

VIETNAM BUDDHIST CULTURE WITH WORLD TOURISM

Indatthero Nguyen Thanh Giang

Department of Philosophy & Comparative Religion
Visva Bharati University,
Santiniketan, West Bengal

ABSTRACT

In recent years, under the positive influence of the huge influx of people visiting Buddhist relics, the Indian government and business community have realized the importance of the tourism service industry and have made progress. Appropriate investment in breadth, depth and global influence.

Keywords : Indian culture, Buddhist culture, tourism.

Introduction

1. The Buddhist Cultural Heritage

India is one of the cradles of human civilization. The second most populous country in the world possesses a dense system of world cultural heritage, spread evenly across all parts of the country. The uniqueness and diversity of Indian cultural genres truly makes people gasp in amazement. Among them, the Buddhist cultural heritage in India is world-famous not only for its religious significance but also for its magnificence and unparalleled beauty, from architectural styles to motifs and patterns... The scientific research community must favorably give it a separate and solemn position, an academic school called - Buddhist Art.

Cultural heritage system with typical Buddhist architecture such as Lumbini (birthplace of Buddha), Sarnath (where Buddha preached his first sermon), Nalanda University (anciently used to be a center of learning Great Buddhism), Bodhgaya (where Buddha attained enlightenment under the sacred Bodhi tree), Lumbini (where Buddha passed away), Ellora cave complex, Ajanta, Great Stupa of Sanchi and Amaravati etc. Every year, at these sites, thousands Millions of tourists with or without Buddhist beliefs from all over the world come here to worship and visit, creating momentum for the tourism service industry to have many development opportunities, bringing a huge source of revenue to the states.



Mahabodhi temple (where Buddha attained enlightenment under the sacred Bodhi tree), Bodhgaya, Gaya, Bihar, India



*Sarnath (where Buddha preached his first sermon)
Varanasi, Uttar Pradesh, India*



Lumbini (where Buddha passed away), Nepal



Kushinagar (where Buddha passed away), Uttar Pradesh, India



Bai Dinh pagoda, Ninh Binh, Viet Nam



Thien Mu pagoda, Hue, Vietnam



Compāṅgarajay (wat Chomkar), Tra Vinh, Vietnam

2. Vietnam Buddhist Culture

Vietnam is one of the countries in Southeast Asia that had access to Buddhism and Indian culture through sailors and traders. Since Buddhism was introduced to Vietnam, pagodas have not only been a place for monks and believers to practice and practice Buddhist teachings. The pagoda is also a place where cultural activities and festivals take place.



Tam Chuc pagoda, Ha Nam, Vietnam

However, the huge source of income that Buddhism brings lies not only in the material aspect, but also in spiritual accumulation; And it is no exaggeration to say that Buddhism has had the deepest impact and influence on our souls and emotions. And so, the concept of culture was completely correct by Edward Burnett Tylor, a representative of the theory of cultural evolution, who made special contributions to anthropology and cultural studies. knowledge, beliefs, arts, ethics, laws, customs and other capabilities and habits acquired by humans as members of society.

If it is said: "The core of a culture is formed by values", then cultural integration is the driving force for social development. A society that does not have a thick, rich culture with a unique identity is considered to have been,

is, and will gradually lose its influence and power as it progresses and integrates culture. bright. That is why India is not a country with developed tourism like Thailand, a clean, green and beautiful environment like Singapore, but many people from countries of advanced Western civilization still voluntarily seek out and immerse themselves in the culture of the Buddha's homeland to find Indian culture; Coming to a country with a culture and spiritual religious rituals far beyond the reach of normal human thinking.

3. The Rehabilitation of Buddhist culture

When Hinduism prevailed, after many decades modern Buddhism had no chance to develop in India. But in recent years, under the positive influence of the huge influx of people visiting Buddhist relics, the government and businessmen have realized the importance of the tourism service industry and have made strides, appropriate investment in breadth, depth and global influence. They realize that without enforcement measures and sponsorship, an important socio-cultural heritage will forever disappear from the world. One of the ways to build an Indian cultural brand is through Buddhist pilgrimages. They noticed that a large number of tourists from all over the world come to Bodhgaya every year. These tourists will have the opportunity to integrate into Indian life and learn about Indian culture.

And so, service industries such as tourism are becoming increasingly important to a country's economic development. Realizing the income from pilgrimage tours, the Indian Government has allocated a huge budget to preserve and embellish monuments. In 2015, the groundbreaking ceremony began to build a "People's Capital" in the state of Andhra Pradesh; where the Great Stupa of Amaravati - a great Buddhist cultural heritage of humanity - was personally laid the first stone by Prime Minister Narendra Modi, the head of the Government of India, has contributed to raising the status of Buddhism in the context. appropriate in the context of globalization. Although Buddhism no longer holds the status of state religion, Buddhism still maintains its position in Indian beliefs, and has a profound influence on traditional Indian culture. Therefore, Buddhism always has a strong foothold in human life and the influence of Buddhism is undeniable.



The Great Stupa of Amaravati - a great Buddhist cultural heritage of humanity, Andhra Pradesh

4. Conclusion

Every year, Vietnamese people spend a lot of money to travel abroad such as the India, US, Dubai, Thailand, Singapore, or European countries... Traveling brings us many wonderful experiences and understanding different cultures. Likewise, people from abroad will learn wonderful, strange, and interesting things about Vietnamese culture, including Zen Buddhism, Mahayana Buddhism, Theravada Buddhism... with the Annual traditional festivals imbued with cultural identity and national traditions. Thus, the cultural significance of Buddhism is not only expressed in art, literature, philosophy, rituals, etc., but it also leaves distinct traces in Vietnamese culture, in preserving culture. nation. And through that, it can be seen that Buddhist culture interacts with modern life and interaction is the foundation of cultural life in the era of globalization. And so, the influence of Buddhist culture in the current context definitely needs to be clearly defined by cultural makers with a clear vision for the development of the tourism industry.

Thus, tourism needs to be identified as a key strategic industry because Vietnam is endowed with many famous tourist destinations, with plenty of potential for further development. Singapore is an example, tourism industrialization has had a great influence on the development of Singapore's economy, turning Singapore into an Asian tiger. Although they do not have natural resources and information technology strengths like India, Singapore has learned to rely on the strengths of cultures introduced to their country such as Malaysia, India, China... and cherish the heritage of new cultures as part of their national culture.

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