

DOCTORAL THESIS IN BRIEF

BUI VAN MANH. *Changing the Culture of Livelihood of Residents in Trang An Landscape Complex due to the Impact of Tourism*

Major: Culturology

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Trang An Landscape Complex was recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as the 31st Cultural and Natural Heritage site in the world in 2014, and has since become a famous tourist destination in Ninh Binh province. The process of tourism development, on the one hand, brings many positive changes in infrastructure, material and technical, socio-economic, and cultural life, especially creating many stable jobs, livelihoods and incomes for the residents. On the other hand, it causes several negative impacts on the environment, production space, professional knowledge skills, guiding cultural values, norms and ethics in life and work. What are the characteristics of the livelihoods' culture of residents in the Trang An Landscape Complex before tourism develops? How has their culture of livelihood changed and what problems arise due to the impact of tourism development? What needs to be done to develop a sustainable culture of livelihood in the process of tourism development? The thesis partly clarifies these abovementioned issues.

Besides Introduction, Conclusion, References and Chapter 1 providing a

literature review, the thesis is presented from Chapters 2 to 4.

Chapter 2. The theoretical basis of cultural change of livelihoods and overview of the research scope.

This chapter categorizes ideas of culture, livelihoods' culture, characteristics and components of livelihoods' culture and provides a literature review on livelihoods, sustainable livelihoods at home and abroad from the perspective of culturology, and applies a framework for analyzing the changes of livelihoods' culture. The residents' livelihood changes are examined in a general context (socio-economic, policy mechanisms, science and technology...), in which tourism is regarded as the main factor that directly affects the livelihood activities and cultural values of livelihoods. Trang An Landscape Complex, the first mixed heritage site of Vietnam and Southeast Asia, is located on a land that used to be the entire area of the ancient Citadel of Hoa Lu. It is home to many historical sites and landscapes related to the Dinh, pre-Le, Ly and Tran dynasties, that's why they attract lots of attention and investment from the government and local people for repair and restoration to pay tribute to their ancestors and serve the spiritual and religious needs. They are great important cultural and material resources for residents to exploit and live on sustainably.

Culture presents both material values and intangible values for tourism, namely landscape, architectural heritage, cultural-historical relics, handicrafts, labour and living tools, and food, etc., for the former,

and festivals, traditional arts, indigenous lifestyles, local customs, and beliefs, etc., for the latter. It's shown that the development of tourism in Trang An Landscape Complex has strongly influenced the national and local cultural identities. The cultural values related to residents' livelihoods, production activities, and lifestyle are important factors that make this tourist destination unique and attractive.

Chapter 3. Current changes in the culture of livelihood of residents in Trang An Landscape Complex due to the impact of tourism.

Trang An Landscape Complex has an area of 12,252 hectares, of which the core area is 6,226 hectares (with nearly 20,000 inhabitants) and the buffer zone is about 6,026 hectares (with about 27,000 people) located in the area of 12 communes and wards, belonging to 05 districts and cities of Ninh Binh province.

The core area includes tourist projects and areas, mainly located in 03 communes of Truong Yen, Ninh Xuan and Ninh Hai. 90% of the population therein makes a living by tourism and is most affected by tourism. In the past, residents primarily engaged in agriculture and some traditional crafts, notably stone carving, embroidery and carpentry. Its traditional cultural values associated with the residents' knowledge of nature, society, labour and man were summarized and developed from generation to generation through many periods of history. Over thousands of years of living and adapting to environmental changes, local people maintain a sense of protecting and preserving resources and the environment, living in harmony with nature, respecting nature with a high spirit

of community cohesion, which has become norms and standards in their lives and livelihoods as well.

The processes of tourism and service development and urbanization have strongly affected the transformation of economic structure and changed customs and practices in local production and daily life. Such projects as infrastructure projects of Tam Coc - Bich Dong tourist area (2001), of Trang An tourist area (2002), construction projects of Trang An tourist area (2003), Bai Dinh Pagoda, and Trang An Cultural Park (2009), etc. have consumed lots of agricultural and residential lands as well as natural landscapes (swamps, lakes and mountains). Therefore, the agricultural land has been shrunk, and so do the production and living spaces. Many families who are compensated from land acquired for tourism development projects do not have enough land for production and cultivation; moreover, their poor adaptability, ill-prepared occupational knowledge and failure of the compensation and vocational training support money make them bewildered and confused with new ways of living. Against this background, they make efforts to preserve the traditional cultural values, unite and assists one another in daily life and participate in the production activities of the collectives, clans and neighbours.

The majority of local people have so far switched to tourism-and-service related jobs (more than 6,570 people), of which the most are boatmen with 4,582 people (accounting for nearly 70%), followed by receptionist and waiter/waitress in hotels and restaurants with about 1,445 people (accounting for 21%), security guards

with 218 people, etc. The development in Trang An Landscape Complex has changed the livelihoods and values of the culture of livelihood in a positive direction, contributing to the economic restructuring from agriculture to services and handicrafts, and improving local material and spiritual life. Besides, the traditional cultural values are preserved and promoted; new knowledge, sciences and technologies, experience, professional skills, business models are received and supplemented to enrich the values of community cultural heritage. However, tourism has negative impacts on the livelihood, employment and traditional culture of residents, specifically the erosion of cultural values, ethics, lifestyle, and professional standards, etc.

Based on exploring characteristics of livelihoods and residents' behaviour, traditional livelihood activities and values as well before tourism develops, the thesis analyzes and evaluates the changes of resources, traditional livelihood activities and cultural values of livelihoods in terms of three aspects: guiding value system (targets of livelihoods); livelihood norms; and livelihood behaviors or modes of living.

Generally, the changes in the culture of livelihood of residents in Trang An Landscape Complex mainly follows two trends: 1) Partial or combined changes mean that people still maintain traditional livelihood activities, but actively accept new jobs such as homestay and agricultural experience tourism; 2) Complete changes in the groups of residents whose farming land was acquired, do not have handicrafts, are actively or passively forced to switch to tourism (doing boating, restaurant and hotel business, trading, receptionist, tour guide...)

or work for factories, industrial parks (doing work in clothing, shoemaking, building materials, accessories, porters, etc.)

Thus, the change in livelihood sources leads to the change in livelihood activities, a change in cultural values of livelihoods in terms of orientation value system, normative values in livelihood activities and behaviour and livelihood methods of residents.

Chapter 4. Discussing the cultural changes of livelihoods of residents in Trang An Landscape Complex due to the impact of tourism in the current context.

The cultural change of livelihoods of local communities is caused by many different factors. The degree of impact also depends on the context, policy mechanisms, natural, socio-economic and cultural conditions. The thesis indicates two main groups of factors, which are: (i) The indirect external factors include the development of the market economy creating favourable conditions to promote economic development, infrastructure and facilities to serve tourists; science and technology revolution; and the process of international exchange and cooperation; (ii) The direct internal factors consist of the province's mechanisms and policies that directly affect the change of resources and livelihoods; the process of local socio-economic development creating the favourable condition to promote tourism development and transform cultural values of traditional livelihoods; and traditional cultural values are both an important internal resource for tourism development, meanwhile contributing to the preservation cultural values of traditional local livelihoods.

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