

ABSTRACT OF THE DISSERTATION

Doctoral candidate: Nguyen Ho Phong

Dissertation title: Development of audiences for the Cai Luong theater in Ho Chi Minh City (case study of Tran Huu Trang Cai Luong Theater)

Major: Cultural Management

Code: 9229042

Scientific supervisors: Dr. Le Thi Thanh Thuy

Assoc. Prof. Dr. Phan Quoc Anh

Institution: Vietnam National Institute of Culture and Arts Studies

EXCERPT CONTENT

- Aim and Objects of the study

Aim of the study: Finding solutions to limit the decline, gradually increasing the number of audiences to enjoy Cai Luong art at stages in Ho Chi Minh City, focusing on Tran Huu Trang Cai Luong Theater.

* Objects of the study: Audience of Cai Luong theater in Ho Chi Minh City through the case study of Tran Huu Trang Cai Luong Theater.

* Methods of the study

- Methodology: The thesis uses the theory of rational choice; Cultural capital theory of Pierre Bourdieu; The theory of market development by H. Igor Ansoff. At the same time, the PhD candidate take an interdisciplinary approach with the following specific scientific aspects: conservation on the basis of inheritance and development, state management of culture, cultural regions, and cultural economy.

- Specific research methods

+ Quantification by questionnaire survey: The sample size is 1,131 people.

+ Quantitative by statistics: The statistics from the research organization of the Cai Luong performance.

+ Qualitative through interviews: The sample size is 45 people.

- * **Main results and conclusions**

Firstly, the concept of Cai Luong stage audience, Cai Luong stage audience development; The contents that need to be researched on audience development for the Cai Luong stage are the links that contribute to perfecting the system of theoretical foundations of the traditional theater art audience research.

Secondly, up to now, there has not been a complete study on all aspects of audience development with the case study of the Tran Huu Trang Cai Luong Theater compared with a number of private organizations that have Cai Luong performance in Ho Chi Minh City.

Thirdly, the research results help stakeholders have a more complete view of the current situation of Cai Luong audience development in Ho Chi Minh

City in the period 2015 - 2020 in the following aspects: (1) Guidelines and policies of The Party and State on the work of preserving and promoting the existing culture and tradition, but not strong enough; execution is slow. (2) Tran Huu Trang Cai Luong Theater does not have enough financial, human, material, and partner resources to improve the quality of the performance and attract the public. (3) In the period of 2015 - 2020, Tran Huu Trang Cai Luong Theater has implemented a number of activities to develop the audience, but it has not been effective.

Fourthly, objectively, the basic reason leading to limitations in audience development activities at Tran Huu Trang Cai Luong Theater is that part of the guidelines and policies of the Party and State are not suitable with reality; The progress of implementing some policy contents is slow. Subjectively, the lack of knowledge base on cultural economy, how to operate a Theater in the context of the market economy of the leadership and management team of the Cai Luong Theater Tran Huu Trang is the underlying cause leading to unsatisfactory audience development activities of the Theater.

Fifthly, in order for the Cai Luong stage in Ho Chi Minh City to attract the public, it is necessary to implement synchronous and long-term solutions: promulgating and speeding up the implementation of policies to attract non-state and investment capital, infrastructure investment, human resource training; supplementing and perfecting the organizational apparatus; functions and tasks of the Tran Huu Trang Cai Luong Theater; promote art education activities, improve the quality of artistic creative activities,...

Sixthly, the limitation of the thesis is that it has not studied deeply the dialectical relationship between the public's behavior of enjoying the Cai Luong theater with the amount of "cultural capital", the concept of "civilization" and the theory of rational choice. On the other hand, the research results have not analyzed the contributions of Sen Viet, Chi Linh - Van Ha stages, Green Horizon Company,... in developing audiences for Cai Luong stage in HCMC.

Scientific Supervisor 1

Doctoral Candidate

Dr. Le Thi Thanh Thuy
Scientific Supervisor 2

Nguyen Ho Phong

Assoc. Prof. Dr. Phan Quoc Anh