

BUILDING HÁT XẨM INTO A TOURISM ATTRACTION IN NINH BÌNH

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Hát Xẩm is a folk-art form with a long history. According to the artists, Hát Xẩm was founded around the 14th century, went through many names such as hát rong (busking), hát dạo (street singing) etc. With a profound kể tích (narrative) style, Hát Xẩm is considered a professional folk music genre. In the past, Hát Xẩm was known as a profession to earn a living. Although the music and lyrics are very rustic and sincere, Hát Xẩm contains profound humane and ideological content. Ninh Bình is considered to be one of the birthplaces of the traditional Hát Xẩm, where the late artisan Hà Thị Cầu - the last Xẩm performer of the 20th century, had made great contributions to the preservation and promotion of the values of this unique art form.

The article analyzes the possibility of the transformation of Hát Xẩm into a tourism product, promoting the art to domestic and foreign tourists and bringing interesting experiences to visitors. Awakenning the cultural values of this art form and turning Hát Xẩm into a unique tourism product, will contribute to disseminating the image of Vietnam's tourism in general and Ninh Bình in particular.

Keywords: Hát Xẩm, Ninh Bình, tourism products, promotion.