



# My Trach Mat Village Nha Trang-Viet Nam

VIETNAM CULTURAL TOURISM PRODUCT





# MEET *the* GROUP 1



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**XIN CHAO!**  
*Vietnam*

*Let's have wonderful sharing  
moments together!*



# Why did we choose My Trach Mat Village?



- The traditional craft of weaving mats is gradually dying down, facing the risk of being forgotten
- Preserve the cultural beauty, value of traditional mat weaving and promote it more widely to international tourists
- Develop jobs for local people and promote economic and tourism benefits for Nha Trang, Vietnam





# My Trach Traditional Mat Village

- Location: Ninh Ha commune - Ninh Hoa district  
- Khanh Hoa province - Vietnam
- Products: Famous for durable and good  
Sedge Mats
- At peak time, 90% of the village's population worked as mat weavers
- A place where many tourists come to visit and experience making their own mats







## What activities will tourists experience at My Trach Mat Village?

- Tourists can visit traditional craft villages and admire colorful mats drying everywhere
- Tourists are introduced by local people about the origin, history of development, materials for making mats, the pride and desire to restore the mat weaving profession here
- Tourists are guided enthusiastically by local people about the stages of mat weaving
- Tourists can transform into real "mat weaving artists" and experience weaving mats with their own hands
- Tourists can buy mat products as souvenirs or as gifts





## Strengths of My Trach Mat Village

- Material: Made from sedge plants living in Cha Hai water, so it is firmer than sedge fibers elsewhere
- The special way of processing sedge: "Drying in the morning and rolling in the afternoon" helps prevent the sedge fibers from becoming brittle
- Usage time: Twice as long as a normal mat
- The essence of love for the profession combined with the talented and meticulous hands of the mat weaver



# Proposals to attract and promote My Trach Traditional Mat Village



- 1) Create a website or blog providing information about My Trach Mat Village
- 2) Create videos showcasing the distinctive beauty of My Trach Mat Village and publish them on Youtube
- 3) Promote on social media platforms using hashtags (*#MyTrachWeavingVillage #NhaTrang #Vietnam*)
- 4) Organize a tour to introduce the history and production process of My Trach Mat Village



# Proposals to attract and promote My Trach Traditional Mat Village



- 5) Seek international partners to introduce My Trach projection products and promote craft village development
- 6) Create high-quality, unique products for tourists, invest in the construction and improvement of infrastructure and services to serve tourists
- 7) Pay attention to preserving valuable specialties and having clear policies to achieve development-oriented development results
- 8) Provide quality services, meeting needs and creating trust for customers
- 9) Establish a welcoming and lively atmosphere to ensure customer satisfaction



# Proposals to attract and promote My Trach Traditional Mat Village



- 10) Create modern art-inspired traditional mat weaving products for fashion, furniture, and special events
- 11) Create a network that connects craft villages during tourist trips
- 12) Promote through hotels, ticket offices by direct marketing to hotels or hotels that can provide information about My Trach tourist attractions
- 13) Organize tourism events such as cultural exchanges, developing hand woven product showrooms and performances in My Trach





Thanks for listening!  
Do you have any questions?

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