

# TOURISM INNOVATION THROUGH CULINARY CULTURE IN THE HO CHI MINH CITY AREA

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## Abstract

Ho Chi Minh City is the economic locomotive of the country and a favorite destination of foreign tourists. This place has long converged with many culinary quintessences and regularly appears on tourism rankings. World cuisine. To promote the potential and strengths with its special urban role as a major center of economy, finance, culture, education and training, science, and technology, and as a focal point of exchange and international integration, it is the locomotive and driving force of the southern key economic region and the whole country. Over the past time, Ho Chi Minh City has officially opened its doors to welcome domestic and foreign friends, actively promoting entrepreneurs, businesses, and people to participate in socio-economic recovery and development in the new normal, open conditions. Offers many opportunities in the fields of Food and Tourism. In Vietnam and in Ho Chi Minh City, cuisine is a very specific strength to attract guests, especially international groups. In the food, beverage, and culinary businesses that are oriented to develop Smart Tourism and the night economy, the startup community has many opportunities for development, especially innovation and digital transformation in production. doing business, applying high technology and clean production, improving the quality of goods and services, building a brand, and bringing Vietnam's unique culinary products to be exported locally through tourists. Can expand into the international market. The city has a lot of restaurants, and the planning of 22 culinary streets will be the driving force for development, serving a variety of mid- to high-class cuisine to European, American, Korean, and Japanese customers. This is a great advantage for the F&B industry community in Ho Chi Minh City and the whole country.

**Keywords:** Tourism, Culture, Business, Culinary

## 1. INTRODUCTION

Ho Chi Minh City's tourism industry has made strong changes and accelerated during the recovery period, with more than 35 million international and domestic arrivals and a series of World Tourism Organization (WTA) awards. And "Asia's Leading Tourism Authority; it is the most popular domestic tourist destination and the most attractive in the region during the peak summer tourist season. In 2023, the city's tourism industry is determined to focus on improving the quality and diversifying tourism products, focusing on specific tourism products. Focusing on communication and promotion of typical tourism products, destinations, and tourism brands in Ho Chi Minh City. Promote tourism stimulus and exploit digital applications in tourism. One of the highlights in 2022 is that Ho Chi Minh City's tourism industry has successfully implemented the program each district has a typical tourism product. It not only strives to perform well in its role as the largest tourist center in the country but also strives to innovate products to become a destination for tourists not to be missed with a new series of products honoring cultural and historical values. History: architecture associated with the development of Saigon, Gia Dinh, and the modern rhythm of Ho Chi Minh City. The Department of Tourism also promotes solutions to promote the application of information technology in tourism activities in accordance with tourism trends and the needs of domestic and foreign tourists. To

create favorable conditions for the reopening of international tourism, strengthen the promotion of the post-epidemic recovery and development of the tourism industry based on promoting public-private cooperation to exploit and promote its potential strengths. As one of the parties contributing to sustainable tourism development, the Department of Tourism has coordinated to organize tourism events connecting with culture in the city to attract attention and increase the attractiveness of Ho Chi Minh City's destination for tourists. Tourists, At the same time, promote the application of information technology and actively transform digitally towards the formation of a smart tourism ecosystem that connects entities such as tourists, service providers, and management agencies. Government. Focus on effectively implementing cooperation programs for tourism development between Ho Chi Minh City and other provinces and cities. Promote communication and thoroughly exploit communication channels and propaganda information to promote the image of tourism in the city, creating widespread effects at home and abroad. Vietnam Culinary Forum 2023, with the theme "Night Economy and Culinary Development", is expected by the Organizing Committee connecting the F&B industry community, giving businesses the opportunity to access the market and develop Vietnamese brands for domestic and regional markets as well as international markets. In 2019, the world's most impressive street food category of the US magazine CEOWORLD announced the list of the 50 best cities in the world for street food. Ho Chi Minh City ranked 4th. Culinary tourism is considered one of the strategic products of the city; tourists coming here will be attracted by many street foods such as crispy hot bread, spring rolls, beef jerky, crab soup, etc., which can be found in many streets and alleys here. Vietnamese, Asian, or European cuisines are available in HCMC. Here, visitors can find no shortage of specialties from the region. These dishes are adjusted to the tastes of the people of the South but still retain their soul. It is the diversity and openness to the regional quintessence that has welcomed chefs from all over the country, contributing to the charming culinary flavor of this city. As a young and dynamic city, Ho Chi Minh City is also a place where foreigners choose to live and start businesses, including many people who are passionate about food. Here, residents and visitors can easily accept the diversity of Asian and European cuisines. The youthful, open pace of life and the cross-cultural convergence are exciting and inspiring experiences for creative lovers.

## 2. LITERATURE REVIEW

The United Nations Conference on Trade and Development (UNCTAD), on the other hand, does not directly recognize the gastronomy sector as a creative industry but considers it under the umbrella of cultural heritage, along with crafts, traditional cultural expressions, festivals, and cultural sites (UNCTAD, 2008). In this line of thought, namely highlighting the relevance of events as trading spaces instigating economic, cultural, environmental, and social cohesion (Getz, 2009), wine and gastronomy festivals, wine museums, and art exhibitions in wineries can be characterized as examples of creative activities and adequate to integrate UNESCO's Framework for Cultural Statistics (UNESCO-UIS, 2009). Along with the rise of the service sector, investing in a "cultural economy" has been an outstanding characteristic of capitalist societies (Perkins et al., 2015; Scott, 2010). As a result, we have witnessed the appearance of cultural and creative districts in general and enogastronomic clusters in

particular. Stakeholders are increasingly involved and looking forward to developing cross-sectoral and transregional collaborations in order to generate innovative agro-food products and services (Cavicchi & Stancova, 2016). Lee et al. (2015) described creative food clusters as organized food systems, yet they did not establish concrete connections to the creative economy, i.e., with creative areas and activities (performing arts, media, and architecture, among others) and relationships (social, cultural, and economic) among the different sectors. When it comes to innovation, innovative attraction concepts are being developed within food tourism. Museums around local cuisines and/or their endogenous resources are highlighted (Hjalager & Wahlberg, 2014).

### 3. RESEARCH METHODOLOGY

Methods of collecting documents and materials: Collecting documents and materials from general reports connection of tourism units to food business activities; the receiver Assessment and assessment of the city's leaders on the development orientation of the culinary business street. Besides, surveying tourists throughout the city through online communication channels.

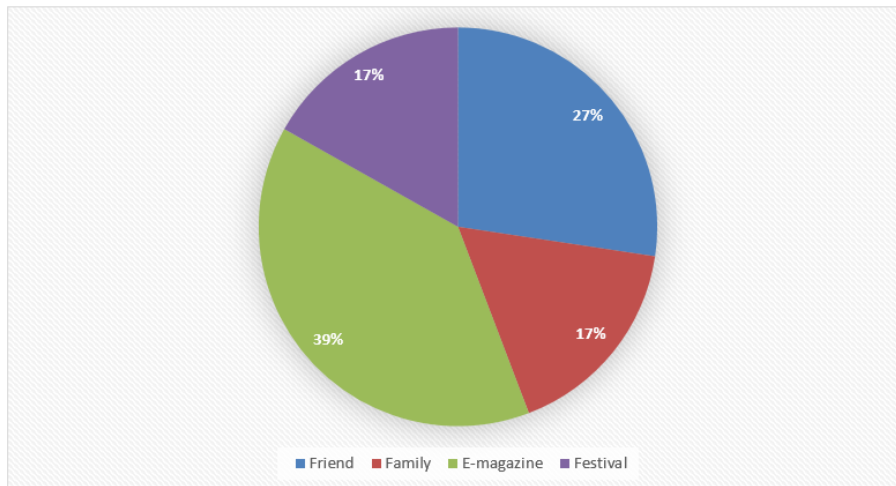
### 4. RESEARCH RESULT AND DISCUSSION

**Table 1: Survey on the food perception of tourists in Ho Chi Minh City. N=150**

Culinary	Satisfied	Neutral	Dissatisfied
The variety of dishes	63,6%	26,4%	10%
The taste of the food	35,7%	58,3%	6,0%
The quality of the food	52,8%	40,1%	7,1%
Prices for dishes	63,9%	15%	21,1%
Service staff	22,7%	32%	45,3%
Location	54,9%	32,4%	12,7%

Through the survey, we found that about the satisfaction of tourists, the evaluation of the criteria of the variety of dishes was 63.6% satisfied, 26.4% medium, and 10% dissatisfied, like the survey. Criteria about Food taste: 35.7% satisfied, 58.3% neutral, and 6% dissatisfied. Next come the criteria. Food quality: 52.8%, 40.1%, and 7.1% satisfied, neutral, and unsatisfied, respectively. The price of the dish is also very specific: 63.9% are satisfied, 15% are neutral, and 21.1% are dissatisfied. Finally, two criteria, about Service staff and location.

**Figure 1: International tourists come to street food through information channels**



Orientation to exploit cuisine in tourism development to affirm the role of cuisine In the near future, the city will build and develop typical tourism products and e exploit the strengths of tourism, including product development culinary tourism with the purpose of focusing on international tourists combining sightseeing and learning, processing regional cuisine in tourism villages and tourist areas, and visiting and combining to learn about culinary culture.

### 5. RECOMMENDATION

Through the Association, members can connect, cooperate, and help improve their careers, improve their expertise and professionalism, and promote the culinary culture of Ho Chi Minh City and Vietnam through festival events. Cuisine, culture, tourism, and trade promotion with domestic and foreign partners; Research and innovate; apply science and technology to the culinary industry; create new products and services; dishes with high nutritional quality; food safety and hygiene; etc. to increase capacity, competition, commercial value, and a strong brand. Ho Chi Minh City Department of Tourism, the city's tourism industry, has been coordinating with functional sectors to advise the City People's Committee to direct branches and localities in the city to continue building and strengthening retail locations. Culinary tourism products to serve tourists. In particular, the issue of hygiene and food safety is given top priority for tourists to feel secure. This is a good policy platform for Vietnamese F&B entrepreneurs and businesses to coordinate with localities and industry associations to connect and trade with distributors, trade centers, supermarkets, and wholesale markets. e-commerce platform... deals directly with units and businesses participating in the Forum to learn about products, production capacity, and supply ability; looking for sources of safe and quality food products meeting domestic and international standards to be put into the distribution system; negotiating and signing cooperation agreements; product supply and consumption contracts; and contributing to promoting businesses and service providers in the direction of improving

service quality, diversifying, and increasing the competitiveness of products. food and tourism. The culinary, food, and beverage markets will continue to witness a boom in investment, technology application, and innovation to catch up with new trends in sustainable development. specializes in policies, technology solutions, technical improvements, brand development processes, international IPOs, and intellectual property for F&B businesses to meet the requirements of integration, modernization, Industrialization contributes to boosting Vietnam's economy in the era of Digital transformation. Industry 4.0. Besides entertainment, there are cultural and artistic activities. If you know how to exploit it, cuisine will be a strength contributing to regaining the position of the city after the COVID-19 pandemic. For many years, we have allowed natural development without counting, evaluating, or embellishing to promote this strength. With a history of 300 years of establishment and development, Ho Chi Minh City has shaped its unique identity. A city with a dynamic and modern life rhythm with long-standing cultural and architectural values, a city with modern architecture interwoven with rivers and canals, where the world biosphere is intertwined with mangroves, and a city where visitors can find any delicacies of Vietnam and the world Openness, always accepting new things, is the creating factor. Uniqueness and diversity. Develop a plan to link street food businesses and restaurants. Tourism businesses for them to invest in opening tours to discover street food. Establishing a network for inspection and assessment of food safety and hygiene quality at business establishment's culinary businesses, through labeling, record the restaurant's type of cuisine and the tools used for the processing and use of food and drinks. Team specializes in supervising, guiding, inspecting, and handling issues related to Food safety and hygiene must be qualified and professional. Improve the quality of the workforce by regularly organizing classes. Skills and professional training (communication skills, service, foreign languages, culinary culture, etc.) awareness of compliance with hygiene and food safety conditions and skills in cooking, preparing, and presenting food.

## 6. CONCLUSION

Ho Chi Minh City wants to create the best conditions for international tourists to be satisfied with the services and quality of the tourism industry is also determined to introduce more activities and destinations not only in the area but also connect other localities in the region, creating new online destinations for tourists; take advantage of Ho Chi Minh City's strengths in technology to introduce and provide early access to international tourists. From the growth momentum achieved in 2022, Ho Chi Minh City hopes that 2023 will be a year of outstanding development for the city's economy, in which the tourism industry will continue to reap more success.

## CONFLICT OF INTERESTS

None

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