

SUMMARY OF NEW CONCLUSIONS OF THE DISSERTATION

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

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Institution: Vietnam National Institute of Culture and Arts Studies

New conclusions of the dissertation

Systematize and clarify theoretical issues on the change in lifestyle of Da Nang residents in the context of tourism development. These are manifestations in daily life, in the way of making a living; in behavioral relationships, in the way of enjoying and consuming culture... The lifestyle of Da Nang residents is increasingly blurring the boundary between rural and urban spaces, with many intersections in terms of geographical space and administrative space; Tourism development will continue to create new migration flows, making the lifestyle and behavior of Da Nang people richer, more civilized, promoting cultural and lifestyle exchanges, but still showing the tolerance of local residents; Tourism development changes the perception 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 demonstrates pioneering nature and is closely linked to tourism development; Da Nang tourism services have developed strongly in the post-Covid-19 period in the direction of digital transformation.

Identifying some lifestyle characteristics and lifestyle change trends of Da Nang residents is a practical scientific contribution to further research as well as practical application to build a lifestyle of Da Nang residents that is increasingly civilized, modern, humane, with its own identity, meeting the requirements of sustainable tourism development and building a livable city. The thesis suggests a number of issues that need to be further studied, such as assessing the positive and negative impacts of science and technology, modern media on the process of urban lifestyle change in Da Nang; Research on the diversity of urban cultural groups, social issues arising from population growth, immigration, economic restructuring, etc.

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