

## **ABSTRACT OF THE DISSERTATION**

**Doctoral candidate:** Nguyen Thu Phuong

**Dissertation title:** *Changing the lifestyle of Da Nang residents in the context of tourism development*

**Major:** Cultural Studies

**Code:** 9229040

**Scientific supervisor:** Prof.Dr Từ Thị Loan

**Institution:** Vietnam National Institute of Culture and Arts Studies

### **CONTENT OF THE ABSTRACT**

#### **1. Aims and Objectives of the study**

The project mainly uses the interdisciplinary approach of cultural studies, cultural anthropology, sociology, tourism studies, and insider opinions to carry out simultaneously and connected throughout the process of implementing the project. talent. Methods of synthesizing and analyzing secondary documents; Questionnaire survey method; Comparison method; In-depth interview method; Participant observation method.

#### **2. Methods of the study**

The topic mainly uses the interdisciplinary approach of cultural studies, cultural anthropology, sociology, tourism studies, and insider opinions to carry out simultaneously and have connections throughout the process of implementing the topic to see how sustainable lifestyles prevail in life and personal life concepts. Secondary document synthesis and analysis method; Questionnaire investigation method; Comparison method; In-depth interview method; Participant observation method.

#### **3. Main results and conclusions**

Systematize and clarify theoretical issues on changes in lifestyle of Da Nang residents in the context of tourism development. These are manifestations in daily life, in ways of making a living; in behavioral relationships, in ways of enjoying and consuming culture...

The thesis contributes to providing practical documents on the lifestyle of Da Nang residents in the periods before 2003 and the changes in lifestyle of Da Nang residents in the context of tourism development from 2003 to present. These are the increasingly blurred lifestyle between rural and urban spaces, with many intersections in terms of geographical space and administrative space; Behavioral culture in tourist areas is increasingly civilized and modern but still shows the tolerance of local residents; Tourism development changes the awareness of the orientation of resource values and cultural heritage of residents in tourist areas towards serving economic development; The

business management culture of Da Nang people shows pioneering spirit and is closely linked to tourism development; Da Nang people's tourism services have developed strongly in the post-Covid-19 period in the direction of digital transformation.

The thesis also recommends issues for the change of lifestyle of Da Nang residents in the context of promoting tourism development. That is, it is necessary to develop livelihoods associated with building and protecting a secure and safe environment; Build people with a civilized lifestyle, conscious of obeying the law; Build the image of Vietnamese people/Da Nang people through personal images; Preserve traditions and national identity, be ready to selectively absorb and have the strength to resist negative external culture.

It can be said that the impact of tourism formation and development is the main impact, with an orientation to adjust the impact of urbanization and globalization in accordance with the goals set by Da Nang. With these research results, we can see that the picture of the results of the goal of building Da Nang tends to achieve the set goals, so that Da Nang becomes a city with a civilized and humane urban environment, with fresh nature and high cultural life, enriched by knowledge economy; one of the harmonious, friendly, peaceful cities; an attractive and livable city. The results of this research will contribute to the discussion, assessment, and more scientific basis for the change in lifestyle of Da Nang people in the current period, as well as recommending issues for building the new lifestyle of Da Nang residents. The research results will also contribute to building Da Nang's human personality in the direction of building human culture as the center in the cultural development process, in which lifestyle is the superficial measure to identify people. normative values and human personality.

**Scientific supervisor**

**Doctoral Candidate**

**Professor. Dr. Tu Thi Loan**

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