

THE PRESERVATION OF CULTURAL HERITAGES ASSOCIATED WITH TOURISM DEVELOPMENT UNDER THE PERSPECTIVE OF HERITAGE ECONOMICS

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Nowadays, the relationship between culture and development has become a top concern in all countries of the world. As a result, the relationship between cultural heritage conservation and sustainable tourism development is approached from two perspectives of cultural industry and heritage economics. The article analyzes some more concepts related to the above - mentioned interrelationships, thereby suggesting some ideas to promote the preservation of cultural heritage associated with tourism development in Thanh Hoa.

Key words: Cultural heritage; Sustainable tourism development; The relationship between cultural heritage conservation and tourism development; Tourism development in Thanh Hoa.

1. Introduction

Sustainable tourism development based on the exploitation of cultural heritage is a right direction and is receiving much attention from localities, including Thanh Hoa province - one of the top provinces in the country rich in potential for cultural heritage. Cultural heritage, if properly preserved and promoted, will become a resource contributing to the development of the tourism industry. Instead, tourism development will generate revenue to reinvest in cultural heritage. However, it should also be noted that the relationship between tourism development

and cultural heritage conservation not only implies a positive meaning, but sometimes shows limitations. Specifically, when tourism is considered as a mere economic industry, seeking profit at all costs and cultural heritage is in danger of being lost or deformed by overexploitation. Therefore, studying the relationship between cultural heritage conservation and sustainable tourism development is approached from two perspectives of cultural industry and heritage economics. And, the implementation process needs a proper mechanism to balance the conservation and promotion of heritage values and tourism development; a correct perception, a transparent and effective coordination mechanism between the Culture and Tourism sectors to achieve dual goals: *Tourism product development and Conservation of cultural heritage*.

It is necessary to promote the value of cultural heritage and turn the potential into a resource for tourism development in Thanh Hoa province in the current period. Effective exploitation of the strengths of cultural heritage towards sustainable tourism development not only promotes tourism development, but also contributes to bringing the unique cultural values of Thanh Hoa international friends, creating a source of income to reinvest in the culture.

2. Research overview

Cultural heritage is an area of particular interest to domestic and foreign researchers at various levels in terms of theory as well as practice. Theoretical research achievements on cultural heritage have been noticed by the author such as: The concept of cultural heritage as a "social genetic code" - a factor forming the national cultural identity of the author Abraham Mayor. During the international conference "Protection of tangible and intangible cultural heritage: Towards a holistic approach" held in Nara, Japan (2004), *the Yamato Declaration on a Holistic Approach in protection of tangible and intangible cultural heritage* has been adopted. Thanks to this declaration, the conceptions of cultural heritage are specifically defined by humanity in terms of theory according to the UNESCO Convention and Regulations. These are specific concepts to correctly identify cultural heritage in the world. In Vietnam, the first research on cultural heritage to mention is "Historical Outline of Vietnamese Culture" (Anh, Dao Duy, 1938) with the view: "If we want to become a materially and spiritually prosperous country, we must keep the old culture (heritage) as *the subject* (origin, foundation); and take the new culture as *a tool*, which means skillfully reconciling the essence of Eastern culture with the scientific strengths of Western culture". Later, there are many other researches that are also quite famous such as: "Some issues on conservation and development of national cultural heritage" (Vinh, Hoang, 1997); "Protection of Intangible Cultural Heritage" (Thin, Ngo Duc, 2007) issued by the Ministry of Culture, Sports and Tourism; "A way to approach cultural heritage" published in many volumes by the Ministry of Culture and Information since 2006; "Protecting the heritage, the war from different perspectives" (Thao, Ngo Phuong) published in the magazine

of Culture and Art, volume 289, July 2008. The article has directly mentioned the current issue of cultural heritage protection. The author believes that cultural heritage faces more and more risks every day, caused by the consequences of modern life. Therefore, every day, the sense of responsibility to preserve cultural values that have existed over time is spreading more and more widely throughout society and in each community to lead to more and more effective programs and projects in preserving cultural heritage values.

Tourism plays an important role in the economic structure of many countries, annually contributing a large amount to the budget, bringing great benefits to the country and localities with tourism potential, especially cultural heritage potential; improving people's living standards. Therefore, tourism activities are interested by many scientists. Some typical works related to tourism development, sustainable tourism development by Arthur Pederson, Anna Leask, Huibin et al.; Ortega, Wray... Some researches by Vietnamese scholars such as "The relationship between economic growth and cultural development in Vietnam during the Doi Moi period" (PhD's thesis of Trang, Luong Thi Huyen, 2016); "Preservation of cultural heritage associated with economic development of tourism in Phu Tho province (Master's thesis of Thanh, Vu Truong, 2014)...

Tourism is an important general economic sector with profound cultural content, inter-regional, interdisciplinary and highly socialized nature. Therefore, there are a number of researches from the perspective of the relationship between cultural heritage and tourism through the *heritage economic* point of view such as Suggestions of Craig - Smith and French on the importance of tourism in Hoi An in stimulating economic growth, social stability, preserving and promoting cultural identity in Hoi An. In particular, the authors claims that "Tourism can create favorable conditions for both tourists and local people... Presence of tourists in underdeveloped areas is seen as a driver of investment in service sectors and infrastructure..." (Craig - Smith and French p. 36). And, "the needs of tourists can be seen as an umbrella for historical buildings, traditions and the environment" (p. 39). Tourism is seen as *a savior for indigenous traditions and traditional crafts*. Thus, it is clear that tourism always brings socio-economic benefits, and cultural heritage is always the most attractive potential for localities to develop tourism.

3. Research methods

To clarify the relationship between cultural heritage conservation and sustainable tourism development, approached from two perspectives of cultural industry and heritage economics, the author has used different methods, in which there are a number of important methods such as: (1) The method of analysis - synthesis of documents on the Party's viewpoints,

guidelines, and policies, the State's policies on cultural heritage, cultural heritage law on conservation and promotion of cultural heritage; cultural industry and heritage economics; tourism economy...; (2) Historical - logical method: research, judgment, inference and argumentation of historical and social bases forming heritage; the role and importance of cultural heritage for development, especially tourism development; economic impacts of tourism on cultural heritage; (3) Method of interviewing a number of experts on cultural heritage, tourism, cultural and tourism managers; and economists.

4. Research content

4.1. Close cooperation between the two sectors of cultural heritage and tourism - an activity model turning culture into a goal and driving force for socio-economic development.

Researchers have always questioned the role of culture in relation to development. In the past, national development criteria were often shaped by indicators of gross domestic product and per capita national income. These are indicators that can somehow quantify development. In particular, some people still misunderstood that culture is only a consequence of socio-economic development.

However, in modern conception, development is understood as a "state" that allows society to better and better satisfy diverse human needs. "State" allows people to have better awareness, higher capacity and favorable conditions for better enjoyment, creation of new values and new products to serve people. After all, development must be the growth of people's capabilities, human values, not just the rate of economic growth. The economic growth indicator is essentially just an expression and concretization of the society's ability to satisfy human needs.

As a goal of economic development, culture plays the role of orienting and even determining the needs of society, thereby stimulating development through scientific activities, producing material and spiritual products for the increasingly diversified society. Meanwhile, the creative capacity of each individual and the community is constantly being improved. The need to be satisfied optimally is a prerequisite for people to feel happiness. It is the premise for all development processes.

Culture includes all areas of human activity (including economy) and the remaining creative values from the past, expressed in the fields of production, living physical and mental activity of man. Thus, culture has the ability to become a driving force of development in the sense that: (1) Cultural values as ethical standards have the ability to regulate and direct human behavior and activities towards Truthfulness-Kindness-Beauty; (2) Knowledge accumulated from the past in the form of cultural heritage is the driving force for social progress and development. Thanks to knowledge, humanity has moved from a nature-intensive economy to

a knowledge-based economy, which is based on the exploitation of brains; (3) Based on cultural values and ethical standards, each individual will behave in accordance with his/her social position and function and make a worthy contribution to the social community; thereby, culture becomes the driving force for development or "regulatory system for sustainable development of the country".

Vietnam's cultural heritage is understood as "The precious property of the Vietnamese ethnic community and is a part of the cultural heritage of mankind, which plays a great role in the cause of national construction and defense of our people"¹.

From this definition, it can be seen that cultural heritage is considered as a valuable asset, it must necessarily contain cultural values. On the other hand, cultural heritage has been affirmed to have played a great role in the cause of nation building and defense for thousands of years, which also means that culture in general and cultural heritage in particular play an important role as a "spiritual motivation" in development.

The role as a driving force for economic development of cultural heritage is demonstrated: (1) The ability to perform the important function of culture which is to educate and train quality human resources to serve the needs of development; (2) The development of a healthy social environment to attract necessary domestic and foreign resources for development; (3) Means of exchange, inter-cultural dialogue and human connection, creating social consensus within the country and the world, a stable society, the world's sovereignty and peace - the most important factors for development.

Thus, in parallel with economics and politics, culture is always a central element of development with the goal of constantly improving the quality, intelligence, creative capacity and enjoying the values of "cultural people". Thus, social needs are oriented and identified by culture as the main driving force for economic growth.

4.2. Cultural heritage - strategic resource for tourism development

From an economic perspective, tourism is a spearhead economic sector capable of creating a driving force to promote the development of other related industries and making an important contribution to the formation of the country's modern economic structure. As a key economic sector, tourism "focuses on developing cultural tourism, linking tourism development with conservation and promotion of heritage values and national cultural identity"². The above

¹ Law on Cultural Heritage 2001, amended and supplemented in 2009, Hanoi National Political Publishing House, 2009, p.31.

² Decision No. 47/QĐ - TTg dated 22/01/2020 of the Prime Minister approving the "Tourism Strategy to 2030", Law Library Website.

strategic point of view affirms the reciprocal relationship of the tourism industry with the preservation of cultural heritage.

In the preamble to the 2001 Law on Cultural Heritage, amended and supplemented in 2009, the Party and State emphasized the goal of preserving cultural heritage in order to "Protect and promote the value of cultural heritage, meet the increasing cultural needs of the people, contribute to the building and development of an advanced culture imbued with national identity and contribute to the treasure of world cultural heritage". The preservation of cultural heritage must set the highest goal of serving people and serving socio-economic development.

It can be understood that the tourism industry and the heritage industry share a common object of operation, which is cultural and natural heritage; a common service object, which is the social community (visitors); and the same big goal of protecting and promoting the value of cultural heritage. The object of conservation of the heritage industry becomes the object of exploitation and promotion of the tourism industry. Cultural and natural heritages are cultural entities used in tourism activities, becoming an important component of a tourism product, a destination and a tour.

It is necessary to approach tourism from the perspective of a dual economic sector: (1) Tourism is a field of cultural activity because in a broad sense, culture is the totality of activities, products and services created by humans, including tourism activities; (2) Tourism as a spearhead economic sector produces (services), distributes products, employs labor and generates economic profits. Tourism cannot be separated from culture and vice versa.

From a cultural perspective, heritage is forever cultural entities, existing in the form of potential, natural resources and culture. Heritage by itself cannot become a tourist product or a "special" commodity (with both economic and cultural value) without the cultural services created by the tourism industry. In contrast, no matter how rich the services are, it is essential for them to be based on natural and cultural resources.

In essence, all tourism activities aim to best meet the needs of enjoying, experiencing and discovering new, attractive and different things about nature and culture in other regions of the country as well as of other countries around the world. Cultural and natural heritage are cultural spaces/cultural entities containing historical, cultural, scientific and aesthetic values together with other cultural services that are fully qualified to satisfy tourists' enjoyment needs of material and spiritual values in the form of tourism products (a combination of resources and services).

In order to survive and develop, the tourism industry itself must create the so-called tourist culture. According to Hung, Nguyen Pham, tourism culture is "a part of culture,

including all cultural entities created, protected, preserved, exploited and used in tourism by human, as well as all the specific cultural entities created in tourism activities to meet the needs of tourism development”⁴. Tourism culture requires the development and maintenance of a friendly and sustainable attitude among stakeholders such as: (1) Tourism businesses and tourists with the natural environment and local cultural nuances; (2) Good relations between businesses and tourists and residents at the tourist destination and vice versa; (3) A balance between protecting cultural heritage and increasing tourism profits.

Tourism must contribute material resources to the conservation of cultural heritage, providing jobs, and income for the local residents where the tourist destination is located.

Generally, it can be concluded that cultural heritage conservation and tourism development are two industries that have a strong and reciprocal relationship. Tourism is recognized as an essential "means"/"tool" to promote the value of cultural heritage to the general public in the whole society, and at the same time create material resources to contribute to the preservation of cultural heritage. In contrast, conservation of cultural heritage is the long-term preservation of resources, strategic resources for sustainable tourism development. In tourism development and cultural heritage conservation, it is necessary to maintain the harmony and "dynamic balance" between culture and economics. We need to change our thinking and realize that investment in cultural heritage conservation is not a "burden" of the budget, it is an investment to maintain revenue and increase the economic value of cultural heritage.

4.3. Some proposals for Thanh Hoa province from the perspective of heritage economics

4.3.1. Heritage economics is understood as the study of economic factors in heritage to better preserve, increase the values contained in heritage, generate profits from preserving cultural heritage, and finally promote tourism development as a spearhead economic sector of the country.

On discussing about cultural heritage, we often think about values including history, culture, science, aesthetics,... We only pay special attention to the aspects of spiritual value - the core element in cultural heritage, but not fully understand and quantify the economic value in cultural heritage. *The Law on Cultural Heritage* defines "Cultural heritage is a valuable asset" of the Vietnamese ethnic community, which also includes the economic value of the heritage in the form of "cultural assets", wealth inherited from generations of ancestors.

⁴ Hung, Nguyen Pham, *Culture and Tourism*, National University Publishing House, Hanoi, 2016, pp. 71.

The economic value of cultural heritage is expressed in two forms: direct value and indirect value. Direct value is again expressed in use/function and exchange value as special goods, hidden in tourism products.

Cultural heritage itself (historical - cultural relic) also contains economic values expressed in the form of construction materials, labor, money, and wisdom invested in the construction of works that will be recognized as a community legacy in the future. On the other hand, thanks to the support of the tourism industry, the country's precious cultural heritage has become a special commodity (the purchase of goods that cannot be owned but only used in the form of enjoying spiritual values), which is sold to different people for a long time with an increasing value over time with a good preservation in accordance with scientific principles.

The indirect economic value of cultural heritage is hidden in or included in the total revenue of the tourism industry contributing to the annual national budget. We can clearly recognize the role or indirect economic value of cultural heritage in tourism development in the following aspects: (1) Making an important contribution to the tourism market decision; (2) Creating a key tourism resource for tourism development; (3) Determining the appropriate tourism services; (4) The nucleus to form specific and different tourism products; (5) Promoting the brand and image of the homeland to tourists; (6) Affirming and honoring the cultural identity of Vietnam through tourism; (7) Playing a decisive role in the quality of tourism culture; (8) Identifying key destinations, tours, and tourist routes by connecting cultural heritage; (9) Determining the main idea in tourism development planning through the quality of cultural heritage value⁵.

In conclusion, it can be affirmed that, in addition to important spiritual values (in the form of public cultural spaces), cultural heritage can also contribute economic resources directly to the prosperous development of the country. Therefore, the preservation to transform the spiritual and material values of cultural heritage into goals and motivations for socio-economic development is a question that is not easy to answer for related industries.

4.3.2. Appropriate natural and cultural conditions of Ham Rong, Thanh Hoa in meeting novel and attractive requirements for tourism development

In tourism activities that are increasingly expanding worldwide, the "core" nucleus is always the demands of enjoying, experiencing, and discovering new and different things in nature and culture in different regions in certain space and time. In order to understand clearly the novelty and attractiveness of Thanh Hoa tourism, we must put Thanh Hoa in the context of the common cultural space of the country.

⁵ Hung, Nguyen Pham, References, p.86.

Vietnam has three most typical geo-cultural spaces with the most obvious cultural characteristics in three regions including the North - Central – South. Three famous cultures which correspond to these geo-cultural spaces are Dong Son culture - Sa Huynh culture - Oc Eo culture. In such a common geo-cultural context, Thanh Hoa also keeps the position of one of the three centers of Dong Son culture including Ca village (Phu Tho) - Dong Son village (Thanh Hoa) - Vac village (Nghe An). In Thanh Hoa, many bronze drums and bronze relics related to the Dong Son culture in Northern Vietnam have been discovered. Thanh Hoa converging different types of terrain including mountains, midlands, plains and seas, is an ancient land where traces of human settlement since ancient times are found, therefore, it is considered as a miniature Vietnam in both nature and culture. On the cultural scene of Thanh Hoa, Ham Rong emerged as a cultural sub-region associated with the characteristics of ancient Vietnamese culture, culminating in the Dong Son culture. That cultural sub-region is considered as the cultural center of Thanh Hoa, where many types of cultural heritage converge. Dr. Thuc, Nguyen Thi has generalized the characteristics of Ham Rong cultural sub-region including: (1) Continuous geo-cultural space; (2) Unique natural ecological landscape; (3) Continuous development of the community in the history; (4) Convergence of typical types of cultural heritage⁶. Obviously, the cultural characteristics of Ham Rong sub-region, Thanh Hoa, fully converge natural and cultural conditions, allowing Thanh's tourism industry to create many different, unique and novel tourism products for local sustainable tourism development in comparison with other cultural regions in the country.

5. Discussion

Developing and implementing the project "Conservation and promotion of cultural values and ecological - human resources in Ham Rong - Dong Son - Nui Do (Thanh Hoa) associated with tourism development, community development" in the direction of sustainable development of the whole region with three major goals: (1) Managing and developing the Northwest urban area of Thanh Hoa city in association with the conservation of cultural heritages, natural landscapes and sustainable tourism; (2) Developing an ecological economic model to contribute to the protection of the environment and landscape; (3) Attracting investment from social resources, potential investors and local residents in the implementation of development goals in the Northwest region of Thanh Hoa city; (4) Contributing to quickly

⁶ Thuc, Nguyen Thi, *Cultural Heritage of Ham Rong, Thanh Hoa*, Social Science Publishing House, Hanoi, 2016, p.128.

transforming cultural and natural values into goals and driving forces for socio-economic development, with priority given to sustainable tourism development.

A number of specific research projects are proposed to step by step realize the four basic goals mentioned above:

Firstly, conduct the research on the "genes" of Dong Son culture through visits and archaeological excavations in Ham Rong area (Nui Do relic site, Con Chan Tien relic, Thieu Duong relic, Dong Son relic and Van Thanh Ham Rong relic) with the major goals of: (1) Identifying the relic's potential; (2) Determining the scale of the relic; (3) Identifying key relics; (4) Identifying archaeological sites that need to be studied extensively and preserved to keep authentic historical evidence as a basis for building a special national relic; (5) Collecting original artifacts for museum activities in the near future; (6) In case the archaeological excavation results are not convincing according to the set goals, the land clearance has been carried out to create a clean ground for development.

Second, implement research project on intangible cultural heritage of Ham Rong area, Thanh Hoa. Cultural researchers always consider folklore as "original culture", "mother culture" or "national cultural origin" with the basic feature of existing in the form of oral transmission and transmission of career "secret" and cultural practice in social life. Folklore is often grouped into four groups: (1) Folklore; (2) Folk artisans; (3) Folk knowledge or indigenous knowledge; (4) Traditional way of life, beliefs, customs and festivals. The overall objective of the project sets out the following requirements: (1) To study the overall and systematic aspects of intangible cultural values in Ham Rong cultural space; (2) To build a set of scientific dossiers on intangible cultural heritage, creating a database for digitization towards digital transformation in the preservation of intangible cultural heritage; (3) To provide scientific documents to support activities of preserving and promoting cultural heritage associated with tourism development in Ham Rong, Thanh Hoa.

Third, research on scientific preparation for the construction of the Dong Son Ancient Village Eco-Museum with the overall goal of "preserving in situ" in the form of a lively outdoor ecological museum in order to preserve the entire natural landscape - culture of Dong Son ancient village, the ecological - humanistic environment of the local community, contributing to preserving the cultural identity along with sustainable environmental protection, creating a foundation for economic and social development in Ham Rong.

The specific objective is to effectively apply the method of museumizing cultural heritage in the community and for the community. This scientific method allows wide participation of local communities in activities of protecting and promoting the natural heritage and culture of Dong Son ancient village with the following basic items: (1) Zoning protected

areas for museum construction; (2) Sustainably preserving the natural landscape; (3) Embellished cultural space; (4) The historical and cultural relics are restored, embellished and promoted their values; (5) Maintaining and transferring cultural expressions and practices of intangible cultural heritage; (6) Supporting and encouraging cultural actors, artisans to practice performing cultural heritage; (7) Constructing 4-star standard homestay; (8) Connecting domestic and international tour operators; (9) Restoring traditional craftsmanship with products of copyrighted quality; (10) Experimenting with creating ecological agricultural models with OCOP products to create real and vivid cultural experiences for visitors.

Fourth, research and prepare for building Dong Son Cultural Museum in Ham Rong - the first place to discover archaeological vestiges (Dong Son bronze drums) related to famous cultures in the world. The overall goal is to build the Dong Son Cultural Museum into an important highlight in the cultural space of Nui Do - Dong Son - Ham Rong in order to connect tangible and intangible cultural heritages, historical-cultural relics, outstanding ecological landscapes (according to the assessment of Dr. Thuc, Nguyen Thi).

When put into operation, Dong Son Cultural Museum will achieve specific goals: (1) Reflecting the behavior and adaptability of Dong Son residents to the natural ecological context for survival and cultural creativity; (2) Vividly introducing typical values in Dong Son culture, tangible cultural heritage and intangible cultural heritage in contemporary life; (3) Emphasizing the unique identity of Dong Son culture with indigenous and environmental characteristics in history as well as cultural interference in the context of pre-historic Southeast Asia; (4) Creating an intensive, unique, modern and world-class museum in the context of digital transformation; (5) Preserving and promoting cultural heritage as a tourism resource in order to transform cultural values into goals and motivations for socio-economic development.

6. Conclusion

Humanity has entered a new millennium - a millennium of development, and mutual influence of economies, of all aspects of social life. This is an inevitable, objective process. Besides the development opportunities, there are also many challenges, of which the biggest challenge is the "uniform cultural model". Therefore, it is urgent to protect and promote the original values of the traditional culture and the cultural quintessence of each country, in which cultural heritage preservation is very important. Cultural heritage can only be promoted when it becomes an asset - a very important input resource to create products of the tourism industry. On the basis of the article, it can be seen that cultural heritage and tourism development are a pair of closely related categories that cannot be separated in heritage preservation and tourism development.

In addition, the author also suggested the implementation of the content of "Master plan on conservation, embellishment and promotion of the value of Ham Rong cultural and historical relic site in Thanh Hoa city" approved by the Prime Minister at Decision No. 36/QĐ - TTg dated 15/3/2013 with the main goal of clarifying and integrating values of Dong Son culture in Ham Rong cultural space. Integrating the image of Dong Son traditional village, archaeological sites, historical and cultural relics, thereby reviving the values of the relic, contributing to education and propagation about national cultural tradition, the heroic revolutionary history of Thanh Hoa. Hopefully, the above four discussions will create a different, novel and attractive features as core elements of sustainable tourism development in the ecological urban area of Ham Rong - Nui Do.

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