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**DEVELOPMENT OF TRADITIONAL HANDICRAFT PRODUCTS IN QUANG TRI PROVINCE IN THE CONTEXT OF DIGITAL TRANSFORMATION**

Phan Van Hoa<sup>20</sup>

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**SUMMARY:** Traditional handicraft products of Quang Tri province are items created from traditional handicraft industries, which have existed for a long time and have many priceless heritage values. However, in recent years, particularly since the outbreak of the COVID-19 epidemic, as well as the 4.0 industrial revolution, the development of digital technology, and digital transformation, the production and consumption of goods in these occupations have faced numerous challenges and restrictions. The primary challenges include outdated technology; an ineffective state of marketing, advertising, and digital transformation; a decrease in the quantity of orders and contracts, culminating in low competitiveness along with a shrinking market, etc.

To develop traditional handicraft items in Quang Tri province, local governments must implement realistic solutions and strategies such as using digital technology, digitizing products for marketing, and consumer market development; providing financial support; encouraging businesses to invest, entering into joint ventures, and forming linkages to form product supply chains from market research, product design, raw material supply, production, distribution, and consumption of products, etc., contributing to the preservation and promotion of traditional handicraft goods and manufacturing sectors in Quang Tri province, increasingly satisfying consumer needs in the current context of digital transformation.

**Keywords:** Handicrafts, traditional crafts, handicraft development, Thua Thien Hue

**JEL codes:** E00, M10

## 1. INTRODUCTION

Traditional handicrafts have existed for a long time in the globe in general and in our country in particular, which means they are widely distributed across regions, primarily in rural areas. As of 2021, Vietnam had 168 traditional crafts and 1,966 recognized traditional craft villages. The total number of establishments engaged in rural industry production and business is 812,956, including 9,544 enterprises, 2,988 cooperatives, 6,736 cooperative groups, and over 793,688 households, employing over 2.23 million people, contributing to economic restructuring, rural labor, preserving and promoting national cultural identity (Ministry of Agriculture and Rural Development, 2021). By the end of 2022, there will be 8,689 OCOP products achieving 3 stars or higher (an increase of 3,919 products from 2020), of which 65.5% are 3-star products, 33.3% are 4-star products, 1% potential 5-star products, and 20 5-star products; with over 4,273 entities participating in the OCOP Program, of which

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