

## **SAFEGUARDING AND PROMOTING TRADITIONAL CRAFT HERITAGE IN ASSOCIATION WITH DEVELOPING TOURISM IN ĐÔNG HỒ VILLAGE**

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**Abstract:** *Đông Hồ is a famous village in Bắc Ninh province for traditional crafts, including folk printing, and in recent years, it has been known as one of the largest centers of producing votive paper offerings in the country. Votive paper offerings as handicraft products and folk printing in Đông Hồ village are not only of economic and social value but also of specific artistic value. Particularly, empirical trials to “modernize” folk printing to get closer to the public have proved the flexibility and adaptability of Đông Hồ residents’ artistic enjoyment in contemporary society. Therefore, Đông Hồ village has potentials and advantages to become an attractive new tourist center of Bắc Ninh province. Currently, several tourism companies have collaborated with local authorities to build a one-day tour to Đông Hồ village, combined with visiting Dâu Pagoda and Bút Tháp Pagoda. However, this tour has limitations because its tourist destinations are not suitable for visiting traditional crafts of Đông Hồ village or there are no tourist products made by a combination of Đông Hồ woodblock printing and votive paper crafts. It leads to the fact that the quality of tourism services and products is not good, the effectiveness of tourism business activities is low and the promotion of the value of traditional crafts of Đông Hồ village is limited.*

*By studying and assessing the current situation of the two traditional crafts in Đông Hồ village associated with tourism development, the paper focuses on the promotion of the crafts’ values in association with tourism development of Đông Hồ village. Based on the analysis of the status of products and services of handicraft village tourism, the paper recommends a model to link tourist places of religious practice, the center/exhibition space of folk printing art with craft households to create attractive sightseeing tours, taking tourists to a more comprehensive destination of traditional craft heritage in Đông Hồ village.*

**Keywords:** *Preservation, promotion, tradition, Đông Hồ, tourism.*