

# QUANG NINH DEVELOPS SUSTAINABLE TOURISM BASED ON CAPITAL, CONSERVING AND PROMOTING CULTURAL RESOURCE VALUES

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Received: 19/8/2023; Reviewed: 31/8/2023; Revised: 05/9/2023; Accepted: 07/9/2023; Released: 30/9/2023

DOI: <https://doi.org/10.54163/nctd/222>

Being likened to the image of “Vietnam in miniature” with full of unlimited and limited resources, Quang Ninh - the leading land in the Northeast region of the country always carries its own unique values; to be a place with rich and unique natural resources; where the outstanding global values of heritage - world natural wonder Ha Long Bay are preserved; where King Tran Nhan Tong transformed into Buddha, the birthplace of the Truc Lam Zen sect, hundreds of unique historical and cultural relics; to be the “cradle” of the Vietnamese working class, there is the revolutionary tradition of mining workers with the priceless spiritual heritage of “Discipline and Consistency”. People here converge and interfere in the diverse unity of the Red River civilization. Therefore, preserving and promoting resource values, especially cultural resources is an orientation that contributes to sustainable tourism development in general.

**Keywords:** *Cultural resources; Preserving and promoting; Sustainable tourism development; Quang Ninh province.*

## 1. Introduction

“Culture is all tangible and intangible values created by humans on the basis of the natural world” (Duong Van Sau, 2007). Thus, culture is the ground of human creativity. Humans are the subject of cultural creation, humans are culture, without humans there would be no culture.

Quang Ninh culture is a harmonious combination between traditional cultural quintessence distilled from many regions in the whole country and modern culture born in industrial life with the tradition of “discipline and concentricity” of mine workers. Throughout history, generations of Quang Ninh people have united and worked together to overcome difficulties and hardships, unite and share to achieve breakthrough goals. The close connection between historical and cultural relics, customs and traditions of the people and famous landscapes is an advantage of Quang Ninh in tourism development, contributing to poverty reduction and job creation for the people here.

The geographical location, history and living process of generations of Quang Ninh people have formed a very rich and diverse system of tangible and intangible cultural heritage. Quang Ninh province currently has 632 relics, including 5 special national

relics, 58 national-level relics, 89 provincial-level relics, 480 relics have been inventoried; there are 362 intangible heritages that have been inventoried and classified with 7 categories, of which 07 unique and typical intangible cultural heritages included in the list of national intangible cultural heritage by the Ministry of Culture, Sports and Tourism and 09 national treasures. Not only has a heroic historical tradition and cultural beauty, Quang Ninh is also blessed with many beautiful landscapes such as Ha Long Bay, Co To Island, Quan Lan, Binh Lieu... Among them, Ha Long Bay was twice honored by UNESCO as a world natural heritage and voted as one of the 7 new natural wonders of the world, contributing to making Quang Ninh a globally famous place., opening up great opportunities for exchange, integration, cultural and tourism development.

In the process of tourism development, Quang Ninh Tourism has formed four main tourism product as: (1) Island tourism; (2) Cultural and spiritual tourism; (3) Community and ecological tourism; (4) Border tourism is based on the typical natural and cultural tourism resource values of four key tourism regions to be Ha Long; Van Don - Co To; Mong Cai; Dong Trieu - Uong Bi - Quang Yen. In particular, spiritual cultural tourism and community

tourism in the province are currently receiving a lot of attention and investment in development (Resolution No. 02, 2016).

## 2. Research overview

Research on cultural tourism has had a number of textbooks and research works such as:

The textbook “Cultural tourism with theoretical and professional issues” by author Tran Thuy Anh (editor) is a document that provides important theoretical and practical issues drawn from the experience of cultural activities.

Tran Quoc Vuong’s textbook “Foundations of Vietnamese Culture” is a document that provides a general view of Vietnamese culture and the specific cultural identities of each nation and each specific locality.

Author Nguyen Thi Thanh Thuy with the thesis “Developing types of tourism in Ha Long, Quang Ninh”, the research has generalized the type of tourism in Ha Long, focusing on analysis and current status evaluation of cultural tourism of the Carnival festival.

Author Pham Minh Thang with the thesis “Developing cultural tourism in Dong Trieu district” has a comprehensive view of cultural tourism products in Dong Trieu and especially the spiritual cultural tourism resources associated with Tran dynasty in this area.

The thesis “Exploiting the potential of cultural tourism in Yen Hung district - Quang Ninh province” by author Truong Thi Thu Huong is a useful reference on cultural tourism products at the destination of Quang Yen town.

The topic “Researching the value of key historical and cultural relics of the Tran Dynasty in Quang Ninh to serve tourism development” by Bui Thi Hue helps the author have a more specific perspective on the Tran Dynasty throughout the region.

Through the above researchs have shown that, at present, there is no research on sustainable tourism development based on cultural capital, conservation and promotion of cultural resource values of Quang Ninh.

## 3. Research method

The article uses some of the following main research methods:

- Collecting and processing documents: Collecting information of the Department of Tourism about special national monuments, activities and events related to the valuable exploitation of existing cultural resources in the locality.

- Consulting experts: This method is used during the writing process to take advantage of the deep and broad understanding of experts in the field of tourism and culture to make comments and assessments on research problems.

The author consulted the opinions of 3 experts who work in departments and branches on tourism. The content of consultation with experts involves opinions and assessments on the issue of exploitation and preservation of cultural values associated with current tourism development activities in Quang Ninh province.

## 4. Research result

Over the years, the Provincial Party Committee has always deeply grasped the viewpoint: Economic development is the focus, Party building is the key, culture is the spiritual foundation of society; culture is a very important element, the foundation, goal and driving force for sustainable development of the province. And with the issuance of Resolution No. 11-NQ/TU dated March 9th, 2018 of the Provincial Party Executive Committee, Quang Ninh is one of the few provinces and cities to issue a thematic resolution on “Building and developing cultural and human development”. Accordingly, the province has gradually researched, identified and clearly positioned the unique identity of Quang Ninh’s regional culture that is different from the culture of other localities in the country. Quang Ninh culture is formed by a harmonious combination of traditional cultural quintessence distilled from many regions in the country and modern culture born in industrial life with the tradition of “Discipline and Concentricity” of mine workers. These precious, different and unique cultural assets are always respected, preserved and promoted by the province.

In the resolution of the 15th Party Congress (2020), Quang Ninh province also determined “Building a culture rich in Quang Ninh identity associated with quickly narrowing the gap between rich, poor and regional disparities in the province” is one of the three breakthrough stages and of the four key tasks, in which of the task “Closely combining rapid, sustainable economic development with cultural and human development, building a culture rich in Quang Ninh identity”.

The preservation and promotion of the value of cultural heritages are concerned by the Party committees and authorities at all levels in the direction of in-depth research on historical - cultural relics of outstanding value. Currently, Quang Ninh has a total of 05 special national monuments, higher than many localities in the whole country.

Special national relic sites, after being approved by the Prime Minister, have been directed and decentralized by the province to implement the plans. Districts, towns and city Party Committees have paid attention to directing the organization of research and creation of cultural, artistic and handicraft products with local characteristics, research on tangible and intangible cultural heritage in the area, serving socio-economic development (socio-economic) such as: Ethnic groups of Dao Thanh Y, Dao Thanh Phan, San Chi, Tay, San Diu in districts, cities as Ha Long, Ba Che, Binh Lieu, Tien Yen, Dam Ha, Hai Ha, Mong Cai, Van Don, Dong Trieu, Uong Bi have built a number of folk art clubs, traditional sports clubs, embroidery and sewing, developing traditional professions to serve visitors, tourism as well as teaching in schools in the province.

In some localities in the province, handicraft products, village tourism products, ecology and experiences have affirmed their brands and approached the market such as: Ceramics (Dong Trieu town); fishing gear weaving village and building wooden ships (Quang Yen town), pearl culture (Van Don district),...; rest destinations serving sightseeing and shopping needs have been invested, connected with travel agencies to welcome, serve tourists and have been recognized as local tourism destinations; types of tourism services are formed from culinary culture, one product per commune and ward program has become a unique tourism - cultural product, attractive to people and tourists such as: Yen Duc village tourist site, Khe Che lake tourist site; Quang Ninh Gate tourist site, Dong Trieu town; products of cultural tourism, community ecological tourism in Tien An, Quang Yen town...

By 2020, in the entire province, there were 456 products participating in the OCOP Program, of which 236 products achieved 3-5 stars, over 90% of OCOP products were stamped with electronic origin traceability... serving the needs of people in the province and tourists.

Ha Long Pearl Joint Stock Company has 03 attractions to visit the pearl culture facility and 01 point of shopping for pearl jewelry and souvenirs in Quang Ninh (Tung Sau valley, Vong Vieng island, Ha Long bay and My Ngoc Center tourism site at the company's headquarters in Don Dien area, Ha Khau ward, Ha Long city). The company's sites of visiting and shopping have all been recognized by the provincial Department of Tourism as a standard shopping destination to serve tourists. The

company's pearl products are also rated 5 stars, meeting international standards...

In addition, activities to preserve, restore and save cultural heritage are associated with exploiting various types of historical tourism, spiritual tourism, cultural tourism, ecology, community cultural tourism associated with the rural agricultural livelihood model, OCOP products are gradually being promoted, attracting domestic and foreign tourists to visit and participate in cultural activities, learn about the community's customs and habits, such as experience and discovery activities in Binh Lieu, cultural and historical tourism centers in Quang Yen and Van Don. Specific tourism products from Quang Ninh's culture, relics and heritage such as "One day as a fisherman at sea", "Exploring Quan Lan", "Ha Nam island", "Journey following Buddha's footsteps in Yen Tu"... is very popular with tourists.

The province has also invested in repairing and embellishing historical, cultural, and revolutionary relics, along with effectively implemented socialization affairs. In the past 3 years, 100% of national-level relics, 70% of provincial-level relics have been repaired, restored and prevented from degradation with a total cost of 1,997 billion VND from state resources and socialized sources. Many businesses and units have participated in supporting great resources in the restoration, upgrading of relics. In particular, heritage sites and relics have become tourism destinations in the system of tourist routes and destinations in many localities such as: Tran dynasty historical relics (Dong Trieu town), Yen Tu relics and landscapes, Ba Vang pagoda (Uong Bi city), Bach Dang relics (Quang Yen town), Loi Am pagoda and Long Tien pagoda (Ha Long City), Cua Ong Temple (Cam Pha City), Cai Bau Pagoda (Van Don District)... With breakthroughs in mobilizing investment resources for synchronous and modern cultural and sports institutions, outstanding projects such as the planning Palace, provincial fairs and exhibitions; October 30th Square; Library, Quang Ninh Museum; Children's Cultural Palace in Quang Ninh Province; Multi-purpose stadium with 5,000 seats; Cam Pha Stadium; Quang Ninh Sports and Training Center; Cultural and sports center of the Northeast region (Tien Yen district), Sa Vy border promotion information cluster have been put into operation to serve tourism development... The cultural industry was initially formed, there were a number of typical cultural products that attracted the attention of a large number of tourists and contributed to improving the cultural and spiritual

life of the people such as Ocean Park, Yen Tu - Legacy Resort complex, modern technology cinemas... The development of cultural infrastructure has attracted more and more regional and international cultural and sports events such as the World Circus Festival, Music Festival, Asean+3 Singing, Three-region circus gala, International Yoga Festival, Ha Long International Marathon, Tuan Chau International Beach Volleyball Tournament... have created unique and unique cultural and sports products to introduce the culture, people, image of Quang Ninh to international friends.

Investment is also focused on preserving and promoting a number of ethnic arts to become cultural products to serve tourists. Along with the professional performing arts activities of the province's art troupes, privately invested and organized art units in the province have also gradually formed, initially operating business activities. effective, creating more cultural products that contribute to attracting tourists, especially traditional arts (puppet dancing, cheo singing, cai luong, folk songs and dances of ethnic minorities,...), performed at the International Ship Port, Van Don airport at festivals and with tourists on travel itineraries and routes in the province.

Building a model of some villages and hamlets to become "living museums" to preserve and promote unique traditional cultural identities, associated with tourism development, is also of interest. Quang Ninh continues to implement planning on preserving and developing the culture of ethnic minorities in Quang Ninh province until 2010 and orientation to 2020, accordingly planning 4 villages and hamlets to preserve and serve tourism development. Up to now, the construction of Dao Thanh Y village, Bang Ca commune, Ha Long city has been completed, become a cultural tourism destination, Ha Long city has spent the budget to build additional items, maintain traditional festivals, drum dances in the granting ceremony, harvest-praying dances, and sang co songs performed by people in Bang Ca commune; cuisine with traditional dishes of the Dao ethnic group; preserving specific cultural features, both to preserve traditions and to make tourism;... developing a project to preserve and promote typical cultural values of the Tay ethnic group in Binh Lieu to serve the development of community tourism in the district in the period of 2020-2025, with an orientation to 2030 (in Ban Cau, Luc Hon commune).

Quang Ninh currently has 12/13 localities holding festivals (Co To district does not organize festivals) with a total of 119 festivals; of which 76

festivals have been inventoried and included in the list of intangible cultural heritage. Traditional cultural and historical festivals are effectively organized by localities with resources, in which many new festivals have been built into annual cultural products such as Carnaval festival, Peach flower festival - Yen Tu yellow apricot, flower festival, yellow flower tea festival, ... both preserve cultural heritages and form their own cultural products, making a significant contribution to attracting tourists to worship, creating a trend to develop "spiritual cultural tourism".

As a result, cultural values associated with worship and belief establishments are honored and spread. In 2015, the number of tourists visiting relics and festivals was only about 3,000,000 visitors, in 2019 it increased to 5,597,496 visitors (accounting for nearly 40% of the total number of visitors in Quang Ninh). The system of historical - cultural relics, festivals and scenic spots in Quang Ninh province has been gradually preserved and has become a resource contributing to the sustainable socio-economic development of the province.

It can be seen that cultural and tourism heritage is closely linked. Thanks to the relics, landscapes, cultural heritage that are recognized at the provincial, national, or international level, they have been restored and renovated better, becoming an important premise for tourism to develop. On the contrary, tourism development has created investment resources back into conservation work, promoting the value of heritage as well as bringing socio-economic benefits to the community. Quang Ninh has been effectively exploiting this precious capital to develop tourism, with many unique and different tourism products attracting the attention of domestic and foreign tourists.

To truly make culture a driving force and the main resource for tourism development in particular and socio-economic development in general, in recent years, the province has paid attention to allocating budget and socialization sources with thousands of billions VND to invest in embellishing and renovating historical relics and scenic spots in the province. From here, resources for cultural and human development are adequately allocated by the province, commensurate with the province's budget revenue. At the same time, promote attracting resources from people and businesses in repairing, embellishing and promoting the cultural value of more than 600 historical relics and scenic spots. Through attention and investment in embellishing relics and landscapes, it not only contributes to

preserving culture but also brings economic benefits to the locality, attracting a large number of tourists to visit.

The period of 2016-2020: The total number of tourists is estimated to reach over 53 million (including 19.3 million international visitors). Total revenue from tourism activities reached 101,315 billion VND, an average increase of 11.9%/year. In particular, every year cultural, historical relics and scenic spots in Quang Ninh attract about 6 million tourists, revenue from entrance fees reaches approximately 1,500 billion VND/year. Currently, about 120 relics and heritage sites of Quang Ninh are included in tours and fixed tourist routes of Quang Ninh, including relics chosen by travel agencies to design many separate products and packages to put into operation. In 2021, due to the impact of the Covid-19 epidemic, the total tourist arrivals are estimated to reach 4.38 million, equal to 97% of the planned target; Total tourism revenue is estimated at 7,745 billion VND, reaching 85% of the planned target.

However, in the two years 2020-2021, due to the impact of the Covid-19 epidemic, most cultural activities and festivals were not held, relics and landscapes were not open to welcome visitors for a long time, directly affecting tourism targets. In addition to the results achieved, the work of collecting, preserving and promoting intangible cultural heritage has not been commensurate with its potential and most have not become a cultural product with a unique identity to attract tourists. Festivals and folk culture activities are generally still formal. The socialization of cultural activities in the province is not uniform between urban areas and mountainous and island areas. Cultural industry, cultural market developed on a small scale. The products of craft villages are not yet abundant and cannot be associated with tourists' demand for souvenir shopping. Investment in preserving, restoring and promoting the value of a number of outstanding cultural heritages has not received adequate attention, has not created a clear connection between cultural conservation, development and effective exploitation for socio-economic development.

## 5. Discussion

In order to maximize the potential and distinct advantages of tourism resources in building Quang Ninh province to become one of the international tourism centers developed in depth with focus; a marine economic center, a gateway for international trade, a leading national tourist destination, with

a synchronous and modern infrastructure system; tourism products are diverse, unique, with high quality, strong brands, imbued with national cultural identity in the province, capable of competing with regional and international countries; really is a spearhead economic sector, a driving force for fast and sustainable socio-economic promotion and ensuring national defense and security, investment in the development of infrastructure, material and technical facilities of the tourism industry, in the coming time, Quang Ninh needs to focus on synchronously implementing the following solutions:

Firstly, continue to perform well the task of preserving culture in general and traditional culture, tangible and intangible culture in particular. Preserving and promoting good characteristics of ethnic minorities; the unique values of sea and island culture, worker culture in the mining area; deepen and multiply the fine cultural traditions of the nations. Pay attention to preserving and embellishing relics and scenic spots; Preserving the cultural heritage of ethnic minority communities is at risk of disappearing. At the same time, upholding the role of the community, the participation of local people - owners of cultural heritages in conservation and promotion. From here, bringing culture really becomes the driving force, the main source of socio-economic development, effectively contributing to raising incomes and improving people's lives. In addition, it is necessary to focus on preserving and promoting the rich cultural values of Quang Ninh to ensure synchronization, focus; there is a specific roadmap and zoning for investment and exploitation based on the resources and strengths of each locality to associate with tourism development.

Secondly, effective construction and implementation. Project on socio-economic development in ethnic minority and mountainous areas in the period of 2021-2025, with orientation to 2030; Project on sustainable community-based tourism development in Quang Ninh province; Project on Conservation, embellishment and promotion of values of the system of historical - cultural relics and scenic spots in Quang Ninh province in the period of 2020-2030; Project "Management and organization of festivals in Quang Ninh province in the period of 2021-2025, orientation to 2030"; The project of "building and developing a culture rich in Quang Ninh identity in association with narrowing the gap between rich and poor and disparities in regions in the province in the period of 2021-2025, with a vision to 2030".

The province should prioritize allocating

resources for socio-economic development in upland communes of Ba Che district, Dong Son and Ky Thuong areas (Ha Long city), ensuring connectivity in the direction of exploitation and maximum promotion of multi-valued cultural identity of highland communes into tourism development in order to transform the labor structure, improve the material and spiritual life of ethnic minorities in remote and isolated areas, gradually eliminate hunger, sustainable poverty reduction for neighboring localities.

Thirdly, focus on reviewing and evaluating the current situation to use relics, landscapes, and models of ward and commune cultural houses more effectively and actively; Community learning centers, district and regional cultural centers... contribute to improving the quality of cultural enjoyment of local people and are attractive community tourism destinations. Continue to maintain and replicate public cultural models, such as: Walking streets, festivals, street art performances, folk dance clubs, cultural exchanges, sports, and traditional activities. tradition (such as: Doi singing, Giao Duyen singing, Then singing, Dum singing, Soong Co singing, Nha To singing, Cua Dinh singing and dancing...).

Besides, focusing on building a healthy and civilized cultural environment; take care of building Quang Ninh people to develop comprehensively in ethics and lifestyle; have ideals, responsibility; creative qualifications and capacity; capable of enjoying and creating beauty.

Fourthly, develop a specific development strategy on the development of the cultural industry, turning culture into a potential market, aiming to “export culture” to contribute to promoting sustainable economic development. In the immediate future, Quang Ninh needs to continue to exploit the strengths and cultural potentials of the landscape, traditional values, and regional cuisine to promote the tourism industry to develop further to be able to compete with other countries in the region and the world. Selecting and perfecting local dishes, especially OCOP products, elevates them to art from production to enjoyment, connecting to tourist destinations and towards exporting traditional regional cuisine; encourage production and promotion activities of intangible cultural forms, handicraft products, fine arts with high value, souvenirs bearing cultural messages showing their own characteristics, serving the development of the

service economy, tourism of the province.

Build a long-term strategy focusing on developing the cultural industry in the fields of cinema, performing arts, fashion, music, fine arts, exhibitions, cuisine, and entertainment services... create motivation for the development of all types of tourism.

Fifthly, focus on promoting communication to promote culture with specific strategies. Media to propagate the goal of building and developing culture of Quang Ninh, persuading the people of the whole province to change their perception and join hands to implement solutions to build and develop culture. Use media to promote the land, people, cultural and artistic products of Quang Ninh to the world. Through media, call for investment in preserving and exploiting cultural projects, introducing Quang Ninh’s cultural products abroad, attracting cultural events, exhibition of world famous brands to be held in Quang Ninh. Along with that, promoting various forms and means of communication to introduce culture with specific strategies, using the media to introduce the land, people and cultural products of Quang Ninh reaching out to the world, at the same time calling for investment in conservation and exploitation of cultural projects.

With methodical and specific plans and the determination of all levels, sectors and people, Quang Ninh needs to synchronously implement solutions to exploit cultural heritage towards sustainable tourism development, contributing to the successful implementation of the province’s socio-economic development tasks in the near future, especially after the consequences of the 2-year covid epidemic.

## 6. Conclusion

Tourism has been developing strongly in the current period. In the face of positive and negative impacts of tourism development, the exploitation and construction of sustainable tourism products is a long-term direction for the tourism industry of each country in general as well as Vietnam in particular. Quang Ninh is a province with many values in terms of natural tourism resources and humanistic tourism resources, therefore, preserving and promoting the value of cultural heritages is the source for cultural products with specific characteristics, attractive to tourists, contributing to the economic development of Quang Ninh in the current context of extensive integration.

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## QUẢNG NINH PHÁT TRIỂN DU LỊCH BỀN VỮNG DỰA TRÊN VỒN HÓA, BẢO TỒN VÀ PHÁT HUY CÁC GIÁ TRỊ TÀI NGUYÊN VĂN HÓA

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Nhận bài: 19/8/2023; Phản biện: 31/8/2023; Tác giả sửa: 05/9/2023; Duyệt đăng: 07/9/2023; Phát hành: 30/9/2023

DOI: <https://doi.org/10.54163/ncdt/222>

Được ví như hình ảnh “nước Việt Nam thu nhỏ” với đầy đủ các tài nguyên vô hạn và hữu hạn, Quảng Ninh - miền đất địa đầu vùng Đông Bắc của Tổ quốc luôn mang trong mình những giá trị riêng biệt; là nơi có nguồn tài nguyên thiên nhiên phong phú, độc đáo; nơi lưu giữ các giá trị nổi bật toàn cầu của di sản - kỳ quan thiên nhiên thế giới Vịnh Hạ Long; nơi Đức vua Trần Nhân Tông hóa Phật, phát tích của thiền phái Trúc Lâm, cùng hàng trăm di tích lịch sử, văn hóa đặc sắc; là “cái nôi” của giai cấp công nhân Việt Nam, có truyền thống cách mạng của công nhân vùng mỏ với di sản tinh thần vô giá “Kỷ luật và Đồng Tâm”. Con người nơi đây hội tụ, giao thoa trong sự thống nhất đa dạng của nền văn minh sông Hồng. Vì vậy, vấn đề bảo tồn và phát huy các giá trị tài nguyên đặc biệt là tài nguyên văn hóa là định hướng góp phần phát triển du lịch bền vững nói chung.

**Từ khóa:** Tài nguyên văn hóa; Bảo tồn và phát huy; Phát triển du lịch bền vững; Tỉnh Quảng Ninh.