Preserving and Promoting Ethnic Cultural Values Associated with Sustainable Tourism Development: A Case Study of an Ethnic Minority in North Vietnam

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Abstract

Vietnam is a multi-ethnic country with 54 ethnic groups, each ethnic group has an extremely unique cultural identity, distributed in all 3 regions: North, Central, and South. One of the concerns of the Vietnamese government towards ethnic minorities is how to preserve and promote the cultural identity of ethnic minorities in the context of international integration and economic development fast now. This article seeks to assess the current state of preserving and promoting ethnic cultural identities in Vietnam by conducting research on ethnic minorities in the northern region. It aims to provide recommendations for enhancing the effectiveness of conservation efforts in preserving and promoting ethnic cultural identity.

Keywords: Ethnic Minorities, Tangible Cultural Heritage, Intangible Cultural Heritage.

1. Introduction

Ever since the century begins, Vietnam has gained tremendous economic growth followed by sequential political reforms which further lead to tourism sector growth. Tourism sector not only emerged but burgeoned also with an increase rate of international tourists. 2019 is the year when Vietnam greeted 18 million international and 85 million local tourists (Quang et al., 2022). During the period 2015-2019, rate of international tourists to Vietnam increased by 22% per year (Center, 2020). Since, the

country's middle-class ratio enlarged with high purchasing power, profitable local tourism markets have surfaced as well. Due to border closures and pandemic situation of two years, international tourists' growth slowed down, hence, fuelled local tourism growth which further led tourism diversification in terms of destination and product.

Rapid growth in Vietnam's economy and tourism industry growth result in environmental and cultural conflicts. Therefore, an attention of tourism scholars has been diverted to environmental concerns (Mai & Smith, 2015). As of Today, Vietnam's ranking is low compared to other emerging south Asian economies in the context of environmental sustainability (Tien et al., 2019). The reason being the country's suffering from severe air pollution, wastewater treatment lacking and negligence of environmental laws (Nguyen et al., 2022). In Vietnamese context, discussion of environmental quality is critical due to historical and colonial background to tourism development. According to Pham et al. (2022) nature and environmental quality has been compromised at greater level first due to "by the establishment of plantation and extraction economies of the colonial times, followed by military conflicts and wars in the 20th century." Another prime issue regarding tourism and environmental quality is" ethnic minority groups" which reside in rural and remote areas. Various ethnic minority communities reside rural areas, hence, their livelihood depends on natural resources. Therefore, the group has been affected most due to exploitation and forest closures. It also includes land disputes among tribal minorities along with state and private logging interest which with the passage of time become more intense and chronic (Pham et al., 2022).

As the group have not experienced maximum benefits from country's economic activities, sustainable tourism, thus, viewed as an important factor which diversifies the incomes resources away from agriculture. Although there is a need to introduce sustainable tourism in remote areas along with distinctive landscapes and bio-diversity (Pham et al., 2022). However, gaps can be found in terms of practicality when planning to build sustainable tourism (Duong et al., 2022). Thus, it is imperative to create a balance between tourism activities and development and preservation of "authentic natural and socio-cultural elements of the ethnic minorities" which lure tourists to visit the place. A sequential balancing must be generated which maintains

diversified incomes for ethnic minority groups. Also, future sustainable tourism must be developed through the utilization of natural and cultural heritage resources which not only prompt livelihood but also offer support to safeguard natural resources and rejuvenate cultural heritage.

Thus, the article seeks to assess the current state of preserving and promoting ethnic cultural identities in Vietnam by conducting research on ethnic minorities in the northern region. It aims to provide recommendations for enhancing the effectiveness of conservation efforts in preserving and promoting ethnic cultural identity. In its narrowest sense, "value theory" is used for a relatively narrow field of normative moral theory, especially, but not exclusively, associated with consequentialism. In this narrow sense, "value theory" is almost synonymous with "axiom." Axiology primarily focuses on the classification and intensity of things that are considered good. A traditional axiological inquiry pertains to the subjective psychological states versus objective states of the world as the objects of value (Schroeder, 2008).

Table 1: Values associated with Cultural Heritage.

Value	Specific description
Entertainment and travel	Resort and entertainment activities
Research, science, education, knowledge	Creating awareness of past events, conditions, and cultures
Sense of place, identity	The feeling of belonging to a community or cultural affiliation. Comfort, security, and familiarity are achieved through association with recognizable structures and landscapes in the natural and human environment.
Spirituality, religion	Enlightenment, self-reflection, continuity, and understanding of place in the universe
Social and civic relations	Meetings, interactions, communication, and work with others in common structures, places, and locations
Symbolism, artistic inspiration	Places, monuments, monuments, and objects with meaning and artistic inspiration. Influences folklore and art, and shapes national or cultural symbols.
Aesthetics, authenticity	Beauty, harmony, natural scenery, historical and cultural integrity. Practical experience and connection to culture and environment.

Source: Claesson (2011)

2. Literature Review

It is well-accepted that sustainability has been a proven concept to benefit all sectors including tourism. Tourism sector, thus, owes its existence to cultural resources as well natural and historical resources. Since, tourism hugely relies on such

factors, therefore, touristic attractiveness cannot be achieved when cultural, natural and historical resources are damaged. In this lieu, sustainability is crucial for sector (Alccer et al., 2019; Miral et al., 2013). The need for sustainable tourism comes from this idea that tourism can offer various benefits to economy and individuals without making compromise on nature and human capital. This kind of tourism is also helpful in reducing costs within the boundaries of sustainability. In other words, one can say that sustainable tourism emerged to avoid mass tourism effect and impress the individuals that show care about nature and environment. The concept itself has been a center of attention in academia and theorist, practitioners and firms have introduced variety of plans and principle related to sustainable tourism (Carr et al., 2016; Mayuzumi, 2022). Scholars argue that sustainable tourism assures that tourism resources would be utilized without destroying nature and environment. It is also argued that sustainable tourism is effective to resolve conflicts that apparently happen among tourism sector, environment and local community due to complex relationship exists between them (Sharma et al., 2018; Văduva et al., 2021). Also due to recent development in tourism sector, tourists' expectations are also changing. Now, individuals expect to experience historical and cultural remains, healthy nature and original form of plants and animals. This leads to the demand of sustainable tourism approach as it cares about nature, culture and society. The approach has been adopted by economies to attract mass tourists and expand tourism activities (Cole, 2014; Rasoolimanesh et al., 2017; Schroeder, 2008). Since, studies have successfully proved that sustainable tourism is an effective way to protect nature and environment, however, local population plays a major role to achieve environmentally responsible tourism. The reason is that local population has the power to changes the pattern of tourist arrival. The local community can also bring innovation and take benefit from cultural and natural resources (Prevolšek et al., 2020; Tien et al., 2021). This way we can argue that not only culture is important but the role of locals is equally important as they are the one who offer cultural exchanges to visitors who are interested in learning about the history. Conclusively, we can argue that cultural curiosity is the base of tourism and enhance the mobility of consumers in tourism sector. In last few years, this method sustainable tourism has managed to positioned itself as a largest

segment due to notable growth in the demand of tourism related products that are linked to cultural values. Thus, heritage can also be viewed as an essential resource to accelerate the growth of sustainable tourism (Aman et al., 2019; Astawa et al., 2018; Muzib, 2014; Richards & Hall, 2003).

Political aspect of safeguarding, preserving, and overseeing cultural heritage has been a prominent concern in international policy discussions since the 1950s. Various academic disciplines have extensively explored the definition, purpose, and conceptualization of cultural heritage (Blake, 2000; Mayuzumi, 2022). UNESCO categorises cultural heritage into tangible and intangible forms. Tangible cultural heritage refers to the physical and material aspects of heritage (e.g., sculptures, paintings, monuments, buildings, archaeological sites, and tools). Intangible heritage refers to "The practices, representations, expressions, knowledge, skills as well as the tools, objects, artifacts and cultural spaces associated with them that communities, groups and, in some cases, individuals recognize as part of their cultural heritage" (Dromgoole, 2003; Yot-Arlai & Duangseang, 2018).

Firstly, it is necessary to establish a clear methodology for assessing the cultural values of ethnic minorities residing in the northern mountainous regions of Vietnam. Numerous historic preservation experts acknowledge that determining the economic value of cultural resources is a difficult task. They argue that assessing the value of "heritage resources" is challenging due to their intrinsic qualities. Some argue that the economic valuation process diminishes the worth of cultural heritage. Moreover, an examination of economic value suggests that profits may be prioritised over cultural and historical values (Văduva et al., 2021). The argument also questions whether only culturally valuable resources that generate profit should be preserved.

Economic valuation is not always synonymous with financial valuation and quality reduction. The techniques used for economic valuation have evolved over time to assess both tangible and intangible benefits. The benefits can be derived from either natural or cultural resources. Economists argue that heritage resources possess a distinct arrangement of non-market value. This phenomenon is commonly referred to as cultural capital. Cultural capital is defined by experts as a valuable asset with

cultural significance, independent of its economic value. It encompasses various inputs, including assets that generate flows of goods and services over time, which can also possess cultural value. Valuation can play a crucial role in cultural heritage management by identifying market costs and benefits, measuring intrinsic values and benefits, and supporting projects that preserve social culture and heritage (Tien et al., 2019; Zeppel, 2010).

Environmentalists often use economic valuation methods to quantify the values, processes, and components of ecosystems (Claesson, 2011; Cole, 2014). The monetary benefits of quantifying various functions of an ecosystem can be assessed. Quantifying the cultural benefits of ecosystems in terms of currencies and commercial markets poses a significant challenge. Cultural heritage has the capacity to encompass intrinsic qualities such as spirituality, cultural significance, and historical value. Environmental economics employs techniques to measure both tangible and intangible aspects of ''socio-cultural and economic cultural heritage''. The economic assessment typically incorporates monetary terms as a cost and benefit analysis of different services. This allows for a useful comparison using a common instrument. Currency is often seen as a "matter of convenience", but other qualitative measures can also be used to evaluate the value of cultural resources. There is an argument that cultural resources, such as historical artefacts, buildings, and antiques, are considered private property. These resources are considered public goods. This perception indicates that cultural resources are non-rivalrous in nature, means, "a person should not generally be excluded or prevented from receiving the benefits provided by a cultural resource." Environmentalists and economists commonly interpret values based on the frequency of goods and services usage. In addition, individuals prioritise socio-economic and cultural values based on heritage resources (Schroeder, 2015)

The article suggests specific solutions to preserve and promote the cultural identities of ethnic minorities. Ethnicity covers the whole aspect and process of social relationships which are constructed through cultural differences, thus, maintaining common discourses. It is also argued that identity should be visualized as a relationship that happens to occur between agent and structure. The said relationship is provoked due to intentional agency. Ethnic identity means the recapitulation of common factors

such as origin, culture, race and history. Thus, the solutions include raising awareness, improving mechanisms and policies, investing in infrastructure, and enhancing communication and promotion of ethnic cultural identity. The preservation and promotion of ethnic and cultural identities associated with sustainable tourism development in the Northern mountainous provinces of Vietnam is given significant attention. These solutions significantly contribute to the process of local cultural, economic, and social development.

3. Material and Methods

A questionnaire was administered to 262 individuals belonging to ethnic minority groups with a population exceeding one million. The surveyed individuals represented the following ethnic groups: Dao, Tay, Muong, Nung, San Chi, and San Diu. The predominant residence of these ethnic groups is primarily concentrated in three provinces located in the northern region of Vietnam, namely Quang Ninh, Hoa Binh, and Bac Kan provinces. The study included 18 in-depth interviews with various stakeholders, such as ethnic minorities, management teams, scientists, experts from ethnic minority communities, management organisations, and research institutes. The findings indicate that the preservation and promotion of the cultural identity of ethnic groups in northern Vietnam are determined by various factors. These factors include the value of material and spiritual cultural heritage, guidelines and policies established by the state, state management entities, community management entities, coordination mechanisms between these entities, as well as human resources, finance, and facilities.

2.1. Sample and data collection

The participants of this survey encompass ethnic minorities, state officials, tourists, and other relevant individuals. The survey duration spans from January 2023 to September 2023. A combined total of 270 ballots were issued across three provinces, namely Hoa Binh, Quang Ninh, and Bac Kan. A total of 262 direct survey ballots were collected, out of which 8 were deemed invalid.

Table 2: Some Characteristics of the Survey Sample.

Survey Sample Characteristics	Quantity	Ratio (%)
Total sample	262	100
Age group Under 30 years old from 30 to under 50 years old from 50 to under 70 years old from 70 and up	23 206 28 5	8.8 78.6 10.7 1.9
Sex Male Female	135 127	51.5 48.5
Nation Terrible Knife Muong Nung Filar San Diu Tay	30 66 87 1 3 8 57	11.4 25.2 37.0 0.4 1.1 3.1 21.8
Academic level Unlettered Highschool Vocational College Undergraduate	2 95 43 113 9	0.8 36.3 16.4 43.1 3.4
Marital status Not married yet Married Separated Divorce	27 223 4 8	10.3 85.1 1.5 3.1
Occupation Student Farmer Public servants Worker Sales and services Enterprise Freelance profession Housewife Tourists Other subjects	6 49 118 37 24 5 18 2 1 2	2.3 18.7 45.0 14.1 9.2 1.9 6.9 0.8 0.4 0.8
Income From 0 to 1 million from 1 to 5 million from 6 to 10 million From 11 to 15 million From 16 to 50 million	8 108 138 7 1	3.1 41.2 52.7 2.7 0.4

Source: Data from the investigation team under Project B2022-GNT-01

2.2. Variables and scales

- This study focuses on the preservation and promotion of cultural values in sustainable tourism development. It draws upon the works of Salmones et al. (2005); Smerecnik and Andersen (2011) to provide a theoretical framework for understanding and implementing activities in this context. The questionnaire was modified to align with the research objectives and consisted of "Yes/No" response options for each aspect. This aimed to capture the level of involvement and collaboration between the community and the community. Whether individuals find traditional houses, traditional costumes, traditional dishes, and traditional festivals to be effective or not, there is a general inclination towards these cultural elements.

- Independent variable: Zeng et al. (2010) developed a scale to assess the involvement of organisations in the preservation and promotion of cultural heritage. This scale categorises organisations into five types based on their participation and utilisation of reference and adjustment capital. - Dependent variables and intermediate variables are used according to Snoj et al. (2007).

- The evaluation scale for the reference solution system, adapted from Indarti and Postma (2013), comprises 8 solutions. The proposed actions include: (1) increasing community awareness, (2) enhancing mechanisms and policies, (3) investing in tourism-related infrastructure, and (4) incorporating cultural preservation and promotion into tourism training curricula, (5) The dissemination of propaganda and

extensive promotion of traditional cultural values are integral to the sustainable development of tourism. (6) Communication efforts are made to highlight the traditional cultural values of ethnic minorities. (7) Conduct conferences and seminars focused on promoting tourism in ethnic minority and mountainous regions to enhance intersectoral, interlocally, and interregional connections. (8) Enhance the involvement of local communities in tourism promotion efforts.

4. Research Findings

Table 3: Awareness of State Management Documents and Policies Related to Encouraging the Preservation and Promotion of Local Cultural Values Associated with Tourism Development.

	Quantity	Ratio
No	51	19.5
Yes	211	80.5
Total	262	100

Source: Data from the investigation team of the Project

Table 1 demonstrates a high level of respondents' awareness regarding state management documents and policies that aim to encourage the preservation and promotion of local cultural values associated with tourism development. Approximately 80.5% of the total population surveyed, specifically 211 out of 262 individuals, possess knowledge regarding the aforementioned documents and policies. The proportion of respondents who indicated uncertainty was minimal (19.5%).
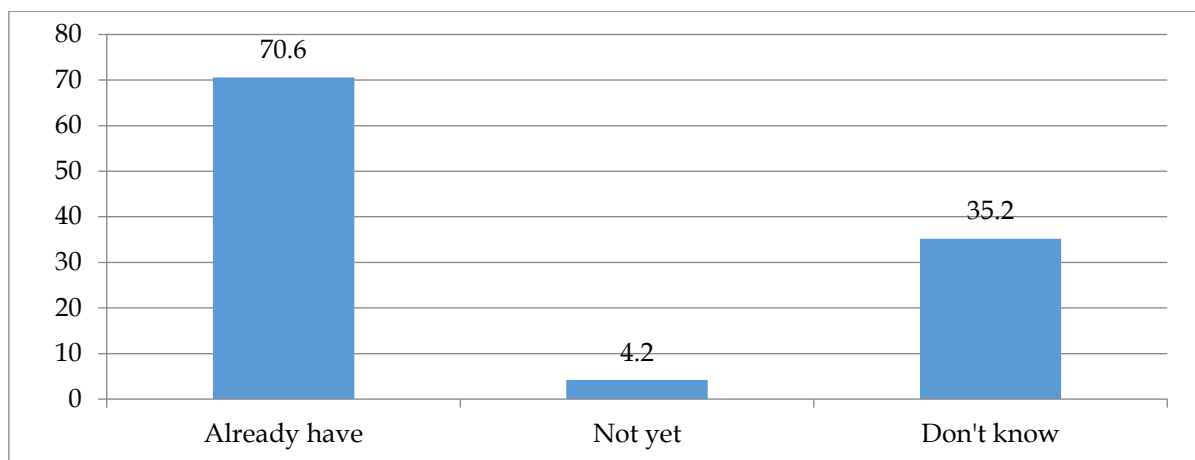

Figure 1: Propaganda Sessions on Preserving And Promoting Cultural Heritage Values in the Locality.

Source: Data From The Investigation Team of The Project.

Table 1 illustrates a notable prevalence of propaganda sessions focused on the preservation and promotion of cultural heritage within the various localities inhabited by individuals. The respondents demonstrated a considerable inclination towards affirmative responses, as indicated by the relatively high rate of answering "Yes" (70.6%). A relatively small proportion of individuals (35.2%) lack awareness regarding the aforementioned issue, whereas a significantly lower percentage of local respondents (4.2%) assert the absence of propaganda sessions focused on the preservation and promotion of cultural heritage values. This indicates that there is a consistent and dedicated effort to inform and educate individuals about the importance of preserving and promoting cultural heritage values within the local community (village/hamlet/village.).

Table 4: Restoration & Embellishment of Local Historical and Cultural Relics.

Level	Quantity	Ratio
Frequent	80	30.5
Seldom, no often, rarely	103	39.3
Has not been restored or embellished	26	9.9
Don't know	53	20.2
Total	**262**	**100**

Source: Data from the investigation team of the Project

A minority of individuals (35.2%) are unaware of the issue mentioned, while a much smaller percentage of local respondents (4.2%) claim that there are no propaganda sessions dedicated to preserving and promoting cultural heritage values. This suggests a sustained and committed endeavour to raise awareness and educate individuals about the significance of safeguarding and advancing cultural heritage values within the local community (village/hamlet/village.). The number of people who do not know about this accounts for 20.2%. A minority of respondents, comprising 9.9%, reported that historical and cultural relics in their locality have not undergone restoration or embellishment. Table 2 indicates a low level of restoration and embellishment of local historical and cultural relics. This can be attributed to various factors, including lack of interest, high costs, and limited human and material resources.

Table 5: Capital Mobilization for Restoration and Renovation Costs.

Objects	Yes		No	
	Quantity	Ratio	Quantity	Ratio
Government	104	39.7	158	60.3
State and people	96	36.6	166	63.4
People	4	1.5	258	98.5
People and businesses	23	8.8	239	91.2
Enterprise	5	1.9	257	98.1
State, people, and businesses	59	22.5	203	77.5
State and businesses	4	1.5	258	98.5
Sponsors from abroad	3	1.1	259	98.9
Don't know	16	6.1	246	93.9

Source: Data from the investigation team of the Project

When asked, "If restoration and embellishment of local historical and cultural relics take place, where should the main funding for restoration and embellishment come from?", the question has been addressed. The option labelled "State" has the highest proportion, representing 39.7% of the total. The "State and people" option received the second highest percentage of 36.6%. The group comprising the "State, people, and businesses" has a selection rate of 22.5%, ranking it third among the target groups. The remaining target groups, including 'People', 'People and businesses', 'Enterprises', 'State and businesses', and 'Foreign donors', represent a small proportion. This data provides additional evidence that the restoration and enhancement of local historical and cultural relics have not received sufficient attention.

Table 6: Benefits of Preserving and Promoting Cultural Heritage Associated with Tourism Development.

Benefits	Yes		No	
	Quantity	Ratio	Quantity	Ratio
Stabilize people's spiritual life	220	84.0	42	16.0
Political stability	203	77.5	59	22.5
Economic development	232	88.5	30	11.5
Stable social life	193	73.7	69	26.3
Maintain national security & defense	187	71.4	75	28.6

Source: Data from the investigation team of the Project

The query "Does the preservation and promotion of cultural heritage in relation to tourism development yield any advantages for individuals, in your viewpoint?" According to the data presented in Table 6, individuals demonstrate a strong level of appreciation for the advantages associated with the aforementioned practise. The

objective is to safeguard and enhance the cultural heritage linked to the advancement of tourism. Specifically, the majority of respondents agree that preserving and promoting cultural heritage associated with tourism development brings benefits "Economic development. The benefit of "Stabilizing people's spiritual life" was also highly appreciated at a rate of 84.0%. The two remaining benefits that the project proposed are "Stable social life" and "Maintaining national security and defense" which were also highly rated, both at over 70%.

Table 7: Frequency of Visiting Cultural and Historical Relics.

Level	Quantity	Ratio
Very often	21	8.0
Frequent	60	22.9
Sometimes	127	48.5
Seldom, no often, rarely	19	7.3
Seldom	35	13.4
Total	**262**	**100**

Source: Data from the investigation team of the Project

When asked "Do you often go to historical and cultural relics?", the majority of people answered that they "Sometimes" go to historical and cultural relics, accounting for 48.5%. The number of people answering "Often" is lower at 22.9%. This shows that frequent visits to cultural and historical relics are only at an average level (see Table 8).

Table 8: Preference for Staying in Traditional Houses.

	Quantity	Ratio
No	24	9.2
Yes	238	90.8
Total	**262**	**100**

Source: Data from the investigation team of the Project

The investigation team found that 90.8% of respondents expressed a preference for living in traditional houses, citing various reasons. Because "it is the traditional house of their people", "it is a community custom", "represents ethnic characteristics", because "it is the culture, the inherent identity of the nation", to "contribute to preserving cultural identity", to "remember the roots". Other reasons given are also because "traditional houses are very "beautiful, clean, spacious, airy", "suitable for family activities", "suitable for the region", or simply because they feel "like" living in such traditional houses.

However, 9.2% of respondents do not like to live in traditional houses. The reason they gave was that they felt the houses were "not sturdy", "too old", "unpopular". or maybe because they "had never lived in them" because " The locality does not have traditional houses", or "because we want to preserve national cultural characteristics".

Table 9: Preference for Wearing Traditional Costumes.

	Quantity	Ratio
No	37	14.1
Yes	225	85.9
Total	262	100

Source: Data from the investigation team of the Project

To the question "Do you like to wear traditional costumes?", the majority of respondents answered "Yes", accounting for 85.9%. Linked with the data collected from Table 6, the conclusion can be drawn: traditional houses or traditional costumes are still receiving great attention from people. The reasons given by people to explain why they like to wear traditional costumes are because it is "beautiful", "raw, cool material", "shows the sophistication of the nation", and promotes because they want to "preserve, preserve and promote national cultural identity".

For 14.1% of respondents who did not like to wear traditional costumes, the reasons given were because they "have not tried them on", because traditional costumes are "unpopular" or because those costumes cause trouble. inconvenient to wear to work".

Table 10: Knowing Traditional Dishes, Or Dishes Considered Local Specialties.

	Quantity	Ratio
No	32	12.2
Yes	230	87.8
Total	262	100

Source: Data from the investigation team of the Project

Table 10 demonstrates that a significant proportion of individuals (87.8%) are familiar with traditional dishes, which are often regarded as local specialties. Speciality refers to products or goods with distinct and unique features that are specific to certain regions or localities, thereby contributing to the distinctiveness of a particular area. The terms "region," "region," and "locality" are being referred to. The widespread familiarity with these traditional dishes reflects the public's fondness and enthusiasm for regional delicacies.

Table 11: Festivals of the village/village/village.

	Quantity	Ratio
No	50	19.1
Yes	212	80.9
Total	262	100

Source: Data from the investigation team of the Project

When asked "Does our village/village have a festival?", approximately 80.9% of respondents indicated that their locality hosts a traditional festival. Traditional festivals are cultural events that serve as a reflection of a nation's spiritual life. They provide a collective outlet for individuals to engage in activities after a period of laborious work, while also offering an occasion for people to anticipate the future. Significant events pertaining to religious or entertainment activities.

Table 12: Participation In Local Festivals.

	Quantity	Ratio
No	58	22.1
Yes	204	77.9
Total	262	100

Source: Data from the investigation team of the Project

Table 12 shows the level of participation in local festivals. The majority of respondents said they participate in local festivals, accounting for 77.9%. The high rate of participation in local festivals proves that people's interest and excitement in their local festivals is also high, which shows the spiritual appeal of the area. traditional festivals.

Table 13: The Need to Preserve and Promote Our Ethnic Festivals.

Level	Quantity	Ratio
Need to preserve and promote	240	91.6
No need	4	1.5
Developed into a major festival	10	3.8
Other	8	3.1
Total	262	100

Source: Data from the investigation team of the Project

The majority of individuals, accounting for 91.6% of respondents, agree with the notion of preserving and promoting their ethnic festivals, recognising the importance of doing so. Opinions expressing sentiments like "No need" or "Develop into a big festival," along with other similar opinions, hold minimal significance and represent a negligible

proportion. However. The authors suggest that transforming our nation's festivals into larger-scale events can be an intriguing concept, as long as these festivals retain their profound significance and traditional attributes. The system is inherently present.

Table 14: There Are Still Traditional Craft Professions/Villages in The Locality.

	Quantity	Ratio
No	90	34.4
Yes	93	35.4
Unknown	79	30.2
Total	262	100

Source: Data from the investigation team of the Project

In the question "Do you see any traditional handicraft professions/villages in your locality?", the number of people answering "Yes", "No", and "Don't know" all accounted for nearly the same (35.4%, 34.4% and 30.2%). This shows that the number of respondents who know whether there are still traditional craft professions/villages in their locality is not high. The traditional crafts/craft villages given by those who answered "Yes" were "brocade weaving", "brocade embroidery", "making traditional cakes", "making banh gai, banh Chung", making dish, "nuggets" or some other professions such as "weaving", "net making", "fishing", "making ancient ceramics".

Table 15: Benefits of Traditional Handicrafts.

Benefits	Yes		No	
	Quantity	Ratio	Quantity	Ratio
Income	153	58.4	109	41.6
Family consumption	73	27.9	189	72.1
Preserving traditional values	163	62.2	99	37.8
Small scale, hindering local economic development	4	1.5	258	98.5
Does not bring benefits	8	3.1	254	96.9

Source: Data from the investigation team of the Project

Table 15 displays the advantages associated with traditional crafts. The benefits of "preserving traditional values" and income are highly rated, with selection rates of 62.2% and 58.4%, respectively. The third most significant advantage of traditional handicrafts is "family consumption," chosen by 27.9% of respondents. The remaining benefits have a low level of appreciation and are selected at a very low rate. Individuals place a high value on and respect traditional cultural values. One method of achieving this preservation is through the conservation of craft villages as per the cultural customs and practices of our community.

Table 16: Necessity of Tourism Promotion Activities Associated with Cultural Activities in The Current Local Context.

	Quantity	Ratio
No	15	5.7
Yes	247	94.3
Total	262	100

Source: Data from the investigation team of the Project

When assessing the necessity of tourism promotion activities associated with cultural activities in the current local context, the vast majority of respondents believe that tourism promotion activities are associated with cultural activities in the local context. The current context is necessary for the locality, accounting for 94.3%. One thing cannot be denied: tourism development associated with protecting natural resources and the environment, preserving and promoting cultural heritage, and fine traditional values of the nation is an urgent requirement. The objective is to foster sustainable development in the tourism industry and the broader socio-economic context. Tourism promotion and development efforts prioritise the enhancement of sea and island tourism products, cultural tourism, spiritual tourism, ecotourism, and community tourism, aiming to create highly appealing and competitive offerings.

Table 17: Impact of Rich and Unique Cultural Values Associated with Sustainable Tourism Development on the Lives of Local People Today.

Influence level	Quantity	Ratio
No impact	137	52.3
Little influence	79	30.2
Many influences	46	17.6
Total	262	100

Source: Data from the investigation team of the Project

Table 17 displays individuals' evaluations of the impact of affluent and distinctive cultural values linked to the advancement of sustainable tourism on the present-day livelihoods of indigenous populations. The majority of respondents, 52.3%, selected the "No impact" option. The "Low impact" option was selected by 30.2% of individuals, ranking it as the second most popular choice. The percentage of individuals selecting "benefit more" is relatively low, at 17.6%.

The lack of awareness regarding the significance of rich and unique cultural values linked to sustainable tourism development may contribute to this issue. Alternatively, it could be attributed to the presence of these cultural values themselves. The role of sustainable tourism development in the lives of local people has not been adequately demonstrated and promoted, resulting in a lack of appreciation for its significance.

Table 18: Economic and Social Significance of Preserving and Promoting Local Cultural Values Associated with Sustainable Tourism Development.

Meaning	Yes		No	
	Quantity	Ratio	Quantity	Ratio
Improve people's proficiency & foreign language skills	132	50.4	130	49.6
Improve communication skill	91	34.7	171	65.3
Promote economic development	170	64.9	92	35.1
Enrich cultural life	169	64.5	93	35.5
Loss of cultural identity	17	6.5	245	93.5
Pollutes the environment	16	6.1	246	93.9
Another means	12	4.6	250	95.4

Source: Data from the investigation team of the Project

When asked, "In your opinion, what is the significance of preserving and promoting local cultural values associated with sustainable tourism development for the economy and society?", the option chosen by most people is "Promoting economic development", accounting for 64.9%. Culture is an important driving force for economic development, building and developing culture contributes to promoting socio-economic development and protecting the Fatherland. The options that also have a high selection rate are the meanings "Enriching cultural life" (accounting for 64.5%) and "Improving people's foreign language skills and abilities" (accounting for 50.5%). 4%). Preserving and promoting local cultural values in the context of sustainable tourism development serves as a means to enhance local cultural life and drive economic growth. Regular interaction with foreign tourists significantly enhances the tourism, language proficiency, and foreign language skills of ethnic minority individuals. Due to the combination of friendliness, hospitality, an inherent desire to learn, and intelligence, individuals have rapidly acquired and enhanced their foreign language proficiency. The authors' remaining meanings received limited responses from participants.

Table 19: Solutions That Need to Be Implemented to Preserve and Promote the
Cultural Values of Ethnic Minorities Associated with Sustainable Tourism
Development.

Solutions	Yes		No	
	Quantity	Ratio	Quantity	Ratio
Raise awareness for the resident community	185	70.6	77	29.4
Improve mechanisms and policies	90	34.4	172	65.6
Infrastructure investment associated with tourism development	123	46.9	139	53.1
Introduce content about preserving and promoting the cultural values of ethnic minorities into the curriculum in tourism training establishments	119	45.4	143	54.6
Propagate and widely promote typical traditional cultural values associated with sustainable tourism development	137	52.3	125	47.7
Communication activities about typical traditional cultural values of ethnic minorities	86	32.8	176	67.2
Organize conferences/seminars on tourism promotion in ethnic minority and mountainous areas to strengthen links between sectors, localities, and regions	67	25.6	195	74.4
Promote the role of the community	92	35.1	170	64.9

Source: Data from the investigation team of the Project

Table 19 presents the proposed solutions for preserving and promoting the
cultural values of ethnic minorities in relation to sustainable tourism development. The
solution "Raising awareness for the resident community" was the most popular among
the proposed solutions, with a majority of 70.6% of respondents selecting it. In light of
challenges and transformations, including the erosion and disappearance of certain
ethnic cultural identities, individuals are confronted with various difficulties and
alterations; Acculturation has led to the emergence of hybrid and detrimental concepts,
lifestyles, and cultural elements within ethnic minority communities, particularly among
the younger generation. Raising awareness among community residents, particularly
ethnic minority groups, is an effective solution. The second most chosen solution is
"Propagation and widespread promotion of typical traditional cultural values associated
with sustainable tourism development" with 52.3%. Propaganda and promotion are also
one of the specific steps to raise awareness for the community.

Next are solutions such as "Infrastructure investment associated with tourism
development" (46.9%), "Introducing content on preserving and promoting the cultural
values of ethnic minorities into curriculum in tourism training establishments" (45.4%),

"Promoting the role of the community" (35.1%), "Improving mechanisms and policies" (34.4%), "Communication activities about typical traditional cultural values of ethnic minorities" (32.8%) or "Organizing conferences/seminars on tourism promotion in ethnic minority areas few people and mountainous areas to strengthen the connection between sectors, localities and regions" (25.6%). Despite their low selection rate, these solutions are still regarded as recommendations for preserving and promoting the cultural values of ethnic minorities. They encompass mechanisms, policies, and implementation methods. Individuals involved in the advancement of sustainable tourism development.

5. Conclusions

The survey results indicate that the protection and promotion of cultural heritage in the Northern mountainous provinces is influenced by various factors, including the environment, policies, people, and management entities. The success of implementing cultural activities in management is still dependent on the individuals involved. This study confirms the significant value of both tangible and intangible cultural heritage belonging to ethnic minorities, particularly emphasising the urgent need for the protection of numerous intangible cultural heritages. Emergency protection refers to measures taken to ensure the safety and well-being of individuals or communities in times of crisis or disaster. Simultaneously, efforts are underway to promote livelihood development in ethnic minority villages through the implementation of community cultural tourism activities. Both the government and the general public successfully implement this method of conservation and promotion. The study examines measures to enhance the conservation and promotion of cultural values among ethnic minorities in Vietnam's northern mountainous region for improved outcomes in the future. This framework can assist central and local managers in devising culturally oriented development plans that are both community-centric and highly efficient.

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