

**T**he Spring Festival held annually in Tây Ninh is the first traditional one in a year. In this province, there is hardly a month without a festival because local residents are of different ethnic groups and believers of various religions (the most influential one of them is the Cao daism).

The Spring Festival on Bà Mount is usually held some 10 days before the Tết Festival, but this year, it was held on the second day of Tết Festival and led to a boom in Tây Ninh tourism business.

In previous years, the Spring Festival is organized by private persons who paid some fees to local authorities. In this year, the Tây Ninh Tourism Company undertook the task with a view to starting a new plan to develop the tourism business of the province.

Generally, Tây Ninh could be considered as a tourismagnetic area in the Eastern South. In future, when the Trans - Asian route is opened through Tây Ninh, the provincial tourism business will have a golden opportunity to develop. In Tây Ninh, there are many beautiful landscapes (Bà Đen Mount, Dầu Tiếng Lake...) and cultural buildings (Cao daism Holy See, Núi Cậu Pagoda...) and many resistance bases in Hòa Thành and Tân Biên districts which were well preserved. These will be a basis for the development of the cultural tourism.

In fact, the problem of development of Tây Ninh tourism has been taken into consideration in the first years after the Liberation Day, but for many reasons, proper measures haven't been taken. One of the main reasons for this is that the Tây Ninh Tourism Company hasn't found out tourism products of its own characteristics in order to attract tourists. In 1995, the local government realized this problem and decided to help the Tây Ninh Tourism Company develop

# SPRING FESTIVAL

## ON BÀ MOUNT AND TÂY NINH TOURISM BUSINESS

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its business. Therefore the Spring Festival in 1996 was approved by the public opinion due to the following factors:

- Many attractive sites were open to tourists

- The infrastructure and other services were improved: water and electricity supplies, health care, security and social order, hygienic conditions, programs of entertainment full of traditional characteristics.

- Roads from Tây Ninh Town to Bà Mount were improved and a lot of public conveyances were fully operational.

In the first quarter of 1996, the number of tourists coming to Tây Ninh increased remarkably in comparison with previous years. The Tây Ninh Tourism Company has invested in many works: repairing Điện Bà cave, upgrading road to Gió Cave, repairing Kim Quang Cave and Phước Trung Pagoda. New accommodations have also been built. These sites have attracted tourists from both home and abroad.

In 1996, there is a plan to improve the infrastructure and rehabilitate the town (building stadium, parks; planting trees, and removing flea markets from sidewalks...). All historical remains in Tây Ninh will be also rehabilitated (Bờ Lối resistance base, Dương Minh Châu war zone, headquarters of the Southern Front...)

Generally, Tây Ninh has a lot of resources for developing the tourism business, especially ethnic-cultural-rural tourism. However, there must be an appropriate program to develop these resources along with tourism facilities in order to attract tourists. We hope that this program will be carried out in the coming years as successfully as the Spring Festival program in 1996 ■