



**THE ROLE OF THE COMMUNITY IN PROTECTING
AND PROMOTING THE CULTURAL VALUES OF THE SAN DIU ETHNICITY
OF SON DUONG DISTRICT TOWARDS SUSTAINABLE SOCIAL DEVELOPMENT
OF TUYEN QUANG PROVINCE**

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Abstract:

The role of the community in protecting and promoting cultural values has always been studied by managers and scientists. Identifying and properly assessing the role of the community in protecting and promoting ethnic minority values requires an objective and comprehensive view, based on sound scientific arguments. The traditional culture of the San Diu people is the glue that binds the members of the community, creating a strong and united community. However, the socio-economic development in the years of renovation and the process of industrialization and modernization has had a strong impact on the culture of the San Diu people. Cultural changes are taking place in many directions, affecting community life. The current problem with state management agencies and the community in managing, protecting and promoting cultural values of the San Diu people is how to make heritage values permanent and develop. value in contemporary life.



**VAI TRÒ CỦA CỘNG ĐỒNG TRONG BẢO VỆ VÀ PHÁT HUY GIÁ TRỊ VĂN HÓA
TỘC NGƯỜI SÁN DÌU HUYỆN SƠN DƯƠNG HƯỚNG
TỚI PHÁT TRIỂN XÃ HỘI BỀN VỮNG TỈNH TUYÊN QUANG**

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Tóm tắt

Vai trò của cộng đồng trong bảo vệ và phát huy giá trị văn hóa đã luôn được các nhà quản lý, các nhà khoa học quan tâm nghiên cứu. Nhận diện và đánh giá đúng vai trò của cộng đồng trong bảo vệ và phát huy giá trị hóa tộc người đòi hỏi phải có cái nhìn khách quan, toàn diện, dựa vào các luận cứ khoa học xác đáng. Văn hóa truyền thống của người Sán Dìu là chất keo gắn kết các thành viên trong cộng đồng, tạo nên một cộng đồng đoàn kết, vững mạnh. Tuy nhiên, sự phát triển kinh tế - xã hội trong những năm đổi mới và quá trình công nghiệp hóa - hiện đại hóa đã và đang tác động mạnh mẽ đến văn hóa của người Sán Dìu. Những biến đổi văn hoá đang diễn ra theo nhiều hướng, tác động đến đời sống cộng đồng. Vấn đề đặt ra hiện nay với các cơ quan quản lý nhà nước và cộng đồng trong quản lý, bảo vệ và phát huy giá trị văn hóa người Sán Dìu là cần làm như thế nào để các giá trị di sản luôn trường tồn và phát huy giá trị trong đời sống đương đại.

1. Introduction

Protecting and promoting cultural values is an issue that countries and scientists are always interested in researching to preserve cultural values from fading or disappearing due to human and environmental impacts. A typical example of this concern is the 2003 UNESCO Convention on the protection of Intangible Cultural Heritage. In Vietnam, the National Assembly promulgated

the Cultural Heritage Law (2001) and the by-law documents on cultural heritage all promote the role of the community in protecting and promoting the value of cultural heritage. . In addition, there are a number of book works such as: “State management and the role of the community in protecting and promoting the value of intangible cultural heritage” (2018) by author Nguyen Thi Hien; “Community: Concept, approach and classification in research”

(2009) by author Pham Hong Tung; “Training materials on community development approaches based on internal resources and owned by the people (ABCD Approach)” (2012) of the Vietnam Center for Educational Exchange...

2. Research methods

The article uses a number of ethnographic fieldwork methods, sociological survey methods, and in-depth interviews in the San Diu community in Son Duong district, Tuyen Quang province to collect scientific information.

* Ethnographic fieldwork method: This is the main research method used by the author to collect information and obtain documents. This method is used by the author through skills such as in-depth interviews, group discussions, observations, notes combined with audio recording, filming, and photography. The points were chosen to survey and interview for documents are: Ninh Lai commune, Thien Ke commune, Son Nam commune. The skills performed include:

- Observation: The author observed the landscape, residential environment, and daily activities of the San Diu people in the research area to more accurately determine the issues that need to be researched.

- Group discussion: To get accurate, multi-dimensional information and have it verified by many different people, the author organizes group discussions, from 5 to 7 people/1 discussion to access another ideas from different cultural subjects.

The subjects of the group discussion groups include: groups of reputable elderly people who understand customs and traditions, groups working in state management at commune and district levels, groups of middle-aged people, groups of young men ...

- In-depth interviews: the author conducted more than 10 in-depth interviews with appropriate subjects, in accordance with the research direction

of the topic according to gender, age, occupation, education level... the elderly, prestigious people who participate in rituals and people who do management and cultural work in the locality. The author conducted in-depth interviews with research subjects to know about the concepts and customs associated with their cultural activities.

- Participant observation: During fieldwork, the author observed direct participation in the labor and daily activities of the San Diu people, thereby gaining closeness with ethnic members, , the information collected is shared naturally and openly.

* Statistical method of collecting secondary documents: including books, magazines, published works, results reports of ministerial-level projects, projects, resolutions, directives, central and local government reports and reports on issues related to the thesis topic.

* Interdisciplinary research methods: The author applies research methods of culture, history, and ethnology to effectively carry out the set tasks and goals. Combination is a bibliographic research method (Collecting published data in published documents, bibliographies, etc.).

3. Research results and discussion

3.1. The role of the community in protecting and promoting the traditional cultural values of the San Diu people in Son Duong district, Tuyen Quang province

* *The key role of the San Diu community in protecting and promoting traditional cultural values*

Cultural subjects are communities, groups of people or individuals who own, practice and create intangible cultural heritage. UNESCO's Convention “*Protecting and promoting the diversity of cultural expressions affirms the important role of the community in protecting and promoting the value of cultural heritage*” “*there is no culture without the people and community*”. At

the same time, the Convention affirms that culture is a product created by people in the process of living and working, and that cultural products return to serve the people's life needs. Culture is the property of the community, created, nurtured and transmitted by the community from generation to generation, creating the unique cultural identity of each nation. Therefore, the community is the creative subject and also the owner of cultural heritage. The subject of cultural heritage has a particularly important position and role, affirming that the subject has its own identity, belongs to the community and does not mix cultural nuances with other communities.

In the process of living and working and producing, each ethnic group has its own cultural nuances expressed through residential space, tangible culture and intangible culture. The cultural values of each nation are preserved and promoted by the community itself. During the long process of intermingling, the cultural values of each ethnic group are clearly expressed through their own nuances, but at the same time, they also flexibly and creatively absorb cultural values of neighboring ethnic groups.

The results of a sociological survey in Ninh Lai commune, Son Duong district show that: When asked, do you have knowledge about customs and practices in tangible and intangible cultural elements (traditional foods; traditional house architecture; traditional house layout; traditional costumes; language; granting ceremony; traditional Tet ceremony; Dai Phan ceremony; folk songs; weddings; birthday celebrations; funerals; folk remedies time) of the San Diu people, the interviewees expressed their opinions, most answered at the level of "knowing a lot" and "knowing a little". Taking these two levels together gives the result that over 50% of interviewees know about the nation's customs and traditions, such as: Grandparents' knowledge about traditional foods have 80/213 people (37,6%) answered at the level of "knowing a lot";

75/213 people (35.2%) answered "very much". The voice: 74/213 people (34.7%) answered at the level of "knowing a lot"; 87/213 people (40.8%) answered "very much". Traditional funerals have 150/213 people (70.4%) answering at the level of "knowing a lot"; 46/213 people (21.6%) answered "very much". However, there are some cultural elements that when interviewed, people answered at the level of "knowing little" or "knowing very little", such as: Traditional house layout, 63/213 people (29.6%) answered at the level of "knowing little"; 17/213 people (8.0%) answered at the level of "knowing very little". Folk music has 51/213 people (23.9%) answering at the level of "knowing little"; 18/213 people (8.5%) answered at the level of "knowing very little". 73/213 people (34.3%) answered about folk remedies at the level of "little knowledge"; 48/213 people (22.5%) answered at the level of "knowing very little".

The above results show that basically traditional cultural values are still preserved, protected and promoted by the San Diu community in Son Duong district, but the level of understanding about cultural heritage is different in terms of age, specifically: At three ages from 41 to over 60 years old (from 41-50 years old; 51-60 years old; over 60 years old), the level of understanding of customs and practices (elements of culture) is higher than the other two age groups (from 18 years old to 40 years old). This shows that the cultural values of the San Diu people are still preserved by the community and considered an invaluable asset of the nation. Besides, it also speaks to the fact that among young people today, many people still do not understand much about the customs and practices of their people.

As an ethnic minority with a small population, the traditional cultural values of the San Diu ethnic group are not only affirmed in the San Diu community but also spread to other ethnic groups such as: At Tay Thien spiritual tourist area (Tam Dao district, Vinh Phuc province), the staff wearing traditional San Diu ethnic costumes serve

tourists; Dai Phan festival - the largest religious festival of the San Diu people, was licensed by the Thanh Phan Dao people (Dam Ha district, Tuyen Quang province) to the Provincial Department of Culture and Sports in 2015; At tourist areas in Ha Long and Van Don cities, especially residential areas, tourists can easily enjoy traditional foods of the San Diu people such as: Bạc đầu cake, Tày lòng ết, la ngai cake, khâu nhuc... Thus, the role of cultural subject of the San Diu community in protecting and promoting cultural heritage values is not only within the community but also spreading to other ethnic groups. In terms of the relationship between cultural creativity and cultural use and enjoyment, the San Diu community is the creative subject, other ethnic communities living in the area are the exploiting subjects, use and promote those traditional cultural values. Those cultural values become endogenous resources that promote economic and social development.

Then we see that the role of cultural subject of the San Diu community in Tuyen Quang province in general and Son Duong district in particular is always affirmed and promoted in all contexts, through the process of exchange and reception. cultural heritage, cultural heritage values are increasingly consolidated, enriching the cultural heritage treasure of the San Diu people.

** The role of the community in creating and promoting the cultural heritage of the San Diu people*

Cultural creativity is closely associated with the development process, because cultural creativity makes cultural values more complete and suitable for each cultural environment in specific contexts. Speech and writing are the first criteria to determine the composition of a nation, because they are the signal system to recognize and convey information. The San Diu language is spoken in the Cantonese dialect (China) and borrowed the Chinese writing system to create and notate the San Diu language. The Nom letters - San Diu script is only used in a narrow range by

shamans and physicians, often used in offerings, feng shui books, and recording folk remedies.

In 2000, author Nguyen Thi Kim Thoa was the first person to methodically research the “San Diu phonetic system” in her PhD thesis in Linguistics at the University of Social Sciences and Humanities (Ha Noi national university). After that, the author published the book “Sán Diu Phonetics” (2018). In 2018, the San Diu Cultural Conservation and Development Research Center collaborated with Dr. Nguyen Thi Kim Thoa goes to localities to guide and exchange with the community about San Diu language.

The folk song heritage of the San Diu people in Son Duong district is very rich and diverse, improvised by the community and passed down orally for many generations. In the process of creating and transmitting folk songs, the San Diu people not only passed them on to the next generations by word of mouth, but also the shamans, doctors, and those who knew the Nom letters wrote them down and they become ancient song books. When we talk about folk songs, we talk about the lyrics of a mother rocking her baby on her back, a sister rocking a baby in the cradle, a grandmother rocking her grandchild by the fire, or the love and dating songs of young men and women at spring festivals and wedding days... But in the current context, to enrich the community’s folk song treasure and make it suitable for life, the community has composed many new folk songs praising the Communist Party of Vietnam and Uncle Ho and using melodies, the rules of traditional folk songs.

The environment that nurtures the cultural values of the San Diu people is always changed to suit current trends such as: The type of folk song meets the traditional performance environment, often in streams and on the edge of the forest, on the fields... Currently, to suit modern life, singing spaces have been expanded at community cultural activities, at cultural performance and promotion events... In recent years, bringing

heritage into schools has received special attention from commune authorities and departments of Son Duong district. The school has arranged a reasonable time for artisans to teach students the San Diu language and learn to sing San Diu folk songs. Creating an environment that nurtures and promotes increasingly diverse cultural values helps cultural values always have the opportunity to be transmitted to present and future generations.

The results of a sociological survey in Ninh Lai commune, Son Duong district show that, when asked, “In your opinion, what cultural values of the San Diu people are still kept by your family today?” have 213 people interviewed expressed their views on the elements of material culture that have been rapidly eroded, such as: 40/213 people answered “houses have changed a lot” (23.0%); 104/213 people answered at the “completely changed” level (48.8%). Traditional costumes had 29/213 respondents saying “changed a lot” (13.6%); 144/213 people answered at the “completely changed” level (67.6%)...In contrast, the interviewers answered that intangible cultural values were at “unchanged” levels and “little change” at a high level, specifically: Ceremony at the “no change” level has 135/213 people (60.6%); At the “little change” level, there are 23/213 people (10.8%). Celebrating birthdays at an “unchanged” level is 129/213 people (63.4%); At the “little change” level, there are 36/213 people (16.9%). Funerals at the “unchanged” level include 158/213 people (74.2%); At the “little change” level, there are 23/213 people (10.8%).

In the current context, people’s lives are improving, scientific and technical facilities, modern production and living equipment are gradually replacing traditional utensils, so tangible cultural values also change rapidly. However, intangible cultural values such as: folk beliefs, festivals, traditional foods... that have entered the consciousness of the community are still spiritual activities are indispensable in the cultural life of the San Diu community in Son Duong district.

** The role of the community in transmitting cultural values of the San Diu people*

Culture is the common property of the community, preserved and transmitted by the community from generation to generation. The transmission of cultural values is also expressed at two different levels. Firstly, the transmission of daily traditional cultural values such as customs, daily life, and productive labor is learned and absorbed by children and grandchildren through the teaching of grandparents, parents, and the community daily instructions. Second, the transmission of technical cultural knowledge and skills such as traditional remedies, religious practices, techniques in various types of folk songs... The transmission is, first of all, the transmission teaching by elders, artisans, and adults to descendants in the family, clan, and community. The target audience for absorbing cultural values is mainly the young generation to preserve and promote cultural values in contemporary life.

Nowadays, the transmission of cultural values is not only limited to the family and community, but the government is interested in bringing heritage into schools. In addition, the community also organizes classes teaching Nom - San Diu, methodically taught by shamans according to traditional teaching methods. Through the lessons, students deeply understand their national culture.

The protection and promotion of cultural values is not only in the community, but also integrated into learning and living programs by schools in Son Duong district, Tuyen Quang province such as: Son Nam High School, Son Nam commune, Son Duong district, Tuyen Quang province has coordinated with a number of arts organizations in the commune to establish the “The Voice of Soong Co” club. Children are taught love songs related to daily life, productive labor and response songs during festivals, Tet holidays, praising the beautiful homeland, beautiful country... In addition, the school also organizes picnics. Course with topics: Youth and preserving and

promoting San Diu ethnic cultural identity; Soong Co singing contest... This is a healthy and useful playground, contributing to preserving and promoting national cultural identity. Besides, the school also organizes Extracurricular sessions with topics: Youth and preserving and promoting San Diu ethnic cultural identity; Soong Co singing contest... This is a healthy and useful playground, contributing to preserving and promoting national cultural identity.

The efforts of the San Diu community in protecting and promoting traditional cultural values have achieved initial results, however, there are also many individuals who are not interested in their cultural. There are many reasons leading to the above situation, including grandparents and parents not paying attention to teaching their children; Children and grandchildren refuse to study because they find it unsuitable for today's youth; due to lack of knowledge and experience in preserving the cultural values of their ethnic group; due to being busy and not having time.... However, the nature of the process of protecting and promoting national cultural values is not too dependent on time, money, and not too difficult to learn and teach, but the key issue is attitude, the awareness and self-esteem of each member of the community, in preserving the precious values left by their ancestors. Therefore, protecting and promoting the cultural values of the San Diu people in Son Duong district is not simple, but it is also not necessarily a difficult or complicated problem. The problem lies in the awareness and needs of the community, knowing how to arouse national pride, knowing how to promote the internal strength of culture as a spiritual resource, a new source of livelihood, and the traditional culture of the nation. who will revive strongly.

** The role of the community in being autonomous, self-governing, and proactive in protecting and promoting San Diu cultural values*

Culture is a product of the community created, accumulated, maintained and transmitted by the community, so how culture exists and develops

must be decided by the community. The decisive role is played at both the government level, management agencies and the community. At the government level, there is decisive participation with the state management agency on cultural values with specific tasks such as: Selecting artisans to build profiles of people's artisans, elite artisans, folk artists; Decide on the type, organization and method of organizing cultural events in the community... This requires consensus between the government, the community and relevant parties to come to a decision that is beneficial and harmonious for public - private organizations and the community.

In the community is the self-determination of traditional cultural activities in the community. The self-determining role of the community in the process of protecting and promoting cultural values also needs to be expressed in accordance with reality, and there also needs to be discussion of the community and state management agencies on cultural management. However, in the conservation process, it is necessary to be proactive, flexible and creative in each specific issue, avoiding stereotyping and rigidity that lead to bias and distortion of cultural values.

The role of the community is also demonstrated through proactiveness and positivity in receiving and grasping the Party's policies and guidelines and the State's legal policies. The increased understanding of the people and the community has helped the community realize the position and importance of protecting and promoting the cultural values of the San Diu people in today's life, and at the same time encouraging them to promote their cultural values. The community is aware that protecting and promoting the cultural values of the San Diu people is a personal matter for each member of the community. The proactiveness in protecting and promoting ethnic cultural values is specifically expressed such as: actively coordinating with the government and functional agencies in inventorying cultural heritage and preparing records of folk artisans, cultural events of the Congress of ethnic minority delegates of

Son Duong district; coordinate with central and local media and press agencies to introduce and promote traditional San Diu culture; Organize regular Soong Co Club activities to participate in local events or interact with other localities. This shows that the community is very proactive, positive and ready to change their livelihoods in the new context.

** The role of the community in promoting and introducing San Diu cultural heritage*

Recognizing that culture is an invaluable asset and a resource that contributes to promoting sustainable socio-economic development, exploiting, introducing and promoting ethnic cultural values is considered a responsibility, as well as as community pride. Protecting and promoting cultural values must be linked to the community, taking the community as the center because the community is the creator and transmitter of cultural values.

There are many forms to promote and introduce San Diu culture, including promoting and introducing culture through museums; promote and introduce culture in cultural events and promote and introduce culture in the community.

The performance of traditional folk music performances of ethnic minorities in the province has created a strong influence in the community of ethnic minorities in Tuyen Quang province in general and the San Diu ethnic group in particular. In addition, the community also coordinates with authorities at all levels to participate in performing groups at regional and national competitions and festivals organized by central and local ministries and branches.

In community activities, creating, nurturing and transmitting are always practiced by the community. This is a resource that regenerates labor and serves the spiritual life of the community. In addition, ethnic cultural values are endogenous resources that promote livelihood development as households have developed cultural values into cultural goods to serve market needs.

3.2. Some comments on the role of the community in preserving and promoting the cultural values of the San Diu ethnic group

The San Diu community in Son Duong district demonstrates the role of cultural subjects not only in creating, nurturing and transmitting but also in practical activities of protecting and promoting ethnic cultural values. They always know how to grasp information and learn about the Party and state's policy mechanisms on cultural heritage. That initiative and positivity has helped the community be autonomous and self-manage activities in developing production, protecting and promoting cultural values, improve the enjoyment of material and spiritual life of people and communities.

In the era of strongly developed information technology, the community has promoted the nation's cultural values reaching beyond the village framework. The images of San Diu people and culture are included by the media in film products, documentaries, and programs introducing San Diu culture. Not only that, the San Diu ethnic culture in Son Duong district is also promoted at central and Tuyen Quang provincial museums; known at important cultural events of the Central Government and Tuyen Quang province. Along with the socio-economic development, the traditional culture of the San Diu people is increasingly promoted in association with the development of cultural tourism and community tourism.

However, besides the achieved results, there are also limitations such as: A large part of the community does not really pay enough attention to protecting and promoting cultural values because they think it is of the cultural sector and the state. They even believe that these cultural values have become outdated and incompatible with today's lifestyle or that due to the strong impact of life, adults worry about making a living, young people worry about studying, forming a part of the world. People do not care about protecting and promoting their own cultural values.

4. Conclusion

The work of protecting and promoting ethnic cultural values is one of the important tasks of the State and community management agencies on cultural heritage. In particular, the community has a proactive and positive role in activities to maintain, nurture and transmit culture to future generations. However, up to now, there is still a situation where grassroots authorities in some places are not really close to practical issues, and advising and implementing state management of culture is still slow. The community itself has not really promoted its role, and some parts are even indifferent, turning their backs on the legacy left by their ancestors. Ethnic traditional culture will not be eroded or lost only with the cooperation of both the political system and the community.

Therefore, in order for the work of protecting and promoting traditional cultural values to be effective, in addition to the policies and programs of the Party and State, it is necessary to have more active and proactive participation of the community - heritage owner. In particular, it is necessary to well resolve relationships in the process of protecting and promoting cultural values, especially the relationship between state management and the community, the relationship between protecting and promoting cultural values. Culture is associated with sustainable socio-economic development in the context of regional and international economic integration. Protecting and promoting traditional ethnic cultural values is one of the important factors in sustainable social development.

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