

DEVELOPING FISHING VILLAGE TOURISM IN LANG CO - HUE WITH REFERENCE TO FISHING VILLAGE TOURISM IN ZADAR - CROATIA

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ABSTRACT

Lang Co Bay is a beautiful landscape of Hue city with rich tourism resources. However, the tourist attraction of this place is not yet commensurate with its potential. Sharing the same natural terrain as Lang Co Bay, Zadar Bay has attracted 5 times more tourists than Lang Co Bay through fishing village tourism. Through comparative study, this article will focus on analyzing the limitations in planning and organizing tourism in Lang Co compared to tourism in Zadar in the direction of developing fishing village tourism - a part of rural tourism. In addition, through an overview of some fishing village models in Asia, the article will also present some measures to develop fishing village tourism in Lang Co in the direction of ensuring economic, environmental and social sustainability.

Keyword: Lang Co, Zadar, rural tourism, fishing village, comparative study.

1. INTRODUCTION

Rural tourism has a high potential to stimulate local economic growth and social change. Rural tourism is an attractive form of tourism, on one hand, it is based on natural landscapes, on other hand, it allows visitors to experience the cultural identity of local residents in a realistic way [1]. To plan a valuable rural tourism destination, two basic factors are needed: natural landscapes - which will play a decisive role in the formation of craft villages, accommodation, cuisine and spiritual culture, history - which will play a decisive role in the formation of relics and festivals.

Lang Co Bay – Hue city has all above factors. Lang Co Bay has spectacular seascapes and is one of the most beautiful bays in the world. However, the number of foreign tourists coming to Lang Co is not commensurate with the attractiveness of this destination. According to Quoc Viet, in 2019, Lang Co welcomed 333,000 foreign tourists [2], and by 2023, the number was 248,000 foreign tourists (by People's Committee of Phu Loc District - Thua Thien Hue). Thus, although there are no specific figures for 2024, the number of foreign visitors here will only fluctuate between 250,000 - 350,000 people.

Possessing a similar natural terrain to Lang Co, the fishing village on Zadar Bay - Croatia has nearly five times more tourists visiting. In 2024, by Godina Hrvatske, it welcomed more than 1.6 million foreign tourists. Thus, counting only the number of foreign tourists, Zadar has welcomed more visitors than the entire Thua Thien Hue province (1.47 million). The organization of rural tourism exploitation in the fishing village of Zadar Bay - Croatia is a useful lesson for Hue city Department of Tourism to refer to the process of building

appropriate strategies, in order to effectively exploit Lang Co tourism resources to attract more tourists while still ensuring the sustainability of the natural environment.



Figure 1. Map of Lang Co and Zadar fishing villages,
Source: Dân Trí & Istanbul guide

2. THEORETICAL BACKGROUND, SURVEY SCOPE AND LITERATURE REVIEW

2.1. Theoretical background and survey scope

To conduct research on the topic, first of all, some definitions of concepts and approaches as a theoretical basis are agreed upon as follows:

Rural

Rural or rural area (English: countryside - noun or rural - adjective) is defined by Decree No.57/2018/ND-CP as: "administrative boundary area excluding wards of towns, districts and cities". According to the Law on Urban and Rural Planning 2024, Article 2, rural area is: "a place where communities live and mainly operate in the agricultural sector" (Clause 3) and "Rural residential area is a concentrated residence of households linked together in production, daily life and other social activities within a certain area in rural areas, formed by natural conditions, socio-economic conditions, technical infrastructure conditions and other factors" (Clause 4). The Law on Urban and Rural Planning 2024 gives the main classification: activities in the agricultural sector. Meanwhile, according to the two major dictionaries, Oxford and Cambridge in 2024, "rural" is an adjective of "countryside" (a way of countryside life), "countryside" is defined as: "land outside towns and cities, with fields, woods, etc" and "land not in towns, cities, or industrial areas, that is either used for farming or left in its natural condition". Thus, according to these two dictionaries, the main element of rural areas is "non-industrial" and natural landscapes suitable for agriculture [3].

Agriculture

Rural areas are where people live mainly by agriculture. "Agriculture" is often considered synonymous with "farming". However, according to the Food and Agriculture Organization of the United Nations (FAO): "Agriculture includes crop production and livestock, aquaculture, fishery and forestry for food and non-food products". In Vietnam, agriculture is also considered a large production sector including: crop cultivation, livestock farming, in a broad sense including forestry, fishery (aquaculture), the main function is to create food, food and some raw materials for industry (according to the website of UEF and VNUA). With the

current understanding, fisheries - an economic sector with the function of raising and exploiting aquatic species, is also a part of agriculture [4].

Fishing village

Fishing village is where people live mainly by exploiting and raising aquatic products. Fishing village culture is built on the foundation of characteristics of life associated with the fishing environment. In addition, because fishing is a part of agriculture, fishing villages are also a special type of rural area.

Rural tourism – fishing village tourism

According to the UN tourism (UNWTO, 2008): "Rural tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes".

Fishing village tourism is a form of rural tourism. "Rural tourism is typically built on experiences that are specific to the countryside, such as open spaces, and contact with nature and with local people. It often includes physical activities connected with nature, such as walking, hiking and cycling. It is usually small in scale and takes place in smaller villages and towns" [4]. According to UNWTO (2024): "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing" [5].

Thus, "rural tourism" is "tourist experience activities in rural areas with activities based on the specific natural environment of local people". From this understanding, "fishing village tourism" is "tourist experience activities in fishing villages with specific cultural activities in the fishing environment of local people". The article approaches from the direction of tourism economic research with the understanding of Vietnam National Administration Of Tourism: "Tourism economics is a complex system of economic relationships and activities of entities participating in the process of organizing production, supply and consumption of tourism products and services, in order to bring benefits, economically and socially for participating parties and creating motivation to promote the country's development" [6]. Thus, tourism economics approach will prioritize the value of profit through by pointing out the economic tourism potentials through the form of comparing the main resources serving rural tourism of Lang Co and Zadar fishing villages.

The research scope of this topic is located to the coordinate axis: object - space – time

The main object of the article is to compare tourism resources for the development of fishing village tourism in Lang Co and Zadar as well as lessons learned from tourism promotion activities associated with Zadar's fishing culture to apply to Lang Co. The authors conducted research in two spaces: Lang Co fishing village and Zadar fishing village.

Lang Co fishing village belongs to Lang Co town, Phu Loc district, Thua Thien Hue province, from 1/1/2025 Lang Co is belonged to Phu Loc district, Hue city. The fishing village is located on both sides of National Highway 1 along the east side of Lap An lagoon and adjacent to the East Sea, starting from Lang Co cape to the foot of Phu Gia mountain pass, with an area of about 12 km² with the water surface area accounting for nearly half. Zadar fishing village belongs to Zadar town, Croatia, located on Zadar bay leading to the Adriatic sea, the sea front extends from Dock cape to the foot of Lipauska hill, with a total area of about 10 km², the water surface area is about 4 km².

In terms of water surface area, Lang Co has a larger area, but in terms of land area, Zadar is larger. Because of the focus on contemporary comparison, the time period in which the authors conducted the survey was in 2024, the year when the tourism industry is considered to have officially recovered after the Covid 19 pandemic.

2.2. Literature review

There has not been a study comparing rural tourism in Lang Co Bay and Zadar Bay. However, there are quite a few studies on rural tourism in each place. In the studies on the potential for sustainable rural tourism development in Lang Co, there are two studies that are quite close to this topic and are reference materials. First of all, there is the article: "Development dynamics of Lang Co beach resort - Thua Thien Hue" published in 2017 by two authors, Bach Thi Thu Ha and Truong Thi Thu Ha. In this article, the two authors relied on the "BRM - 8 stages" model proposed by Russell Arthur Smith in 1991 and argued that the resort system at Lang Co beach has reached the pre-5th stage [7]. To have a perspective of historical comparison with the above article, we referred to the article: "Tourists' evaluation of beach tourism in Lang Co and Canh Duong - Thua Thien Hue" by Ho Thi Huong Lan, written in 2009. In this article, author Ho Thi Huong Lan surveyed 150 tourists about Lang Co beach and these tourists chose to go to Lang Co beach because of the "beautiful beach" (1.43 points) and "safe beach" (1.93 points) (Likert scale, level 1 is Completely agree - level 5 is Completely disagree) [8]. The two studies above show that: tourists all recognize the beauty of Lang Co bay and this place is suitable for developing a rural ecotourism model. Regarding tourism research in Zadar Bay, three scientific articles on rural tourism in Zadar are directly related to the topic of this article. First of all, "Zadar Islands growth prospects – is tourism their driving force?" by three authors: Jadranka Brkić-Vejmelka, Ana Pejdo and Ante Blaće, published in December 2015. The authors chose a Geographical approach to tourism with the research area being the entire County of Zadar. Zadar's weakness is similar to Lang Co la in its hook-shaped terrain, long and narrow, making it difficult to plan entertainment projects and connect tourist attractions. That is why, despite its strength in sea-island tourism, Zadar is always behind Split-Dalmatia County. The authors believe that Zadar authorities have built more fake old apartments to attract tourists, but this will lead to overloaded solid waste and wastewater treatment. The authors also proposed a solution to expand the resorts to the two neighboring islands of Ugljan and Vir.

The second important study is "Model for the Implementation of the Rural Tourism Development Strategy in the County of Zadar" by the authors: Sikirić Dominik, Krajnović Aleksandra and Rajko Mladen published in 2015. In this study, three authors emphasized the importance of rural tourism in Zadar, specifically maritime tourism with many experiential activities such as: enjoying seafood in fishing villages, catching hairy crabs, taking artistic photos, ... [9] but until now, the Zadar tourism authority has not yet identified the main type of tourism.

Another important article closely related to the topic is "Archaeological landscape in the sustainable development of cultural and sport tourism – the example of Ražanac municipality near Zadar" by Jordan Knežević Ana and Miočić Josip, published in 2019. In addition, some other studies, although not directly related to the topic, have high reference value such as: "The role of local action groups (LAGs) in rural tourism development - example of Zadar county" (2018) by A. Krajnović, Ivica Zdrilić and M. Orlović. "Ravni kotari: In the function of Zadar's tourism" (2024) by Denis Ambruš, ... [10]. Approaching rural tourism research, these two authors focused on the satellite municipality of Ražanac with the orientation of exploiting fishing culture and sports activities. If the two studies above are oriented towards the aspect of environmental sustainability, the study by Jordan Knežević Ana and Miočić Josip is oriented towards the aspect of social sustainability [11] or "The role of gastronomic heritage in tourism: the case of Zadar county" (2021) by Dani Bunja and Manuela Klapan [12].

3. METHODOLOGY

The study was conducted in a comparison between Lang Co Bay and Zadar Bay to develop fishing village tourism in a sustainable manner. Therefore, the comparative method is the most important method.

The authors conducted a small survey with 28 tourists who had stayed in Hue and Zadar for 2 days or more (including 16 Vietnamese and 12 foreigners: 3 Americans, 2 Canadian, 2 Chinese, 2 Croatian, 1 French, 1 Japanese, 1 Malaysian) about their travel experiences in Lang Co and Zadar. The survey selected the 6 most important criteria for developing heritage tourism in Hue according to experiences from Zadar, including: public image, heritage system, natural landscapes, cuisine, festivals and night entertainment activities.

The survey used a Likert scale with scores from 1 to 5 meaning:

1. Not worth experiencing
2. Can choose to experience
3. Relatively worth experiencing
4. Worth experiencing
5. Very worth experiencing

Besides, the authors have consulted and compared documents and data from the Croatia Week tourism weekly and information published on the website of the Croatian Tourism Agency as well as the town of Zadar. The results were systematized according to specific criteria, thereby drawing out the limitations in developing rural tourism in the form of fishing village tourism in Lang Co Bay.

In addition, the authors used the Cartography method to delimit the research area based on assessments of the potential and natural terrain of Lang Co Bay and Zadar Bay. To obtain more practical information, the authors of this study also conducted many field trips to Lang Co Bay for more than 3 months to experience tourism products as well as interview local people and visitors coming here in the second half of 2024.

In Zadar, statistics on the number of foreign tourists are collected for the 12 months of the most recent year 2024 and a comparison chart is drawn up of the months that attract the largest number of visitors. On that basis, the authors will find out the reasons for the sudden increase in the number of visitors in those months. Next, the authors also compare the tourism resources of Zadar and Lang Co to see the weaknesses that still exist in Lang Co.

Finally, the authors will explain the weaknesses of Lang Co in relation to the period when Zadar attracts the most tourists to point out the main causes, thereby building orientations

4. RESULTS

According to the Croatia Week weekly newspaper [13] of the Croatian Tourism Agency, in 2024, Croatia will welcome 21.3 million foreign visitors with more than 108.7 million nights of stay, an increase of nearly 10% compared to 2023 (19.4 million visitors), Zadar alone will welcome nearly 1.63 million foreign visitors with 15.4 million nights of stay. The 3 countries with the largest number of visitors to Zadar are: Germany, Austria, Slovenia and Poland [14]. Meanwhile, Lang Co alone welcomed nearly 333,000 foreign visitors in 2019, and 248,000 visitors in 2023. Foreign visitors account for the largest proportion from Taiwan, Thailand, the US and Malaysia. Thus, in the three years 2019, 2023 and 2024, the number of visitors to Zadar is nearly 5 times that of Lang Co.

The question is: Lang Co's tourism resources are not much inferior to Zadar, in which the natural resources are even better when Lang Co owns Lap An lagoon, Phu Gia pass, but why is the number of visitors only one-fifth that of Zadar?

The authors have made the following comparison table:

Table 1. Comparison of tourism resources between Lang Co and Zadar

Tourism resources		Lang Co	Zadar
Nature		Lap An lagoon	Preko Channel
		6 km long coastline	7 km long coastline
		Phu Gia Pass landscape	Lipauska Hills landscape
Humanities at the service of rural tourism	Spiritual destination	Lang Co church	Saint Mary's church
		Sao Cat church	San Anthony church
		Loan Ly church	Donatus monastery
		Huyen Khong pagoda	Francis monastery
		Thua Luu pagoda	Novigrad castle
	Archaeological site		Roman Forum Ruins
			Glass museum
	Craft village - specialty market	Salt village	Glass craft village
		Lang Co seafood market	Cromaris fish market
	Cuisine	Blood cockle sauce	Beef Pašticada
		Snakehead fish noodle	Black squid rice
	Traditional Festival		Night of Full Moon – early August every year
			Craft beer festival – last week of August
			Zadar Summer Opera – throughout July and first week of August
	Performing arts	Hue songs	Summer Musical
			Moreska sword dance
	Sports activities	Traditional wrestling	Roman fencing
		Fishing on Lap An lagoon	Rowing on Preko canal
Lipauska Hills marathon			

Source: Authors

The resources in Table 1 are coded by scoring, each resource will be 1 point, the summary of the items is shown in Table 2

Table 2. Comparison of human tourism resources between Lang Co and Zadar by points

Human Resources	Lang Co (points)	Zadar (points)
Spiritual spots	5	5
Archaeological spots	0	2
Craft village & market	2	2
Culinary specialties	2	2
Traditional festivals	0	3
Traditional Art	1	2
Sports activities	2	2

Source: Authors

The data in Table 2 are modeled using the comparison graph below:

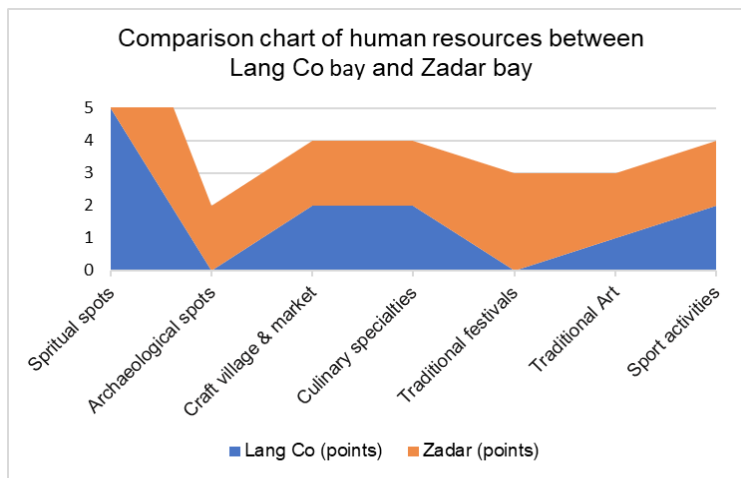


Figure 2. Comparison chart of tourism resource categories in Lang Co and Zadar.

Source: Authors

The comparison is shown in radar chart

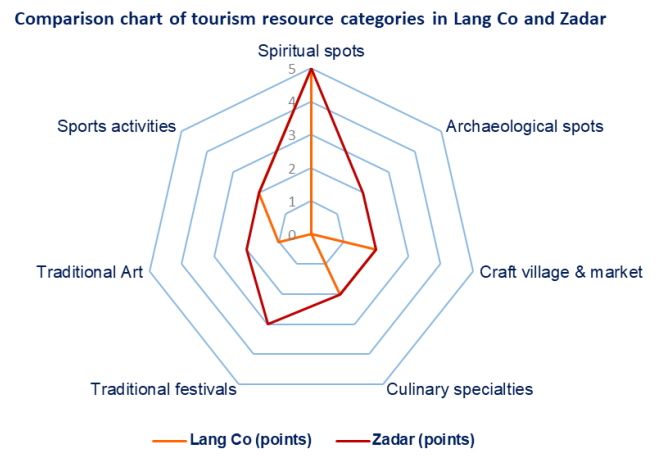


Figure 3. Comparison of tourism resource in Lang Co and Zadar shown by radar chart. Source:

Source: Authors

From the comparison graph of tourism resources between Lang Co fishing village and Zadar, it can be seen that the two weakest points of Lang Co compared to Zadar include:

One is the lack of traditional rural festivals. While the fishing village of Zadar alone has three famous rural festivals, which have been submitted to UNESCO for recognition as world cultural heritage [15], the entire Lang Co area still does not have a single traditional festival worthy of being a national traditional festival.

Second, there is a lack of integration of historical and archaeological data to turn Lang Co fishing village into a famous place to promote the potential of rural tourism. In addition to natural landscapes, the historical and archaeological factors of a rural area also play an important role in attracting tourists. Zadar has a system of ruins associated with ancient Roman culture, while Lang Co does not have a rich history of historical events and archaeological sites. Thus, the fishing village tourism model in Zadar Bay can become a model for Lang Co to develop fishing village tourism in a direction that focuses on overcoming these two limitations.

5. DISCUSSION

To overcome the first limitation: the lack of traditional rural festivals in Lang Co, it is necessary to consider the comparison with Zadar. According to the statistics of the Croatian tourism authority in 2024, the figures are in the following table:

Table 3. Number of visitors to Zadar in 2024 [5]

Month	Number of foreign visitors	Number of domestic visitors
January	4493	5187
February	7658	5701
March	17687	11045
April	63697	16711
May	137654	27943
June	240739	35530
July	438582	62896
August	439856	73593
September	184050	19985
October	68181	18356
November	10052	12156
December	16862	24792
Total	1629511	313895

Croatia Weeek's statistics are shown in the following graph:

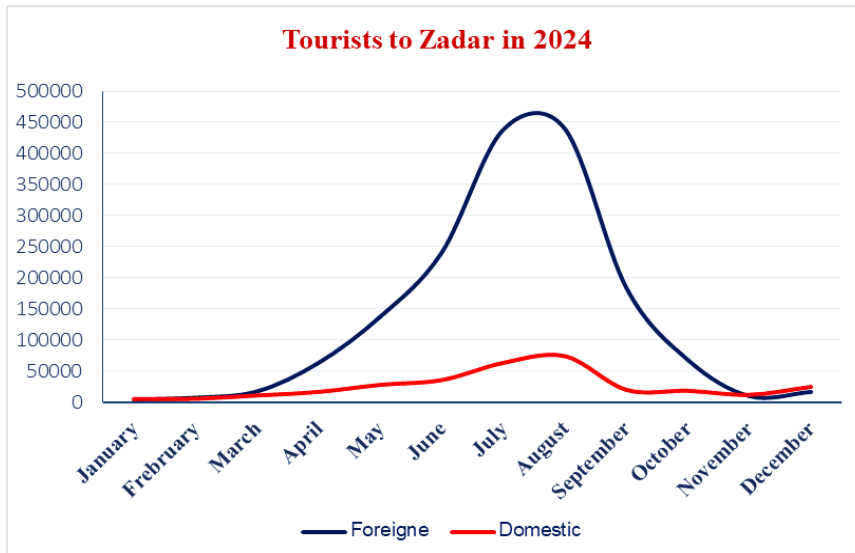


Figure 4. Diagram of number of tourists visiting Zadar Bay in 2024 - by month [16]

The graph above shows that the time when tourists come to Zadar is the most crowded from the end of June, throughout July and August [16]. This is the time of summer musicals, craft beer festivals, especially the Night of full moon festival. During the Night of full moon, the entire fishing village of Zadar is turned off, the whole area is illuminated by sparkling candles. Visitors can return to the past with rowing boat trips around the fishing village. In addition, free theater and street art performances take place throughout the area, combined with beer fairs and the enchanting Moreska sword dance. During the festival season throughout August, visitors can also participate in free activities: taking cosplay photos as Spanish nobles, having lunch at dried fish and salted ham workshops or ringing the bell to pray for the entire fishing village on the tower of Donatus monastery, ... Meanwhile, the traditional agricultural festival in Lang Co has not been held yet. Therefore, when tourists come to Lang Co, there is a complete lack of a "countryside tourism space" - a place where rustic memories and community cultural experiences make the trip a meaningful time for tourists to touch the past.

To overcome the second limitation: the lack of integration of historical and archaeological data on the local tourism map. Hue is an ancient heritage capital, but outside the Hue citadel, many neighboring areas, including Lang Co, do not have a corresponding historical and archaeological depth. Therefore, Lang Co should focus on activities to experience the nightlife of fishermen, with diverse forms, highlighting the local cultural identity.

The summary of the interview process of 28 tourists who had been to both Lang Co and Zadar also gave the following results:

Table 4. Survey results

Criteria	Public image	Heritage system	Natural landscape	Cuisine	Festivals	Night entertainment
Hue	3.8	3.9	4.4	4.0	3.1	3.0
Zadar	4.2	4.4	4.1	4.2	4.4	4.5
$1 \leq AVP \leq 5$						

Source: Authors

From the above reality, Lang Co is short of festivals and night entertainment (3.1p & 4.4p), so, it needs to have specific measures to overcome weaknesses in festival activities and archaeological culture. Specifically, focus on the following areas:

Festival

Firstly, the tourism authority in Lang Co should search for and restore festivals associated with Lang Co's specific fishing industry such as: the fishing ceremony, Ky Yen ceremony, etc. In addition, it is necessary to develop a script and organize a few art performances, physical dramas, etc. to show the beauty of people and fishing in Lang Co [17]. Hue city Department of Tourism can refer to the show "Fishing Village Legend" in Mui Ne and "Hoi An Memories" in Hoi An ancient town, which are shows similar to the fishing culture in Lang Co. Organizing art performances will attract tourists, generate more profits and create more job opportunities for local artisans and artists, contributing to promoting training, transmitting spiritual values and ensuring economic and social sustainability for generations of people in Lang Co.

Second, Lang Co town government should have a policy to support some existing festivals of the two major religious communities in Lang Co such as: Vesak, Vu Lan Festival of Buddhism, Christmas or Easter of Catholicism and some other festivals of local beliefs. Lang Co has more religious diversity than Zadar, so the religious and belief festivals are also diverse and rich to exploit year-round tourism programs.

Third, Hue city Department of Tourism should build tourism bridges and exchange tourists through the form of linking with rural tourism sites with the criteria of the UNESCO heritage system, such as the Zadar fishing village that the article compared and some other famous fishing village tourism exploiting places in the region such as: Jeju fishing village (Korea), Nagasaki (Japan), Jetty (Malaysia),... and in the world such as Le Havre (France), Tarraco (Spain) and Greenwich (UK). For example, at the Jetty attraction in Malaysia, visitors can experience a fishing history linked to Chinese immigrants. Another example is in Nagasaki - Japan, where visitors may cosplay as 16th-century Japanese fishermen and Ronin to participate in the Shimabara Rebellion.

Night entertainment

First of all, Lang Co tourism authorities should develop a plan to organize available evening experiences such as watching sunset on the sea or rowing boat for squid fishing. The fishing village of Zadar has built a spacious oval-shaped sun square, which can accommodate more than 3,000 visitors to watch the sunset on the sea. Around this area, households in Zadar also sell snacks and soft drinks. In July and August, saxophone and magic performances will be performed at the sun square to serve visitors to watch the sunset. An outdoor stage should be set up in the Laco resort area to serve visitors to watch the sunset.

Next, Hue singing performances are still held but only in restaurant spaces and the investment is still sketchy. There is a need to build a separate Hue singing performance space, worthy of being a traditional art. In addition to the proposed community stage built in the Laco resort area, it is necessary to organize cruise programs to listen to Hue singing on Lap An lagoon combined with enjoying dinner on the cruise and releasing flower lanterns.

Finally, build new spots on Lap An lagoon to serve relaxation and health care activities for middle-aged and elderly tourists such as: royal medicinal baths, meditation massage, enjoying artistic vegetarian dishes, ... and outdoor bars, seafood stalls, and barbecue restaurants on Lang Co beach for groups of young people to have fun and walk on the beach at night.

6. CONCLUSION

Lang Co also has a long, narrow, hook-shaped coastline like Zadar, and in both places, people live on fishing, which is suitable for developing fishing village tourism. However, the number of tourists to Zadar in the past three years has been nearly five times that of Lang Co. The comparison of tourism resources between Lang Co and Zadar shows that Lang Co seriously lacks a system of historical relics and traditional rural festivals compared to Zadar. In contrast, Zadar mainly attracts visitors to traditional rural festivals in July and August, and two-thirds of visitors to Zadar come to visit the ruins of ancient Rome or ancient monasteries.

To overcome the above limitations, Thua Thien Hue Department of Tourism needs to focus on developing fishing village tourism models with art performances and creating bridges connecting rural tourism, fishing village tourism with some fishing villages in the ancient world heritage capitals in the region. Through the comparison method and economic approach to tourism with the fishing village of Zadar, Croatia, the article has shown the limitations and development orientation of fishing village tourism for Lang Co. However, to gain experience as well as access other effective exploitation models, further comparative studies are needed, with priority given to Tarraco - a fishing village in the ancient city of Tarragona, Spain and Macau Fisherman's Wharf because these two locations both have long, hook-shaped coastlines and cultural diversity, moreover, these two locations are located in ancient cities that have been recognized by UNESCO as world heritage sites.

Effectively exploiting attractive rural tourism activities will promote strong development of fishing village tourism in Lang Co, contributing to stabilizing the lives of local residents and orienting tourism towards sustainability.

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TÓM TẮT

PHÁT TRIỂN DU LỊCH LÀNG CHÀI Ở LĂNG CÔ - HUẾ TRONG THÂM CHIỀU VỚI DU LỊCH LÀNG CHÀI Ở ZADAR – CROATIA

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Vịnh Lăng Cô là thắng cảnh đẹp của thành phố Huế với nguồn tài nguyên du lịch phong phú. Tuy nhiên, sức hấp dẫn du lịch của nơi này vẫn chưa tương xứng với tiềm năng. Có cùng địa hình tự nhiên với vịnh Lăng Cô, vịnh Zadar đã thu hút lượng khách du lịch gấp 5 lần vịnh Lăng Cô thông qua du lịch làng chài. Bài viết này tập trung phân tích những hạn chế trong quy hoạch và tổ chức du lịch ở Lăng Cô so với du lịch ở Zadar theo hướng phát triển du lịch làng chài - một bộ phận của du lịch nông thôn. Ngoài ra, bài viết cũng sẽ trình bày một số biện pháp phát triển du lịch làng chài ở Lăng Cô theo hướng đảm bảo tính bền vững về kinh tế, môi trường và xã hội.

Từ khóa: Lăng Cô, Zadar, du lịch nông thôn, làng chài, phát triển bền vững.