

TOURISM – CULTURE IN THE RELATIONSHIP WITH THE CONSERVATION AND PROMOTION OF THE CULTURAL IDENTITY

Nguyen Van Thang, Le Thanh Tu
Hanoi University of Culture

Thông tin chung:

Ngày nhận bài: 29/10/2022

Ngày phản biện: 30/10/2022

Ngày duyệt đăng: 07/11/2022

Title:

Du lịch – Văn hóa trong mối quan hệ với bảo tồn và phát huy bản sắc văn hóa dân tộc

Từ khóa:

Bản sắc văn hóa; Bảo tồn;

Phát huy; Du lịch; Văn hóa

Keywords:

Culture, cultural identity, preservation and promotion, tourism

ABSTRACT

Culture plays an important role in the social life of every country. Culture is the spiritual foundation of society, a rich resource for tourism development. This article refers to the theoretical basis of culture and tourism, the close relationship between culture and tourism in socio-economic development. This relationship is more and more evident in the connection between the preservation and promotion of cultural values with the economic development of tourism. Cultural conservation is one of the activities associated with the protection of national cultural identity, creating the future development of each nation, and simultaneously contributing to great socio-economic effects through tourism activities.

TÓM TẮT

Văn hóa giữ một vai trò quan trọng trong đời sống xã hội của mỗi quốc gia. Văn hóa là nền tảng tinh thần của xã hội, là một nguồn tài nguyên phong phú cho phát triển du lịch. Bài viết này đề cập đến cơ sở lý luận về văn hóa và du lịch, mối quan hệ qua lại giữa văn hóa và du lịch chặt chẽ trong phát triển kinh tế xã hội. Mối quan hệ này ngày càng thể hiện rõ hơn trong sự liên hệ giữa bảo tồn và phát huy các giá trị văn hóa với phát triển kinh tế du lịch. Bảo tồn văn hóa là một trong những hoạt động gắn liền với việc bảo vệ bản sắc văn hóa dân tộc, tạo dựng sự phát triển tương lai của mỗi dân tộc đồng thời góp phần tạo nên những hiệu quả kinh tế xã hội to lớn thông qua các hoạt động du lịch.

1. Introduction

Culture plays an important role in the social life of every country. Culture with life and social activities are two factors of the same matter. We cannot only take care of economic development (the material foundation) without doing that of the cultural development (the spiritual foundation) of society. Being aware of this important mutual role, our Party and State have affirmed: "Culture is the spiritual foundation of society, both a goal and a driving force for socio-economic promotion" (Resolution of the 5th Conference of the Central Committee of the Party, 8th term). The development practice of many countries worldwide over the past decades has proved that economic development is the most important basis and condition for cultural development; and vice versa, cultural development is the goal

and motivation for promoting socio-economic development. Tourism is a particular economic sector, imbued with culture. As a result, that reciprocal relationship has a deeper meaning, being reflected in many aspects. Within this article, the author would like to mention the main contents relating to the relationship of culture in tourism development in general and the impacts of tourism in preserving and promoting national cultural identity in particular.

2. Theoretical framework and Methods

2.1. Theoretical framework

2.1.1. Culture

Culture is a product created by man in the history of his development from the very beginning of human society. The concept of culture and its use is not really easy and it is always changing with the time. According to Tran Ngoc Them

(1995), culture is an organic system of material and spiritual values created and accumulated by human being through practical activities in the interaction between people and their natural and social environment.

In the Declaration on Cultural Policies at the International Conference chaired by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in August 1982 in Mexico, it was stated that culture today can be considered as the totality of distinctive spiritual and material, intellectual and emotional features that determine the character of a society or of a group of people in society. Culture includes art and literature, ways of life, basic human rights, value systems, customs and beliefs. It can be said that culture is not a separate field. It is a general sum of material and spiritual values created by humans. Culture is the key to development.

Culture is a large field, a resource in the national construction and development strategy. The Resolution of the XIII Party Congress (in 2021) clearly states that cultural values and Vietnamese people are used as the foundation, important endogenous strength to ensure sustainable development.

2.1.2. Tourism

Tourism has become a prominent social activity of people in the modern development trend. It is interdisciplinary, inter-regional, transnational with many different motives and purposes. Therefore, there are many different perspectives and approaches to diverse concepts.

According to the World Tourism Organization (UNWTO), tourism includes all activities of people traveling, staying for the purpose of sightseeing, exploring and learning, experiencing for the purpose of resting, entertaining and relaxing; as well as for the ones of professional practice and other purposes for a continuous time but not exceeding one year, outside of the settled habitat; but excluding travel whose main purpose is to earn money. Tourism is also a form of active rest in a different living environment than the place of settlement.

According to Vietnam Tourism Law 2017, tourism includes activities relating to a person's trip outside his/her regular place of residence for no more than one consecutive year in order to meet the needs of sightseeing, relaxation, entertainment, learning, exploring tourism resources or combining with other lawful purposes.

Thus, tourism is an activity of rest, entertainment, research, discovery of tourism resources or in combination with other legitimate human purposes that takes place outside the place of habitual residence.

Each country needs to rely on resources to develop tourism, which are tourism resources, tourist market needs, natural conditions, socio-economic conditions, facilities, tourism infrastructure, technical facilities, guidelines, mechanisms and policies for tourism development...

The potential to develop tourism products is tourism resources in each locality; destination which has been or will be exploited, having capable of attracting tourists along with tourism resources that can be exploited, participating in the tourism business process in a locality, region or country. The concept of tourism resources is always associated with the concept of tourism. The Tourism Law of 2017 clearly states that tourism resources are natural landscapes, natural factors and cultural values which are considered as the basis for formation of tourism products, tourist areas, tourist destinations in order to meet tourism demand. Tourism resources include natural and cultural tourism resources. Thus, tourism resources are considered as a premise for tourism development. In fact, the richer and more unique tourism resources are, the higher the attractiveness and efficiency of tourism activities are.

It can be said that, Vietnam has recently opened up the tourism market strongly compared to some other service industries such as banking, finance, and insurance. Vietnam's international integration in tourism in recent years has been implemented in the direction of promoting the signing and implementation of bilateral

and multilateral government-level cooperation agreements and agreements, taking advantage of cooperation and support from other countries through specific programs and projects and commitments to open and liberalize trade in tourism services within the frameworks of WTO, ASEAN, APEC, GMS... and many bilateral and multilateral forums, creating many opportunities for tourism development.

In recent years, tourism industry has witnessed many special imprints in building policy institutions, creating favorable conditions for tourism development. The Party, State and Government have determined to develop tourism into a spearhead economic sector, making an increasingly large contribution to the country's economy. With this important orientation, many new support policies have been formed to overcome difficulties, exploiting the potential as well as promoting advantages so that the tourism industry can truly become a spearhead economic sector in the coming time. Notably, it is the first time the Politburo has issued a resolution on tourism development. It is a strong driving force to promote tourism development in the coming period, with many new views such as developing tourism to be a spearhead economic sector which is an important strategic orientation for the development of the country, creating a driving force to promote the development of other industries and fields. Tourism development is the responsibility of the whole political system, the departments of all levels, and the whole society with the close leadership and direction of the Party committees at all levels; strongly promoting the driving role of enterprises and the community, the unified management of the State; concentrating national resources on tourism development. It can be said that Resolution 08 on developing tourism into a spearhead economic sector is considered a "historic resolution" of the tourism industry. This is one of the particularly important opportunities and opportunities, which are decisive to the change, growth and

sustainable development of the local tourism economy in particular, that of Vietnam's tourism industry in general after more than 60 years of development of Vietnam's tourism.

Industry revolution 4.0 takes advantage of the pervasive power of digitization and information technology with the breakthrough of artificial intelligence, and big data, which is creating tremendous change in the global supply chain. Modern technology helps the promotion and advertising methods become more diverse and changes the way of traveling and the visitor's experience. With the outstanding achievements of information technology, tourism has the opportunity to optimize the effectiveness of promotion and market expansion, promoting the development of online tourism and e-commerce. At the same time, it creates more attractive new tourism products, contributing to improving competitiveness and building tourism brands.

2.2.Methods

To accomplish the article, the main methods are used including the methods of data collection and theoretical systematization which are used to synthesize the literature review on tourism and culture of researchers so that it will point out the relationship between tourism and culture with the preserving and promoting the value of Vietnamese cultural identity.

3. Results and Discussion

3.1. Tourism and culture in the relationship with preserving and promoting the value of national cultural identity

3.1.1.The relationship between culture and tourism

Regarding the role of culture in tourism development, many researchers believe that culture is always an important human resource although there are different levels through each historical period, not being consistent with each cultural region, each ethnic group and each country. It has had a special role in tourism development. The tangible and intangible values of culture have become a unique cultural tourism resource, an endogenous cause contributing

to tourism development which is rich in types, diverse in types, and create tourism products with specific characteristics as well.

In daily life, if tourism satisfies people's needs for sightseeing, admiring the beautiful scenery of a countryside, the value of a cultural and architectural work, a historical site or a characteristic of a folk tune, an art form, etc, culture is the purpose of the journey including tangible and intangible culture. In other words, the system of cultural heritages, historical and cultural relics, contemporary cultural works, traditional festivals, art forms, dishes... are always the purpose of discovery of tourists. When people's demand for understanding and discovering human civilization is increasing, the role of culture in tourism development is increasingly being shown, especially in the current integration trend. Recognizing the importance of culture for tourism development, the Party and State of Vietnam have identified tangible and intangible cultural values as an important humanistic tourism resource for tourism development.

It can be realized that culture is the purpose, the motivation of the trip, the goal of human discovery that tourism businesses always seek to meet the needs of customers. According to many researchers on tourism worldwide, approximately 20% of the total number of tourists travelling to Europe to learn about the local culture, 60% of the total number of European tourists are interested in discovering local cultural events and phenomena during their trip. The natural, the cultural and humanistic environment have played an important role especially in tourism development because they are the basic resources and factors to create the diversity of tourism products. Tourism products always gather many factors, in which the cultural one plays a very important role because cultural values in tourism programs will increase the value of the trip so that each visitor can satisfy their needs. Basing on the experience in tourism development of many countries in the world, it reveals that if a country has a

long cultural tradition with various types of cultural activities and many scenic spots, it will have potential tourism market with a wide range of products, attracting a large number of tourists as well. According to statistics, about 70% of foreign tourists travel to Vietnam because of the attractiveness of Vietnamese culture. They desire to learn about the cultural treasures and local people through the history of thousands years of struggle for establishing and defending the country, especially the colorful and diverse cultural nuances of 54 ethnic groups such as culinary, costume and daily life culture, etc. All in harmony with the natural nuances of Vietnam have created a picture of Vietnamese culture that is diverse, unique and highly attractive, creating a premise for Vietnam's tourism to develop. The success of cultural and tourism events in recent years such as Hue Festival, Da Lat Flower Festival, National Tourism Year held alternately every year in localities cannot only be expressed in the numbers of tourist but also shows the public's interest in exploiting the characteristics of Vietnamese national culture through organizing cultural tourism festivals.

National culture is an invaluable asset, the core of national identity, the basis for creating new values and cultural exchanges. In his speech at the National Cultural Conference on November 24, 2021, the General Secretary of the Communist Party of Vietnam repeated the saying of President Ho Chi Minh: culture illuminates the development of the nation. He also reminded the saying of a former leader that culture is the identity of a nation. Culture remains, the nation survives; vice versa, culture is lost, the nation is also lost. Under the leadership of our Party, culture has made great contributions to the cause of national salvation and construction. As a result, culture must be respected commensurately with politics and economy, becoming an endogenous resource and driving force for the country's sustainable development.

Culture is not the only element for creating tourism products; however, the use

of cultural identity in each product has contributed to creating a unique cultural character of the product. Those are the tourism products bearing specific cultural imprints, which are highly attractive to each visitor. Exploiting the values and typical cultural features in each region to create tourism products requires objectivity. It is even an art that is not so easy to do for a certain individual and locality. The exploitation of unique cultural features to create new values and particular tourism products in many developed tourism countries such as France, Switzerland, the Netherlands, Italy, China, Japan.... has become a regular, highly artistic job, bringing sustainable and effective development to the tourism industry. In Vietnam, the rich cultural treasures of 54 ethnic groups cultivated through the history of thousands of years of struggle for building and defending the country such as Co Loa, Hung Temple, Temple of Literature - Quoc Tu Giam, Ho Hoan Kiem, Hue ancient capital, Hoi An ancient town ... have been exploited by localities and travel companies to create tourism products imbued with national cultural imprints both in both expression forms and each product's content. Since then, it has facilitated the formation of thematic tourism programs such as the Night of the Imperial Citadel of Thang Long (in Hanoi), Hue Festival (in Hue city), the full moon night of Hoi An ancient town (in the heritage city of Hoi An), Central Heritage Journey, Central Highland Green Road... which have become unique tourism products not only attracting domestic and foreign tourists but also competing with other regional tourism products. According to the statistics of Department of Heritage, Ministry of Culture, Sports and Tourism, there are currently 166 museums nationwide including 4 national museums with more than 3 million artifacts; nearly 3,500 nationally ranked relics, in which include more than 1,600 historical sites, 105 special national relics, 288 national intangible cultural heritages, 27 tangible and intangible cultural heritages recognized by UNESCO as world cultural heritages.

This is a massive and precious treasure that has been left by our ancestors for thousands of years; creating a rich, diverse and unique cultural tourism resource for tourism development.

3.1.2. The relationship between tourism and culture

Tourism is an important factor to promote cultural development, integration and exchange among human civilizations. The exploitation of cultural values for tourism development has had direct and indirect impacts on the preservation, inheritance and promotion of the diversity and unique identity of the cultures of all groups of people in Vietnam, being considered as a bridge for cultural exchange between ethnic groups, regions and countries worldwide. It is also the basis to form new cultural values, enriching the culture of Vietnam and humanity. Tourism activities have a direct impact on the preservation and promotion of the good values of the national cultural traditions for sustainable development; vice versa, tourism itself must also meet an objective requirement of ensuring the sustainable existence of culture. The system of heritages, historical sites, cultural events, traditional festivals, dishes, art forms... is the goal of visitors' discovery, so tourists will not have journeys and tourism activities will become monotonous and tedious without these factors. Local governments, people specializing in tourism industry and cultural activists are always searching the ways to promote tourism development for attracting visitors and getting multifaceted benefits from tourism. As a result, the maintenance and preservation of historical relics, the values of indigenous culture must always be concerned and prioritized so that those cultural factors can exist and sustainably develop, serving for the long-term development of tourism. Through tourism activities, indigenous cultural values can be selectively absorbed and blended with the characteristics of the local culture brought by tourists to form values of culture-human civilization. In addition, owing to tourism activities, revenue from guest service

activities is partly used for the renovation of historical sites, museums, temples, etc.; restoration of traditional festivals and art forms, craft villages; ethnic culture expressed in daily life, dress, and rituals are more preserved and paid much attention. Revenue of tourism also contributes to develop tourism infrastructure and invest in the community. Tourism in Vietnam has recently made an important contribution to the restoration of many festivals such as the Do Son buffalo fighting, the Ngo boat racing in the Mekong River Delta provinces, the buffalo killing in the Central Highland; and traditional craft villages such as Bat Trang pottery, Van Phuc silk (Hanoi), Dong Ky carpentry (Bac Ninh), Thanh Ha pottery (Quang Nam); traditional art forms such as water puppetry, Ca tru singing, Hue royal court music, Xoan singing in Phu Tho, etc.

Tourism activities have also had indirect effects to strongly develop the diversity and unique identities of the cultures of the ethnic groups, enrich the common culture of the country and expand international exchange. According to the statistics of people working in tourism industry worldwide, the expenditure of tourists on shopping for goods, gifts and souvenirs accounts for approximately 30% of the total cost of the trip (excluding transportation expense from the place of residence to the destination). Depending on ethnic characteristics, age, and purpose of the trip, this percentage of spending on shopping may vary for each type of visitor, each visitor market and each destination, but this cost always accounts for a large proportion of the total cost of the trip. This demand of tourists has contributed to promoting local production of goods, creating more new jobs and products. However, the products sold to tourists should not be ordinary goods. They must be specific ones bearing a specific cultural imprint, being used as gifts or souvenirs of the trip. Therefore, it is not easy to use the core of culture of each region to create tourism souvenirs, they must make variety of products containing cultural factors that visitors will be willing to pay money on and buy with a large

quantity. It can only be the products of businesses bearing the local culture characteristics with high specialization. Therefore, handicraft production establishments, traditional craft villages, tailoring shops, food production establishments, folk art forms, festivals ... have to frequently manage to exploit the typical indigenous cultural features, improve skills and operational capacity, put the cultural soul into each of their products and activities to increasingly meet the needs of tourists. In summary, tourism has had an indirect impact on the restoration and development of the cultural identity of the nation through production, sales and service activities. Tourism activities have facilitated the cultures of regions, ethnic groups and countries to exchange, integrate and discover the rich and diverse cultural colors of each other; created opportunities for people to exchange and learn each other to enhance mutual understanding through the introduction and exchange of specific cultural values, heritages, historical and cultural relics, different types of culture and art between local people and worldwide tourists. In fact, tourism activities recently in Vietnam have created the opportunity to introduce our rich and diverse cultural treasures bearing the typical characteristics of 54 ethnic groups to many countries all over the world. The travel programs of many tourism companies have focused on introducing typical festivals such as Huong Pagoda festival (Hanoi), Yen Tu festival (Quang Ninh), Nghinh Ong festival (Quang Nam)...; cultural and historical sites such as Temple of Literature (Hanoi), Hung Temple (Phu Tho), Cu Chi tunnels (Ho Chi Minh City), Quang Tri ancient citadel (Quang Tri), Dien Bien Phu relic (Dien Bien) ...; world cultural heritages such as the complex of Hue citadel (Hue), Hoi An ancient town (Quang Nam), Thang Long Imperial Citadel (Hanoi), My Son Sanctuary (Quang Nam)...; world natural heritages such as Ha Long Bay (Quang Ninh), Phong Nha-Ke Bang National Park (Quang Binh), Dong Van Global Geopark (Ha Giang)... and many traditional craft villages, traditional art forms and other

folklore performances. Those tourism products include the unique character of Vietnam's cultural identity which is suitable for each region, locality and type of visitor; capable of competing regionally and internationally, and being simultaneously effective means to propagate and promote the unique culture of Vietnam to international friends.

4. Conclusions

The exploitation of cultural heritage values for tourism development has become a necessary requirement for the tourism industry. The cultural heritage of each ethnic group crystallizes the values of the cultural creation process, being the objective expression of historical traditions and national characteristics; being also a tourism resource and a basis of sustainable tourism development. In the process of cultural exchange and integration, there will be conflicts between indigenous cultural values and tourists' cultures, changing the traditional lifestyle of the indigenous people to the modern one imported through tourists all over the

world. Therefore, the study of the relationship between culture and tourism is an important basis to propose effective solutions in the development of culture and tourism so that culture is always the source for tourism development and tourism is a driving force promoting culture to exist and sustainably develop.

References

1. Trần Ngọc Thêm (1995). *Cơ sở văn hóa Việt Nam*, NXB Đại học tổng hợp thành phố Hồ Chí Minh.
2. Đảng cộng sản Việt Nam (2021). *Văn kiện Đại hội Đảng toàn quốc lần thứ XIII*, NXB Chính trị quốc gia, Hà Nội.
3. Luật số 9/2017/QH14. *Luật Du lịch*, Quốc hội nước CHXHCN Việt Nam thông qua ngày 19/6/2017, điều 3.
4. Luật số 09/2017/QH14. *Luật Du lịch*, Quốc hội nước CHXHCN Việt Nam thông qua ngày 19/6/2017, điều 3.
5. Nghị quyết số 08 - NQ/TU ngày 16/1/2017 của Bộ Chính trị về phát triển du lịch trở thành ngành kinh tế mũi nhọn.