
PRESERVING AND PROMOTING TRADITIONAL CULTURAL VALUES OF VERY FEW ETHNIC MINORITIES ASSOCIATED WITH SUSTAINABLE TOURISM DEVELOPMENT IN VIETNAM TODAY

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Abstract:

Preservation and promotion of traditional cultural values of ethnic groups and tourism development are two relatively independent contents. However, these two contents have a close relationship, always interacting with each other in the development process. Cultural conservation plays an important role in development in general and sustainable development in particular. Culture is the motivation, the goal of development, but the limitation in the development of culture will be a hindrance to the development of society. Tourism development in ethnic minority areas can positively affect the promotion and preservation of traditional cultural values, if tourism is developed sustainably. On the contrary, the negative effects of a lost or altered culture will make the tourism development of a locality or a country difficult.

On researching on the conservation and promotion of traditional cultural identities of very few ethnic minorities associated with sustainable tourism development, the article focuses on analyzing issues: The relationship between conservation and promotion traditional cultural values of very few ethnic minorities with tourism development; The reality of preserving and promoting the traditional cultural identity of very few ethnic minorities associated with tourism development in recent times. On that basis, the article discusses a number of solutions to improve the efficiency of conservation and promotion of traditional cultural identities associated with sustainable tourism development of very few ethnic minorities today.

Keywords: *Preserve and promote traditional cultural values; Ethnic minorities; Sustainable tourism development; Vietnam.*

1. Introduction

Preservation of traditional cultural values and tourism development have a reciprocal relationship. Cultural preservation plays an important role, even in certain conditions it plays a decisive role in the development of the population community. Through tourism development, the cultural values of the nation will be maintained and promoted in new conditions. Because culture always exchanges and adapts, the preservation and promotion of traditional values of culture also requires constant movement and development to suit the process of cultural exchange and change. The development of tourism also makes the national cultural identity of the ethnic minority communities promoted and affirmed, thereby creating many new cultural values, making the richer and more diverse national cultural identity.

Seeing clearly the value of culture in livelihood development and tourism development of ethnic minorities, over the years, our Party and State have had many undertakings and policies for economic development, associated with cultural preservation with tourism development and livelihood development in ethnic minority areas. Most recently, on September 15, 2020, the Prime Minister issued Decision No. 1409/QĐ-TTg on promulgating a plan to implement Resolution No. 120/2020/QH14 dated June 19, 2020 of the National Assembly. Congress on approving the investment policy of the National Target Program for Socio-economic Development in ethnic minority and mountainous areas for the period of 2021-2030, in which the cultural sector is emphasized with a focus on conservation and promotion of values. The National Target Program on Socio-Economic Development of Ethnic Minority Areas to 2030 is divided into 2 phases. Phase 1 from 2021 to 2025 and phase 2 from 2026 to 2030. The content of

socio-economic development in ethnic minority areas in phase 1 is arranged in 10 projects. Including Project 6 on Conservation and promotion of good traditional cultural values of ethnic minorities. One of the important objectives of Project 6 is: Restoring, preserving and promoting traditional cultural values, fostering and training cultural staff; ... to promote and promote tourism in ethnic minority and mountainous areas, combine with research and survey of tourism potentials, select and develop specific tourism products for ethnic minority areas and mountainous areas...

2. Research overview

Research on ethnic minorities in Vietnam in general and research on the conservation and promotion of traditional cultural values of ethnic minorities have been studied by many scientists in Vietnam. However, the research on very few ethnic minorities has not received much attention, only a few works have been published, typically: The article, The Bo Y preserves the cultural identity of the author Vinh Phong published in Dan Van Magazine in 2015 analyzed the achievements in preserving the traditional culture of the Bo Y people and the author also suggested some solutions to continue preserving and promoting the effectiveness traditional culture. The article, preserving the traditional cultural heritage of very few ethnic groups in the context of development and integration, Dang Thi Hoa, Ethnic Studies Review 2019 highlighted the traditional cultural values of some ethnic minorities. There are very few ethnic groups in the northern mountainous areas. In the article, difficult to find the origin of the O Du ethnic group, published in Dai Doan Ket Newspaper, 2016, the author Bac Vun analyzed the problems posed to the O Du people today, in which emphasizing the difficulties in maintaining cultural values, especially the language of this ethnic group.

The article, preserving the cultural identity of very few ethnic groups: Running against the clock by author Sy Hao, published in the Ethnic and Development newspaper, 2018 also analyzed the current status of cultural preservation of very few ethnic groups, the author has also proposed some solutions to urgently preserve the traditional cultural values of these ethnic groups. The work "Preserving the culture of ethnic minorities with a population of less than 10,000 people, the reality and some problems" by To Ngoc Thanh, published in the Ethnic Studies Journal, in 2018 has pointed out a number of challenges, knowledge in cultural conservation of very few ethnic minorities in terms of economy, society, language, culture and population development. In particular, the phenomenon of disappearance and gradual loss of cultural identity among very few ethnic minorities is happening more and more in many aspects of ethnic life.

Research on preserving traditional cultures of ethnic minorities in association with tourism development has been interested in research. The article Preserving the traditional culture of the Mong and Ha Nhi ethnic groups in association with tourism development, published on the website of the Committee for Ethnic Minority Affairs, mentioned the organization of building a model of preserving and promoting culture. Traditional culture of ethnic minorities associated with tourism development in two provinces of Ha Giang and Lao Cai. The article, Tourism development associated with the preservation of traditional cultural values in Lam Binh posted on dangconsan.vn mentioned the development of tourism associated with the preservation of traditional cultural values, contributing to tourism. really become the spearhead economic sector of Lam Binh district.

In general, in recent years, there have

been a number of research works on cultural preservation and tourism development in ethnic minority and mountainous areas. However, scientific works mainly focus on research on the conservation of traditional culture of very few ethnic groups, very few studies on conservation associated with sustainable tourism development. Therefore, continuing research on preserving traditional culture of very few ethnic minorities in association with sustainable tourism development is essential.

3. Research Methods

The article uses ethnographic fieldwork method and qualitative research method with the use of secondary documents from research results of research works that have been published in journals, reports, surveys by the Committee for Ethnic Minority Affairs, of the General Statistics Office... At the same time, using the method of analysis, synthesis, comparison and analysis of the current situation as a basis for the actual assessment and proposed solutions, method of linking cultural conservation with sustainable tourism development in ethnic minority areas.

4. Research content

4.1. Ethnic minorities are very few and the relationship between traditional culture and sustainable tourism development

Decree No. 05/2011-ND/CP - The Government's Decree on Ethnic Affairs clearly states: Very few ethnic minorities are ethnic groups with a population of less than 10,000 people. According to the results of the population and housing census of the General Statistics Office, in 2019, currently, in our country, there are 14 ethnic minorities with very few people, residing mainly in the northern mountainous areas and areas. Central and Central Highlands. Including ethnic groups such as: Pa Then (8,248 people), residing in Ha Giang province; Chut (7,513 people) in two provinces of Quang Binh and

Ha Tinh; Lu (6,757 people) in Lai Chau province; Lo Lo (4,827 people) in three provinces of Cao Bang, Lai Chau and Ha Giang; Array (4,560 people) in Lai Chau province; Co Lao (4,003 people) in Ha Giang province; Bo Y (3,232 people) in two provinces of Ha Giang and Lao Cai; Cong (2,729 people) in two provinces of Dien Bien and Lai Chau; Ngai (1,649 people) in four provinces of Bac Giang, Cao Bang, Lang Son, Quang Ninh; Si La (909 people) in two provinces of Lai Chau and Dien Bien; Pu Peo (903 people) in Ha Giang province; Ro Mam (639 people) in Kon Tum province; Brau (525 people) in Kon Tum province; O Du (428 people) in Nghe An province. Of the 14 ethnic minorities, there are very few people, with 10 ethnic groups living in the northern mountainous areas, 04 ethnic groups living in the Central and Central Highlands (O Du, Brau, Ro Mam, Chut). These ethnic groups live mainly in remote areas, areas with special difficulties and border areas of the Fatherland. This is a place with very difficult socio-economic development conditions, poor infrastructure, harsh climate, dangerous terrain...but it is a place that plays a very important role in politics, socio-economic, security, defense and ecological environment of the whole country with potentials for the development of various types of tourism.

Culture has always had important values in the history of formation and development of the nation and nation. It is not only the property of a particular land or local people, but also an extremely valuable asset of the nation, reflecting in the most concentrated and typical way the tradition of nation building and defense of the people. Culture and tourism development activities have an organic relationship with each other. Tourism is an economic sector associated with natural resources and cultural resources clearly. In other words, tourism can only develop on the

basis of exploiting the cultural values of the nation. Cultural values are considered as tourism resources to exploit and create attractive, different and competitive tourism products not only among regions and localities in the country but also with regional and international countries. On the basis of cultural values, tourism exploits and forms products sold to customers. At the same time, tourism is the most effective way to promote cultural values, especially to international friends. It is no coincidence that tourism is considered a "bridge" between nations and cultures around the world. Through tour guide activities, visitors can not only see with their own eyes but also understand more about the value of the cultural heritages of their destination. Through tourism activities, visitors have special and vivid experiences, feel the cultural values in the real settings of nature, of the community's traditional lifestyles that no other means have. It can be said that tourism plays an important role in promoting the image and values of culture to humanity. In addition, tourism also participates in the conservation of traditional cultural values. The conservation of cultural values requires funding for professional activities such as: heritage collection and research; However, in reality, funding for cultural heritage conservation activities from the state budget and cooperation is often very limited. This has a significant impact on the effectiveness of cultural conservation. Therefore, in the course of operation, the funds collected from tourism, if well managed and regulated, will be partially deducted and returned to invest in the embellishment, renovation, preservation and promotion of the new tourist attractions with values of traditional culture. The conservation of traditional culture plays a great role in the development of sustainable tourism, because this is a resource for the development of all types of tourism, especially cultural tourism

and culinary tourism, food and ethnic tourism.

Ethnic minorities are very few in Vietnam and have rich and diverse tangible and intangible cultural resources. In recent years, some localities in ethnic minority areas with very few people have also focused on exploiting traditional cultural values associated with tourism development and have achieved certain results. This activity has created many tourist destinations attracting millions of domestic and international visitors, creating many jobs, increasing income for the people, contributing to promoting the socio-economic development of the locality.

4.2. The reality of preserving and promoting traditional cultural values of very few ethnic minorities is associated with sustainable tourism development.

Over the years, our Party and State have paid special attention to the very few ethnic minorities. Many programs, projects and policies support socio-economic development, especially those on ethnic conservation, preservation and promotion of traditional cultural values of ethnic groups. has been implemented in the ethnic minority areas with very few people. Since 2005, the Prime Minister has issued a decision approving 6 projects to conserve and support the development of 5 very few ethnic minorities with a population of less than 1,000 people, namely Si La, Pu Peo, Ro Mam, Brau, O Du. 6 projects were implemented in 5 years (2005-2010) in 5 provinces: Ha Giang, Lai Chau, Dien Bien, Kon Tum and Nghe An. In the following years, the Government approved many important programs and projects such as: Project "Development of education for ethnic minorities in the period 2010 -2015" (2010); Project "Preservation and development of culture of Vietnam's ethnic minorities until 2020" (2011), which contains the content of preserving and promoting the cultural identity of very few ethnic minorities; Project "Socio-

economic development in the areas of Cong, Mang, La Hu, La Ha and Co Lao ethnic groups" (2011); Project "Emergency conservation and support, strengthening capacity for conservation and development of ethnic cultures, elimination of customs in ethnic minority areas" (2013) and Project "Support for economic development- In the framework of the National Target Program on Socio-Economic Development of the Ethnic Minority Areas in the 2021-2030 period, the ethnic minorities are very small in the society of ethnic minorities in the period 2016 -2025" (2016).

With the policy of building a unified and diverse Vietnamese culture, imbued with identity, in which priority is given to the cultural development of ethnic minorities, the Party and State identify, along with taking care of socio-economic development. (Socio-economic), ensuring social security, eradicating hunger and reducing poverty, preserving and promoting the culture of ethnic minorities are both urgent and strategic tasks that must be carried out persistently and long-term.

Thanks to the above guidelines and policies, the socio-economic development of very few ethnic minorities has been developed, and the culture of very few ethnic minorities has been preserved and developed. The work of preserving and promoting the traditional cultural identity of very few ethnic minorities in association with tourism development has been concerned and implemented by localities. Many healthy traditional festivals have been restored, developed and formed, attracting a large number of domestic and foreign tourists, contributing to preserving and preserving national cultural identity and promoting local socio-economic development. Many localities have well organized projects to preserve and promote the values of traditional villages of

ethnic minorities in association with sustainable tourism development in ethnic minority areas, deep-lying and remote areas, creating models of cultural conservation associated with effective and practical tourism development, bringing benefits in many aspects of socio-economic life. In the provinces of Ha Giang, Lai Chau, Dien Bien, Lao Cai, Thai Nguyen, Nghe An, Quang Binh... have opened many classes to teach intangible traditional culture to the ethnic minorities who are very few Bo Y, Pu Peo, etc. Array, Cong, Lo Lo, Si La... These classes are taught directly to the young generation by the artists themselves - the subjects of ethnic cultures, who hold the intangible cultural treasures. This is one of the effective forms of cultural preservation, bringing a strong spillover effect in raising the self-consciousness of preserving, preserving and promoting the good traditional cultural values of the nation. Many models of preserving traditional culture of very few ethnic minorities have been implemented in localities. Typically, the model "Preserving and promoting traditional embroidery and brocade weaving of the Pa Then people in association with tourism development" is being implemented in Lam Binh district, Tuyen Quang province, with the following contents: monitoring, selecting the location to open teaching classes; Organizing training classes on weaving and brocade embroidery of the Pa Then ethnic group in service of conservation and development of tourism products; Supporting materials, looms, tools for some households to participate in the model of conservation, display, demonstration and introduction of traditional hand-woven products of the Pa Then people for the development of community tourism in the local area. The model of sewing and teaching the craft of sewing traditional costumes of the Pa Then people in Quang Binh district of Ha

Giang province has also contributed significantly to preserving traditional costumes for the Pa Then people and is also tourist visit destination.

From 2017 to 2020, the Department of Grassroots Culture (Ministry of Culture, Sports and Tourism) has developed 14 models of preserving and promoting traditional cultural values of the very few ethnic minorities, people in some provinces such as: Model "Preservation and development of traditional weaving of the Lu ethnic group in association with tourism development in Ban Hon commune, Tam Duong district" (Lai Chau); the model of "Preserving and promoting traditional brocade weaving of Pa Then and Lo Lo ethnic groups in association with tourism development" in Ha Giang province, Tuyen Quang province; "Model of conservation and development of folk songs and dances of the Si La, Xa Pho, Pa Then...associated with tourism development" in Dien Bien province";...In which, the model "The traditional art club of the Pa Then ethnic group, Lam Binh district, Tuyen Quang province" has become a typical local tourism product, creating a clear development; The economic structure of the localities has been positively transformed, people's livelihoods are increasingly diversified, incomes are increased, the material and spiritual lives of the people are constantly improved. Besides, there are a series of economic development activities, tourism development associated with cultural preservation of the very few ethnic minorities Co Lao, Pu Peo, Lo Lo in Ha Giang province, Cong people in Dien Bien province, Si La people in Lai Chau province, Chut people in Quang Binh, Ha Tinh, O Du people in Nghe An province...have brought economic and social values to the locality.

In addition to the results achieved, there are still some challenges to the preservation of traditional culture of very few ethnic

minorities. Because the population of the ethnic minorities is very small, too small, very limited in cultural practice, moreover, there are very few ethnic minorities who do not have a written language, so the preservation of culture for the people faces many difficulties. The investment in the conservation of traditional culture associated with sustainable tourism development of very few ethnic minorities is still limited. In some places, conservation has not been associated with local tourism development, so the cultural identity of ethnic groups has not been promoted.

5. Discussion

To improve the effectiveness of the conservation of traditional culture of very few ethnic minorities in association with sustainable tourism development, it is necessary to implement a number of solutions as follows:

Firstly, focus resources on the conservation of traditional culture and associate conservation with sustainable tourism development.

In addition to focusing investment capital for cultural conservation and tourism in ethnic minority areas with very few people, from the central to local levels, it is necessary to pay attention to investing in human resources, regularly coordinating to organize classes, training and fostering to improve communication skills, cultural and civilized behavior; improve tourism vocational skills for tourism business administrators and ethnic minorities in tourist areas, in places to visit places of residence, traditional craft villages and cultural products of the people.

Second, strengthen the promotion of traditional cultural values of very few ethnic minorities in the media.

The more tourism attracts tourists to the locality, the more widely the cultural values are promoted. Therefore, in order for tourism

to promote the values of culture, it is necessary to strengthen the promotion of culture. Through the mass media, especially in the current information technology context, it is necessary to exploit the social networking sites Zalo, Facebook, Youtube, Twitter, etc. to promote the destinations of very few ethnic minorities in the form of short articles introducing the values and attractiveness of culture and ethnic life of very few ethnic minorities.

Third, diversify cultural products at tourist destinations, fully exploiting the value of traditional culture of very few ethnic minorities. This not only helps increase the length of stay of guests, meeting the goal of increasing profits of the tourism industry, but also helps visitors learn more deeply about the cultural values of very few ethnic minorities.

Fourth, educate the sense of protecting cultural values for tourists and local communities. In order for tourism activities to not affect the conservation of traditional culture, it is necessary to raise the awareness of heritage protection for both tourists and local communities with the following measures: training cultural behavior for tourists, officials and local people. The subjects involved in tourism exploitation are not only tourism officials, but also salespeople, local people, people doing shuttle services, etc. must be trained professionally and culturally for visitors.

Fifth, strengthen the construction and replication of traditional cultural conservation models of very few ethnic minorities associated with sustainable tourism development. Strengthen the construction of points of community tourism, experience tourism in the villages and villages of very few ethnic minorities and preserve traditional cultural values such as cuisine, costumes, house architecture, folk songs, folk dance...of each community.

6. Conclusion:

The traditional culture of very few ethnic minorities is an invaluable asset for the socio-economic development of the locality. But at present, most localities only stop at preserving traditional culture, not paying attention to exploiting those traditional cultural values associated with local tourism development, especially in tourism. Sustainable Tourism. Therefore, those cultural values are still in potential form. Therefore, in order to

contribute to promoting the traditional cultural values of the very few ethnic minorities, localities need to pay more attention to investment and pay more attention to cultural preservation associated with tourism development. In order to effectively promote traditional cultural values in the sustainable tourism development of the locality, contributing to the socio-economic development of the whole country.

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BẢO TỒN VÀ PHÁT HUY GIÁ TRỊ VĂN HÓA TRUYỀN THỐNG CỦA CÁC DÂN TỘC THIỂU SỐ RẤT ÍT NGƯỜI GẮN VỚI PHÁT TRIỂN DU LỊCH BỀN VỮNG Ở VIỆT NAM HIỆN NAY

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Tóm tắt :

Bảo tồn và phát huy các giá trị văn hóa truyền thống của các dân tộc và phát triển du lịch là hai nội dung tương đối độc lập. Tuy nhiên hai nội dung này lại có mối quan hệ khá khăng khít, luôn tác động qua lại lẫn nhau trong quá trình phát triển. Bảo tồn văn hóa đóng vai trò quan trọng tới phát triển nói chung và phát triển bền vững nói riêng. Văn hóa là động lực, là mục tiêu của sự phát triển, nhưng mặt hạn chế trong sự phát triển của văn hóa sẽ là lực cản xã hội phát triển. Phát triển du lịch ở vùng đồng bào dân tộc thiểu số có thể ảnh hưởng tích cực đến sự phát huy, bảo tồn các giá trị văn hóa truyền thống, nếu du lịch phát triển bền vững. Ngược lại, những ảnh hưởng tiêu cực của một nền văn hóa bị mai một, bị biến đổi sẽ làm cho việc phát triển du lịch của một địa phương, một quốc gia gặp nhiều khó khăn.

Nghiên cứu về công tác bảo tồn và phát huy bản sắc văn hóa truyền thống của các DTTS rất ít người gắn với phát triển du lịch bền vững, bài viết tập trung phân tích các vấn đề: Mối quan hệ giữa bảo tồn và phát huy các giá trị văn hóa truyền thống của các dân tộc thiểu số rất ít người với phát triển du lịch; Thực trạng bảo tồn và phát huy bản sắc văn hóa truyền thống của các DTTS rất ít người gắn với phát triển du lịch, trong thời gian vừa qua. Trên cơ sở đó bàn luận về một số giải pháp nâng cao hiệu quả của công tác bảo tồn và phát huy bản sắc văn hóa truyền thống gắn với phát triển du lịch bền vững của các dân tộc thiểu số rất ít người hiện nay.

Từ khóa: *Bảo tồn và phát huy các giá trị văn hóa truyền thống; Dân tộc thiểu số rất ít người; Phát triển du lịch bền vững; Việt Nam.*