

SOME FACTORS OF COMMUNICATION TOURISM TYPES AFFECT THE TRADITIONAL CULTURE OF ETHNIC MINORITIES IN THE CENTRAL HIGHLANDS

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The Central Highlands is an area with a large community of ethnic minorities to be living. In the process of integration into the world economy, community tourism are one of the economic sectors that are interested in developing in our country in general and the Central Highlands area in particular. Although the activity has not been long, but it can be said that tourism and community tourism are the basis and premise to contribute to the socio-economic development of the Central Highlands; contribute to restoring many traditional cultural values of ethnic groups. For a variety of subjective and objective reasons, tourism activity and community tourism have affected ethnic lifestyles, customs and culture in both positive and limited ways. This is an issue that needs to be considered for research, with practical implications for sustainable tourism activities to create momentum for economic development and cultural preservation of ethnic groups in the Central Highlands area in the period of accelerating industrialization, nationalization and international economic integration.

Keywords: Community tourism; Traditional culture; Ethnic minorities in the Central Highlands; Ethnic minority and mountainous areas.

1. Introduction

The Central Highlands is a particularly important strategic area for national security and defense. It contains many economic values of natural resources and imprints with traditional typical culture of the community of ethnic minorities in the Central Highlands being preserved and developed. The Central Highlands is an area with a large community of ethnic minorities to be living. In the process of deep integration into the world economy, tourism has been gradually developing widely in the Central Highlands provinces in particular and throughout the country in general, the Central Highlands ethnic minorities have participated in many tourism activities contributing to the development of this “smokeless” economic sector. The main tourism activities are gradually being realized, invested, to create the diversity of tourism economy in the Central Highlands area. In particular, tourism activity and community tourism have a positive impact on traditional cultural values of the Central Highlands ethnic minorities, not only creating attraction for visitors to the great land of Truong Son, coming to ethnic minorities to

admire, enjoy their traditional cultural values but also make an impact on ethnic cultural values, to the transformation of traditional cultural elements, customs, practices, daily life of the people here. Although tourism activity and community tourism in the Central Highlands area is still developing slowly compared to other provinces and cities in the whole country, however, in the past time there have been many issues that need to be researched recently, especially the impacts on cultural and socio-economic life in the Central Highlands provinces in the context of international economic integration.

2. Research overview

In recent years, there have been many research works on tourism, community tourism in ethnic minority and mountainous areas, especially some typical ones such as:

- Some research works on tourism in ethnic minority and mountainous areas such as: Tran Dang Hieu (2007), Some solutions to contribute to building and developing sustainable tourism in the Northwest of Vietnam, Master Thesis, University

of Social Sciences and Humanities, Hanoi National University; Pham Trung Luong (2008), Scientific basis of island tourism development in the North Central Coast tourism area, Scientific topic at branch level, Hanoi; Nguyen Thi Huyen (2012), Development of cultural tourism in the Northwestern mountainous tourism sub-region, University of Social Sciences and Humanities, Hanoi National University; Tran Thi Thuy, Dau Quang Vinh, Some solutions for community tourism development associated with poverty reduction in The West of Nghe An province, Journal of Nghe An Science and Technology, October 2014; Tran Huu Son, Cultural identity of few ethnic minorities with community tourism development, Proceedings of the Workshop “Preserving traditional culture of few ethnic minorities and issues in construction and implementation of ethnic policy”, December 2016; Duy Dung, Impact of homestay tourism on traditional culture in ethnic minority and mountainous areas, Journal of Ethnic Minorities Research, issued on March, 2016; Dinh Anh (2017), Tourism 4.0 will create conditions for smart tourism development; Bich Phuong (2020), Community tourism: Opportunities for economic development, preserving ethnic identity...

- Some research works on community tourism in Central Highlands area including: Do Lan (2015), Finding development directions for tourism in the Central Highlands area; Nhu Ngoc, For the Central Highlands with sustainable development, Electronic People's Police Newspaper, issued on June 8th, 2017; Le Trung, “Untie community tourism because The Central Highlands has things that other places do not”, Tuoi Tre Online Newspaper, issued on June 11st, 2017; Truong Sy Tam, Community tourism - applicability in the Central Highlands, Tourism Magazine, issued on No. June 2018; Tran Thi Tuyet Mai, The Central Highlands Tourism - Potential and solutions, Electronic Tourism Magazine, issued on February 22nd, 2019; Pham Huong (2019), Central Highlands Community Tourism: Will it early bloom, dark end?, Business Forum Newspaper, issued on August 2nd, 2019; Tuan Anh (2019), Developing community tourism and agricultural tourism associated with the program of new rural construction, Photo Newspaper of Ethnic Minorities and Mountainous Areas, issued on July 30th, 2019; Van Thanh (2019), Is community tourism in the Central Highlands still open? Electronic People's Police Newspaper, issued on November 18th, 2019;...

In general, the research works focus on a number of opinions, orientations, impacts and solutions to develop community tourism, contribute to improving

the lives and quality of the people, eradicate poverty in ethnic minority and mountainous areas in general and Central Highlands in particular in the context of stepping up industrialization, modernization and global economic integration.

3. Research methods

The article uses some basic methods such as method of primary and secondary data collection and method of general analysis and evaluation.

4. Research results

4.1. *The Central Highlands - an area inhabited by many ethnic minorities*

The Central Highlands is a locality of residence to many different ethnic groups, including the long-lived indigenous ethnic group and the northern mountainous ethnic group (Tay, Nung, Kinh, Mong, Dao ...); creating a very unique culture of this area. The ethnic structure of the Central Highlands is extremely diverse, creating a unique picture for domestic and international visitors to experience the different cultural space from here. The ethnic cultural identity is not only a tourism resource but also studied to create tourism products in the popular tourism type in ethnic minority and mountainous areas in general and the Central Highlands area in particular, including the community tourism type. In the cause of national construction and defense, the Central Highlands is still one of the localities with important strategic location. Although, at present, the Central Highlands is still poor, people's lives are still difficult, especially for ethnic minorities in remote areas but with very rich and diverse potentials in agriculture, forestry and minerals... and the “gifts” of nature that this place is a testament to the resources of the Central Highlands in the cause of socialism building. The Central Highlands does not have a “silver sea” but it has a “golden forest”, with a rich basalt land fund running from Kon Tum plateau in the north to Lam Dong in the south (accounting for 61.4% of the basalt land fund of the country), to be a promising land for the country's socio-economic development. Therefore, the Central Highlands has attracted people and laborers from all over the country to do business and live, in order to implement a major undertakings, policy of the Party and the State on the redistribution of labor and population in the whole society.

4.2. *Potential for tourism development, community tourism*

In terms of economy, tourism in the Central Highlands area has many advantages in tourism resources, which is the area for Central and local tourism branch to invest and exploit. Humanistic and natural environment landscape is the potential of

ecotourism and cultural tourism, adventure tourism, resort tourism. These are natural and cultural landscapes in provinces of the Central Highlands area such as Da Dat (Lam Dong), Lang Biang mountain (Lac Duong district), Truc Lam Zen Monastery (Lam Dong), Cam Ly Waterfall, Tuyen Lam Lake, Love Valley (Lam Dong); Buon Don (Dak Lak); The Dray sap majestic smoke waterfall, the Nam Nung ecological-cultural-historical tourism area, Dak Buk So waterfall (Dak Nong); The lake Sea (T'Nung Lake) in Gia Lai province; Wooden church, Kon Tum bishop's house, Kon K'lor communal house, Kon K'lor suspension bridge (Kon Tum city, Kon Tum province), Chu Mom Ray National Park (Sa Thay district, Kon Tum province), Bo Y International Border Gate (Ngoc Hoi District, Kon Tum province), Mang Den National Ecotourism (KonPlong district, Kon Tum province)... Despite being a newly invested branch, tourism activities in the Central Highlands provinces have revealed many issues that need to be researched and assessed to improve the quality of tourism, contributing to socio-economic development, preserving, promoting and enriching the traditional cultural capital of ethnic minorities. From the perspective of ethnic affairs agencies in performing the State management function, the attention to tourism activities related to the lives of ethnic minorities in many respects is an indispensable responsibility to set out. It is an indispensable activity contributing to the socio-economic development, conservation and promotion of cultural identity of the Central Highlands ethnic people in particular and ethnic minorities in general during the period of pushing strongly industrialization and modernization of the country.

At present, traditional handicrafts of ethnic minorities in the Central Highlands area still exist and to be closely linked to the lives of the people such as brocade weaving of the Ede, Bana and Gia Rai ethnic groups; forging, bamboo and rattan making activities of Ede people, rice paper making in Buon Don; weaving, weaving cotton thread of M'ngong people; forging, weaving, weaving of K'Ho people; cloth weaving and knitting of Gie Trieng people; weaving, weaving, forging of Xo Dang people. In addition, there are other occupations including archery, carving and communal house making;... Craft villages in the Central Highlands area is also in a situation of great career transition when some traditional occupations gradually disappear in the market mechanism, so tourism development can be considered as a good replacement for extra workers here. Profession and traditional craft villages are in itself an independent source of tourism attraction, in which other factors such as ethnic minority culture also create diversity, unique characteristics,

a healthy climate for health, they can create great attraction for tourists from all over the country and international visitors from many countries around the world.

4.3. Some factors of community tourism influence the traditional culture of ethnic minorities in the Central Highlands area

Tourism activities associated with the environment in the Central Highlands area, a new face for the socio-economic development and conservation of traditional cultural values of ethnic groups. The development of tourism activities in the Central Highlands provinces has had a significant impact on the socio-economic situation, culture at tourism destinations and localities. Although there are many problems with tourism activities in the development process, it cannot be denied that tourism plays an important role in promoting socio-economic development in Central Highlands provinces. In the context of deep integration into the world economy, tourism has had an important impact on the cultural life of the Central Highlands ethnic groups, expressed through a number of positive aspects.

Firstly, creating jobs and increasing incomes for the Central Highlands ethnic groups. From only knowing how to raise crops, to know only mountains, forest, upland fields... now thanks to tourism, they know the economy of service, production and sale of goods that are cultural products of the community; know how to perform not only serving for the community but also for domestic and international tourists, through which both have economic income and introducing their ethnic culture to tourists.

Secondly, infrastructure, especially transportation, communications, electricity and water, restaurants, hotels,... need to be invested and developed.

Thirdly, facilitating contact, cultural and economic exchanges with domestic and international tourists thereby creating favorable conditions and environment to improve people's intellectual standards for the community; creating motivation and basis for the development of the community in the future.

Fourthly, through the tourism activities, the cultural and natural resources values of the Central Highlands ethnic groups are interested in evaluating and creating favorable conditions for conservation and promotion by individuals and scientific organizations.

Fifthly, the cultural landscape of the ethnic groups in the Central Highlands area with villages, upland fields, nature, ... is interested in researching

to preserve and promote the demand for tourism activities. The structure and landscape of the village are maintained according to the traditional structure with roads, entrances, architectural styles and types of residence and campuses bringing characteristics of each ethnic group.

Sixthly, many cultural products are handicraft products such as textiles, handicrafts,... gradually becoming goods to sell for visitors, both as a factor to preserve and promote the ethnic cultural identity in the trend of industrialization. Architectural style with different types of houses; costume style with tailoring, decoration techniques used in daily activities and festivals; the specific values and factors of the restored culinary culture becoming indispensable factors and needs in the tourism program content.

Seventhly, tourism activities in recent years have made a part of intangible culture such as traditional festivals, religious activities... recovered and revived, often serving tourists.

Besides the positive aspects, tourism activities, community tourism in the Central Highlands area still has some limitations such as: The infrastructure network has not been fully developed, failing to meet the requirements of socio-economic development and tourism; The social infrastructure to be still weak; Service infrastructure quality and professional qualifications are still limited; Low educational level and labor quality; The declining ecological environment directly affects tourism resources; The exploitation and attraction of international tourists to be limited; The quality of the road transport system is limited so the Central Highlands area has not really attracted tourists... In addition, the tourism products of the Central Highlands area is still monotonous, the ability to exploit and expand overseas markets of travel companies is low, not commensurate with the great tourism potential of this area. In this provinces is mainly sightseeing tours, monuments, ethnic villages and festivals. These tourism products are mainly based on available resources such as natural beauty, natural lifestyles of ethnic minorities without investment, exploitation and development so that they become rich, unique to attract visitors. Meanwhile, there is no close link between tourism destinations as well as tourism products in each point is still discrete and separated. The majority of hotels and motels are concentrated only in the center of the Central Highlands provinces. Hotels in the districts are often small in scale, serving less professional, not meeting the needs of domestic and international visitors.

5. Discuss some solutions for tourism development, community tourism in the Central Highlands area

Firstly, creating conditions for people to have space to express the characteristics of each ethnic group in order to preserve and promote the values of cultural heritage, enhancing the attraction for important cultural heritages.

Secondly, it is necessary to study in a comprehensive way, attaching tourism resources, statistic of cultural heritage to promote and propagate through tourism channels, newspapers.

Thirdly, raising awareness for ethnic minority communities in the Central Highlands area to understand the value and importance of the Central Highlands culture and people to the region's socio-economic development.

Fourthly, fostering and training qualified and devoted human resources in Central Highlands culture and society in order to promote cultural values well with social development.

Fifthly, to develop tourism but still preserving and maintaining the unique cultural capital of the Central Highlands, in which a legal framework for managing new types of tourism is developed, protecting the rights of the ethnic minorities in the Central Highlands area.

Sixthly, creating favorable conditions for ethnic minorities to participate in preserving and promoting the cultural values of their ethnic groups through tourism and tourism activities in the Central Highlands area along the direction of cultural tourism, ecotourism, community tourism; contributing to poverty reduction, improving the life quality of the people.

Seventhly, tourism in the Central Highlands needs to expand links with the central provinces and the Southeast region, Ho Chi Minh City to connect into tours and routes to create a large tourism market, stimulating tourism demand to attract tourists to the Central Highlands area, especially towards attracting international tourists to the Central Highlands.

6. Conclusion

In order to develop sustainable and effective tourism activities in the Central Highlands area in the coming time, we need a long-term strategy, without a master plan, orientation, investment, support from the beginning of the competent authorities, with priority given to training and compensation programs to develop tourism human resources in localities, ethnic minority regions,

places with potential for tourism development in the direction of ensuring quantity, quality and structure of tourism human resources, effective use and adequate remuneration to meet the needs of tourism development in ethnic groups area of developed tourism, with development potential; giving priority to create favorable conditions for children of ethnic

minorities to be trained in a comprehensive manner in tourism industry structure with levels from primary to university and postgraduate; creating favorable conditions for enterprises to participate in recruiting and using tourism human resources as ethnic minorities, meeting the needs of integration and development.

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MỘT SỐ YẾU TỐ CỦA LOẠI HÌNH DU LỊCH CỘNG ĐỒNG TÁC ĐỘNG ĐẾN VĂN HÓA TRUYỀN THỐNG CỦA CÁC DÂN TỘC THIỂU SỐ Ở VÙNG TÂY NGUYÊN

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Tóm tắt

Tây Nguyên là khu vực có đông cộng đồng các tộc người thiểu số sinh sống. Trong quá trình hội nhập nền kinh tế thế giới, du lịch cộng đồng là một trong những ngành kinh tế được quan tâm phát triển ở nước ta nói chung và khu vực Tây Nguyên nói riêng. Mặc dù, hoạt động chưa lâu, nhưng có thể nói du lịch cộng đồng là cơ sở, tiền đề góp phần vào sự phát triển kinh tế - xã hội của vùng Tây Nguyên; góp phần phục hồi nhiều giá trị văn hóa truyền thống của các dân tộc thiểu số. Với nhiều lý do chủ quan và khách quan khác nhau, hoạt động du lịch cộng đồng đã tác động đến nếp sống, phong tục tập quán và văn hóa tộc người trên cả hai phương diện tích cực và hạn chế. Đây là một vấn đề cần được quan tâm nghiên cứu, có ý nghĩa thiết thực đến hoạt động du lịch bền vững tạo đà phát triển kinh tế và bảo tồn văn hóa các tộc người Tây Nguyên trong thời kỳ đẩy mạnh công nghiệp hóa, hiện đại hóa đất nước và hội nhập kinh tế quốc tế.

Từ khóa

Du lịch cộng đồng; Văn hóa truyền thống; Các dân tộc thiểu số ở Tây Nguyên; Vùng dân tộc thiểu số và miền núi.