
24.	Nong Cong	02	
25.	Quang Xuong	03	
26.	Trieu Son	0	
27.	Dong Son	0	
	Total	152	

(Source: From the survey form of the research team, 2019)²

The table above shows that the number of specialties in 16 lowland districts accounts for 96/152 specialties (63.15%), and the number of culinary specialties of 11 mountainous districts is 56/152 dishes (accounting for 36.84%). Mountain specialties are concentrated in large numbers in 3 districts of Quan Son (08 specialties), Ba Thuoc (11 specialties), Quan Hoa (10 specialties) accounting for 51.78%, the remaining specialties are 27 fractions. evenly distributed to the remaining 8 districts.

Among 16 lowland districts, Thanh Hoa city has 54/96 specialties, accounting for 56.25% of 16 lowland districts/towns. Tho Xuan has 08 specialties, occupying the second place only after Thanh Hoa city (accounting for 8.51%), maybe Tho Xuan in the past was the land and homeland of the Later Le dynasty, so delicious and strange things everywhere center here. Traditional dishes were gradually introduced into the king's banquets at the hands of famous chefs. Tinh Gia ranked third with 5 specialties (5.32%), 4 specialties are from the sea, only 1 specialty is from rice. The remaining districts/towns have only 1 to 3 specialties with the most obvious characteristics of natural geographical conditions.

The above statistics show that Thanh Hoa city has the highest number of specialties, concentrated in restaurants and hotels; are typical dishes and drinks, typical of the known restaurant. In the remaining districts/towns, specialties are famous dishes, drinks and fruits in the province or dishes and drinks that are considered specialties of the local people in that region.

² Le Thi Le (Chairman) topic: Research on Thanh Hoa culinary specialties for tourism development, acceptance in 2019.

2.2. Current status of culinary specialties registered for industrial property rights

Summary table of culinary specialties registered for industrial property rights

Ordinal	Trademarked names	Amount
1	Common trademarks	143
2	Collective brand	05
3	Certification marks	04
	Total	152

(Source: From the survey form of the research team, 2019)

Among 152 culinary specialties of 24 districts/towns/cities we surveyed, 143 specialties are common trademark products (accounting for 94.07%), 05 specialties registered for collective trademark (accounting for 94.07%), and accounting for 3.28%, 04 specialties are certification marks, geographical indications and industrial designs (accounting for 2.63%).

Through the table of culinary specialties registered for industrial property rights, we assess that Thanh Hoa culinary specialties are in the form of normal trademarks that have not yet received many collective or certified trademarks to create prestige. Reputation for product quality in business as well as attracting the attention of tourists when coming to Thanh Hoa.

2.3. Actual situation of foodservice quality in Thanh Hoa

Summary of opinions on the quality of food business services in Thanh Hoa

Ordinal	Improve the quality of business services Food in Thanh Hoa	Amount
1	Food quality	44
2	Clean material	130
3	Invest in facilities	38
4	Service attitude	77
5	Sanitary condition	40
6	Other	03

(Source: From the survey form of the research team, 2019)

44 specialties have the opinion of managers that need to improve the quality of dishes (accounting for 29.34%), 130 specialties have opinions of managers that need to use clean, safe and nutritious ingredients (accounting for 86.67%), 38 specialties have the opinion of managers who need to invest in upgrading facilities at restaurants and eateries (accounting for 25.34%), 77 specialties have opinions of managers need to improve their customer service attitude (51.3%), 40 specialties have the opinion of managers who need to improve hygiene conditions in restaurants and eateries; 03 specialties with opinions of managers on other criteria.

From the above data, opinions about the use of clean, safe and nutritious raw materials are currently the top concern of all levels and sectors of management in the Thanh Hoa market, not only about managers at the Offices. district/town/city information. Among 152 specialties, there are many opinions of managers, assessing the quality of food business services in Thanh Hoa not only based on one criterion but also need many other criteria, of which criterion 4 (improvement of service attitude customer service) rating rate ranked second. It shows that the customer service attitude of the people

involved in the catering and restaurant business has not been focused on. This is a disadvantage that needs to be overcome in the food business in particular and tourism in general in Thanh Hoa today. 03 questionnaires set out criteria for improving policies and mechanisms in open management to promote the efficiency of the food and beverage business.

2.4. The current situation of building and promoting culinary brands

Summary of opinions on building and promoting Thanh Hoa culinary brand

Ordinal	Building and promoting Thanh Hoa culinary brand	Amount
1	Spread cooking secrets	08
2	Introducing specialties on the media	89
3	Directly introduce products through the foodservice business system	98

(Source: From the survey form of the research team, 2019)

Of the 152 culinary specialties we surveyed to get opinions on a building and promoting Thanh Hoa's culinary brand, the opinion of spreading the cooking secrets of artisans to restaurants and eateries accounted for the most. the lowest rate (08 specialties equivalent to 5.26%) that shows that there are business items such as cuisine, it is impossible to widely spread cooking secrets, so this is also a difficulty. to create a collective brand as we have analyzed in Table 1.

The criterion of introducing Thanh Hoa culinary specialties on the mass media accounts for 89/152 specialties and the criterion of directly introducing Thanh Hoa culinary specialties to visitors through the service business system cuisine accounted for the highest number of 98 votes. However, we face the fact that the criterion of directly introducing Thanh Hoa culinary specialties to tourists through the foodservice business system is not always successful because Thanh Hoa has very few Large-scale programs and activities that introduce local culinary specialties on a large scale for visitors to enjoy. The regular organization at major festivals, tourist attractions attracting a large number of tourists will only achieve this criterion.

Currently, many provinces and cities across the country exploit the advantages of promoting tourism and local specialties through information channels such as billboards, led lights, and wide-screen televisions at crowded places. Residential, bus stations, railway stations, airports, especially airports. Thanh Hoa should have these activities covering the whole country. I think that new unbranded specialties will have the opportunity to be known to all citizens of the country and foreign tourists.

2.5. The current situation of assessing the conditions to create a famous brand in the culinary business

Summary of opinions on the conditions for creating a famous brand in the culinary business

Ordinal	Conditions to create a famous brand in the culinary business	Amount
1	Delicious food/drinks	71
2	How to prepare and display	81
3	Restaurant facilities	74
4	Good price	60
5	Service attitude	30

(Source: From the survey form of the research team, 2019)

Among 152 culinary specialties of Thanh Hoa, where managers were consulted about the conditions to create a famous brand in the culinary business, delicious food and drinks (71 dishes) and facilities of the restaurant (74 dishes) have the same ratio, which shows that in addition to the quality of the dishes, which is considered as a criterion to create a famous brand, the facilities or the form of the restaurant is also considered an important criterion. Currently, because the promotion of dishes and specialties has not been paid attention to, focusing on creating its brand, the form of the restaurant is the number 1 condition when visitors are not locals, from other places. When they arrive, the criteria they enter the restaurant are usually looking at the spacious facilities of that restaurant.

The way of processing and presentation accounted for 81 votes (equivalent to 53.28%) showing the current reality that business establishments in addition to paying attention to delicious food and drinks and their facilities. In restaurants, the criteria on how to prepare and display also need to be taken care of to attract customers' choice.

Reasonable price ranked 4th out of 5 polled criteria (60 votes/152 dishes), it can be seen that the management of all levels in business activities has been tighter, besides the mass information, social networks also contribute to making prices stable in general for the provinces, especially in the tourism and culinary tourism industries. In the past, the reasonable price was the criterion for customers to choose restaurants and dishes, but the explosion of information on social networks has helped customers to compare and choose restaurants. food before going to the tourist destination. The price is cheap, but the food is not delicious nor does it create a brand.

Service attitude accounted for the lowest percentage in the opinion panel (30/152, accounting for 19.73%), showing that this criterion is not appreciated in the conditions of creating a famous brand.

3. Solutions to bring Thanh Hoa cuisine and develop tourism

Solutions to raise awareness through thematic talks at provincial clubs, at provincial and district cultural centers. Or organize food festivals, food festivals about wine, tea, seafood dishes, so that everyone can enjoy and co-create and show their talents. Festivals should be organized to invite neighboring provinces to introduce, exchange and cooperate, create comparisons, and create their own identities. Thereby raising awareness. Organize food markets, culinary culture centers at cultural tourism destinations to create resonance in the whole society. All items must be typical products, ensuring quality and sufficient quantity. Organize distribution channels and maintain sales.

Solutions on organizational planning. First of all, it is necessary to determine what are the culinary specialties of Thanh with its own identity and characteristics compared to other regions and tourist attractions. Having a plan and strategy to build a brand, focusing on the following stages: product registration, brand building, packaging and labeling, setting up distribution channels, organizing wholesale and retail sales. There are plans to invest in improving the quality and quantity of this specialty to be able to meet the requirements of the market's visitors. Must invest from form to content to make the price competitive.

Solutions on investment policy mechanism. Within the province's capacity, it is necessary to focus on investing certain resources to build quality production facilities, with specific addresses, clear convictions, registration of models, quality of goods, brand names, etc. ensure standards of health, food safety and hygiene..., have a distribution channel capable of providing promptly the best for restaurants, hotels and accommodation facilities when they have demand.

It is necessary to focus on investing in finance and human resources to improve quality, maintain quality, improve design and supply capacity, and improve marketing ability. Develop

market solutions, suitable for each location, each distribution center. Building establishments, tours, routes, points with trading and exchange of tourism products based on the culinary specialties of the localities that the tour stops or passes through. Regularly monitor and report to the competent authority on investment results. The evaluation organization draws lessons learned, summarizes the model and multiplies the model. Created for investment efficiency. Avoid spreading investment, avoid investing in the wrong address, avoiding loss in investment.

It is necessary to develop an interdisciplinary and inter-agency coordination mechanism involved in tourism activities, clearly defining responsibilities, roles, functions, rights and interests of organizations and individuals participating in tourism services and participating in tourism activities. It is necessary to organize coordination activities, register for cooperation, sign cooperation agreements, rules and regulations in both production and business.

Communication solutions

To step up communication, propaganda and promotion in a methodical, systematic, regular, continuous, focused and focused way, to introduce products, to promote and exploit external markets to contribute to a quick introduction from the outside.

Organize books, travel publications, leaflets, brochures, catalogs, write articles on the mass media, make documentaries, special reports on Thanh Hoa culinary specialties processing villages, product consumption markets. Make good use of word-of-mouth channels and publicity work in promotion and introduction.

Can make a map of culinary specialties for easy finding and identification. Geographical indications, search instructions, methods of purchase, preservation, processing and use should also be introduced with clear and scientific instructions.

In short, Thanh Hoa's culinary specialties are also a symbol for the countryside and the country. The preservation and promotion of the value of Thanh's culinary specialties will contribute to preserving the unique features of the national culture.

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