



Received: 06-03-2024  
Accepted: 10-05-2024

## International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

### Spiritual Tourism Associated with Buddhism in Tuyen Quang City

Nguyen Thi Thanh Thao

Faculty of Culture and Tourism, Tan Trao University, Tuyen Quang Province, Vietnam

DOI: <https://doi.org/10.62225/2583049X.2024.4.3.2797>

Corresponding Author: Nguyen Thi Thanh Thao

#### Abstract

Buddhism, originating from the teachings of the Buddha, is a widely practiced religion with a rich history spanning over 2,500 years. Its propagation was facilitated by Indian monks who disseminated its principles across various regions. In Vietnam, Buddhism was introduced as early as the first century CE through diverse modes of transportation including waterways and overland routes. Throughout the vicissitudes of history, Buddhism has established deep-rooted connections with Vietnamese religious culture, reflecting shared values and beliefs. Even in contemporary society, Buddhism continues to hold

significance for both adherents and non-adherents in Vietnam, serving as a viable avenue for moral education and spiritual fulfillment. Religious tourism in Vietnam often centers around pagodas, which serve as centers for Buddhist practice, education, and cultural preservation. These sacred sites not only provide a venue for spiritual development but also serve as repositories of intangible cultural heritage. In this context, temple visits, which involve paying homage to Buddha and engaging in spiritual contemplation, represent a form of spiritual tourism that resonates deeply with Vietnamese cultural identity.

**Keywords:** Buddhism, Pagoda, Religion, Beliefs, Spiritual Tourism, Tuyen Quang

#### 1. Introduction

Tuyên Quang, situated in the mountainous region of northern Vietnam, boasts a diverse demographic landscape characterized by the coexistence of 22 distinct ethnic groups. As per recent census data, the province is home to a total population of 786,258 individuals, comprising 395,294 males and 390,924 females.

The inception of Buddhism, traced back to its origins in India and subsequent propagation by Indian monks across global regions, left an indelible mark on Vietnam's religious and cultural milieu. Positioned strategically on the Indochina peninsula, Vietnam became a conduit for the diffusion of religious doctrines and beliefs from both India and China through extensive maritime and terrestrial trade networks. Consequently, Buddhism found its way into Vietnam as early as the 2nd to 3rd centuries CE, facilitated by trade routes traversing land and sea. The archaeological remnants of the Luy Lau Citadel in Bac Ninh province stand as testament to this early presence, marking the establishment of the first Zen sect by Indian monastics.

In Tuyên Quang, relics dating back to the 12th century, notably exemplified by the Sung Ninh Bao Phuc Pagoda in Yen Nguyen commune, Chiem Hoa district, provide tangible evidence of Buddhism's historical legacy in the region. Despite the relatively modest number of pagodas within Tuyên Quang City, these sites hold immense cultural and historical significance, drawing the interest of spiritual tourists seeking to immerse themselves in the province's rich cultural heritage.

#### 2. Methods

The article employs fieldwork methodology, encompassing data collection and analysis derived from observations and interviews conducted with tourists regarding Buddhism and the Buddhist infrastructure within Tuyên Quang City. Through this approach, it provides a comprehensive overview of Buddhism's impact on the local community, particularly in relation to the burgeoning development of Spiritual Tourism.

### 3. Results and discussion

#### 3.1 The Emergence of Buddhism

##### 3.1.1 Origins of Buddhism

The foundation of contemporary Buddhism, with its comprehensive teachings, traces back to Prince Siddhartha's enlightenment over 2,500 years ago in India <sup>[1, 2, 3, 4]</sup>. Historical accounts depict Prince Siddhartha's renunciation of wealth and royalty in pursuit of spiritual enlightenment, driven by a profound empathy for the suffering of humanity <sup>[1]</sup>. Following extensive contemplation and ascetic practices, Siddhartha's quest culminated in the realization of the Four Noble Truths after 49 days and nights <sup>[5]</sup>, validating the Buddhist path towards liberation from suffering.

Propagating his enlightenment and teachings encapsulated in the Four Noble Truths Sutra, Siddhartha, known as Shakyamuni Buddha, attracted disciples from diverse social strata due to his ethos of equality <sup>[6, 7]</sup>. From his initial followers comprising Bhikkhus, Bhikkhunis, Upasakas, and Upasikas, Buddhism gradually gained traction as Siddhartha and his disciples traversed India to disseminate his teachings. Consequently, Buddhism began to take root beyond India's borders, influencing kings and rulers across various regions during the feudal era. These rulers embraced Buddhism's principles of compassion and equality to govern their realms, foster societal harmony, and promote socio-economic development.

Despite Siddhartha's relatively brief 49-year teaching tenure <sup>[2]</sup>, his profound impact resonated through the multitude of disciples who ardently followed his teachings. Subsequently, Siddhartha's disciples, armed with his teachings and innovative insights, established diverse Buddhist sects, propagating and advancing the Buddha Dharma worldwide.

#### 3.2 Dissemination of Buddhism in Vietnam: A Historical Perspective

Buddhist scholarship traces the dissemination of Buddhism in Vietnam back to the 2nd century BCE <sup>[8]</sup>, when Buddhist monks embarked on maritime expeditions via the Mediterranean sea route, venturing southwest into Southeast Asia. This pivotal movement marked the inception of Buddhism's diffusion across the region, facilitated by both maritime and overland routes. By sea, ships navigated the Strait of Malacca into the East Sea, ultimately reaching Vietnam, China, Japan, and neighboring territories. Concurrently, Taoist merchants, inspired by Buddhist teachings, began disseminating the dharma in Vietnam, leaving visible traces such as the Luy Lau Citadel, situated along the banks of the Dau River—a pivotal hub within the Red River Delta <sup>[8]</sup>.

During the early AD period, the Northern Delta's intricate network of waterways and roads underscored its strategic geographical significance. Luy Lau emerged as a prominent convergence point for merchants, catalyzing economic and political development throughout Southeast Asia. The introduction of Buddhism to Vietnam is attributed to Indian monks who traversed waterways aboard merchant vessels, disseminating Buddhist teachings in regions such as Champa, Chan Lap, and Giao Chi <sup>[9]</sup>. Simultaneously, overland routes facilitated the journey of Indian monks through Laos, across the Truong Son mountain range into Central Vietnam. Despite the challenges posed by these arduous missionary endeavors, monks leveraged these experiences to absorb local teachings and cultural nuances,

enriching their understanding of Buddhism and fostering its propagation <sup>[8]</sup>.

The enduring legacy of Buddhism in Vietnam is exemplified by the presence of ancient pagodas within the Luy Lau Citadel, serving as testament to the robust transmission of Buddhist teachings during this era. The interweaving of diverse ideas and sects contributed to the proliferation of Buddhism across the region. Notably, it was the monk Tsinida-lu-chi (580) who established the first Zen sect in Vietnam, advocating for a doctrine of "peaceful infiltration" rooted in Buddhist principles of equality <sup>[8]</sup>. Despite shifts in political power, Buddhism continued to flourish in Vietnam, influencing educational and societal frameworks.

During periods of political domination, Buddhism emerged as a catalyst for social change, with many Vietnamese intellectuals embracing Buddhist teachings to mobilize resistance against oppression and exploitation. The patronage of Buddhism by ruling elites further bolstered its prominence, as evidenced by King Dinh Tien Hoang's support for the Buddhist Sangha during his reign <sup>[8]</sup>. Under subsequent dynasties, such as the Ly Dynasty, Buddhism thrived, shaping socio-political landscapes and fostering intellectual discourse <sup>[8]</sup>.

The enduring resilience of Buddhism in Vietnam is reflected in its continued influence on national identity and cultural heritage. Despite external pressures and periods of political upheaval, Buddhism remains deeply ingrained in Vietnamese society, providing spiritual solace and guiding principles for millions of adherents. Today, the Vietnam Buddhist Sangha stands as a testament to the enduring legacy of Buddhism in Vietnam, promoting principles of Dharma, nationalism, and socialism while upholding the values of peace, compassion, and social justice <sup>[13]</sup>.

#### 3.3 Buddhism and the Evolution of Spiritual Tourism in Tuyen Quang City

Tuyen Quang City bears a rich historical tapestry interwoven with the threads of Buddhism, offering a fascinating glimpse into the symbiotic relationship between spiritual heritage and cultural development. Across the epochs spanning the Dinh, Ly, and Tran dynasties, the strategic construction of pagodas emerged as a cornerstone of royal initiatives aimed at fostering spiritual connectivity with local communities. Indeed, the historical trajectory of Buddhism in Vietnam resonates deeply in Tuyen Quang, where the proliferation of pagodas served as conduits for disseminating Buddhist teachings to the populace.

Amidst the ebb and flow of dynastic transitions, periods of neglect punctuated the trajectory of Buddhist development, notably during the Ho Dynasty's reign. However, the dawn of reunification heralded a renewed focus on cultural revitalization, as state institutions endeavored to fortify administrative frameworks and rekindle interest in cultural and spiritual pursuits. Yet, despite these efforts, religious activities languished due to regulatory constraints and societal apathy, precipitating a decline in temple attendance and monastic vocations.

The establishment of the Tuyen Quang Buddhist Church in 2009 marked a watershed moment, signaling a concerted effort to reinvigorate Buddhist practices and engage with the broader community. Under the stewardship of Most Venerable Thich Thanh Phuc, the ecclesiastical leadership embarked on a multifaceted approach to rejuvenate religious life, mobilizing resources to attract monks and nuns from

across the region. This concerted effort bore fruit, culminating in a vibrant Buddhist community comprising 27 ordained clergy and over 9,000 devout followers.

Against this backdrop of spiritual renaissance, Tuyen Quang City's pagodas stand as venerable sentinels of antiquity and architectural splendor. Hang Pagoda, dating back to the 16th century, epitomizes the fusion of natural beauty and spiritual sanctity, nestled within the confines of a cavernous rock formation adorned with stalactites and subterranean streams. Similarly, An Vinh Pagoda, established in the early 18th century, exudes an aura of serenity atop a lofty perch overlooking the Lo River—a testament to the enduring allure of sacred geography.

Traversing the annals of time, Trung Quang Pagoda, erected in the twilight years of the 19th century, serves as an emblem of timeless wisdom and tranquility. Its idyllic setting along the banks of the Lo River, flanked by the verdant Co Mountain, encapsulates the essence of spiritual serenity amidst urban bustle. Meanwhile, the inauguration of Truc Lam Chinh Phap Zen Monastery in 2013 heralds a new chapter in Tuyen Quang's spiritual narrative, offering a beacon of enlightenment and communal cohesion for both practitioners and pilgrims alike.

In essence, the pagodas of Tuyen Quang City constitute not merely architectural relics, but vibrant conduits of spiritual heritage and cultural identity. Their timeless allure, coupled with the burgeoning development of spiritual tourism, beckons visitors from far and wide to partake in the transcendental journey of enlightenment and introspection. Thus, Tuyen Quang emerges not only as a bastion of Buddhist tradition, but a beacon of spiritual renewal and cultural renaissance in the heart of Vietnam.

### 3.3.1 Buddhism: Fostering Spiritual Values Amidst Tourism Development in Tuyen Quang City

In the contemporary landscape of travel, spiritual tourism has emerged as a compelling avenue to satiate the innate yearning for solace and introspection amidst the tumult of modern existence. Propelled by the exigencies of urban living, individuals increasingly seek respite through journeys imbued with historical and cultural significance, forging a symbiotic bond with the locales they traverse.

Tuyen Quang, in recent years, has garnered acclaim for its diverse array of tourist attractions, each offering a unique tapestry of experiences ranging from ecological immersion to historical exploration. Yet, it is the nexus of spirituality and cultural heritage that distinguishes the region, beckoning pilgrims and travelers alike to embark on a transformative odyssey. Here, amidst the hallowed precincts of pagodas, temples, and Zen monasteries, visitors encounter a sanctuary for the soul—a realm where the temporal and the transcendent converge.

At the heart of Tuyen Quang's spiritual allure lies its rich tapestry of religious edifices steeped in millennia-old traditions. Beyond mere pilgrimage, spiritual tourism in Tuyen Quang represents a holistic endeavor encompassing exploration, enlightenment, and cultural immersion. As articulated by scholars, spiritual tourism transcends the confines of ritualistic observance, offering a profound engagement with history, philosophy, and communal ethos.

In recognition of its burgeoning potential, the People's Committee of Tuyen Quang Province has delineated a comprehensive roadmap for the development of spiritual tourism. Emphasizing the preservation of cultural heritage

and ecological integrity, the initiative underscores the imperative of sustainable tourism practices—a harmonious interplay between economic prosperity and cultural stewardship.

Integral to this vision is the cultivation of immersive experiences that resonate with the discerning traveler, marrying spiritual contemplation with cultural enrichment. Through curated retreats and educational programs, tourists are afforded the opportunity to delve into the profundities of Buddhist teachings, embarking on a journey of self-discovery and spiritual renewal.

Moreover, the convergence of spiritual tourism with local cultural experiences engenders a symbiotic relationship between economic vitality and cultural preservation. By showcasing indigenous handicrafts, agricultural produce, and culinary traditions, Tuyen Quang epitomizes the quintessence of responsible tourism—a paradigm where economic prosperity coalesces with cultural authenticity.

However, the pursuit of tourism development must be tempered with a judicious commitment to environmental conservation and cultural heritage preservation. As cautioned by scholars, the unchecked exploitation of resources risks irreparable harm to the delicate balance of ecosystems and the sanctity of cultural landscapes. Thus, any endeavors in tourism development must be undergirded by a steadfast commitment to sustainability—a mandate to safeguard the legacy of past generations for posterity.

In essence, the evolution of spiritual tourism in Tuyen Quang City represents a paradigmatic shift in contemporary travel—a renaissance of the soul amidst the cacophony of modernity. Through a judicious fusion of spiritual values, cultural heritage, and ecological stewardship, Tuyen Quang emerges not merely as a destination, but as a beacon of enlightened living—a testament to the enduring allure of the human spirit.

## 4. Conclusion

Tourism, renowned for its role as a smokeless industry, stands as a formidable driver of economic prosperity, yielding undeniable benefits to host communities. Within the purview of Tuyen Quang, spiritual tourism emerges as a pivotal facet of local strength, intertwining economic, social, and cultural dividends. By fostering the development of spiritual and cultural tourism, Tuyen Quang not only augments its economic vitality but also enriches the lives of seekers yearning for substantive and enriching experiences. Central to the ethos of spiritual tourism is its capacity to imbue visitors with profound insights into spiritual culture, offering a pathway to spiritual enlightenment and renewal. As pilgrims traverse the hallowed precincts of temples and monasteries, they are enveloped in an aura of tranquility and serenity, catalyzing a transformative journey towards inner peace and harmony.

Tuyen Quang's historical tapestry, replete with vestiges of yesteryears, serves as a poignant reminder of the region's indomitable spirit and resilience. Beyond the confines of religious edifices, the landscape is adorned with temples and relics bearing witness to the struggles for independence and sovereignty. The confluence of spiritual tourism with historical narratives engenders a profound sense of reverence and intrigue among visitors, underscoring the multifaceted allure of the region.

Diverse in its manifestations, spiritual tourism transcends conventional paradigms, encompassing a spectrum of

experiences aimed at kindling reverential faith and spiritual fortitude. Whether through sacred rituals or meditative retreats, visitors find solace and inspiration amidst the sanctified environs, propelling them towards greater levels of awareness and conviction.

In the strategic blueprint for economic development, spiritual tourism emerges as a linchpin of socio-economic progress, embodying the ethos of cultural enrichment and communal well-being. By leveraging the inherent cultural values and religious heritage, Tuyen Quang pioneers a trajectory of development that is both sustainable and socially inclusive, fostering a harmonious equilibrium between economic prosperity and cultural preservation.

In essence, the trajectory of spiritual tourism in Tuyen Quang epitomizes a confluence of tradition and modernity, heritage and innovation—a testament to the region's unwavering commitment to holistic development. As Tuyen Quang navigates the currents of globalization, spiritual tourism stands as a beacon of resilience, guiding the region towards a future defined by prosperity, inclusivity, and cultural vibrancy.

### 5. Acknowledgements

This research is funded by Tan Trao University in Tuyen Quang Province, Vietnam.

### 6. References

1. Thich Thien Hoa. Buddhist Studies Volume 1. Phương Đông Publishing House, Ho Chi Minh City, 2015.
2. Thich Thien Hoa. Buddhist Studies Volume 2. Phương Đông Publishing House, Ho Chi Minh City, 2015.
3. Thich Thien Hoa. Buddhist Studies Volume 3. Phương Đông Publishing House, Ho Chi Minh City, 2015.
4. Thich Chon Thien. Buddhist Doctrine. Hồng Đức Publishing House, Hanoi, 2016.
5. Nguyen Van Minh. Religious Beliefs of Ethnic Groups in Vietnam. Social Sciences Publishing House, Hanoi, 2013.
6. Thanh Nghiem, Tinh Hai. History of World Buddhism. Social Sciences Publishing House, Hanoi, 2008.
7. Thich Nhuan Thinh. History of Indian Buddhist Thought. Hồng Đức Publishing House, Hanoi, 2020.
8. Nguyen Tai Thu (Editor). History of Vietnamese Buddhism. Pedagogical University Publishing House, Hanoi, 2022.
9. Nguyen Van Doan, Le Van Chien. Overview of Luy Lau Buddhist Center (Bac Ninh), April 13, 2023. Retrieved from: <https://tapchivanhoaphatgiao.com/luu-tru/20013>
10. Ngo Duc Tho. Zen Transmission Anthology. Văn Học Publishing House, Hanoi, 1990.
11. Nguyen Lan Anh. Development of Buddhism in Vietnam during the Lý - Trần Period. Journal of Social Sciences and Humanities Manpower. 2013; (2):44-52.
12. Vietnam Buddhist Sangha, n.d. Retrieved from: <https://vi.wikipedia.org/>
13. Vietnam Buddhist Sangha Charter (6th edition).
14. Tran Thi Hong Anh. Spiritual Tourism and Cultural Festivals in Vietnam during Globalization. Travel Magazine, July, 2014, 42-45.
15. Tuyen Quang Provincial People's Committee. Decision No. 144/QĐ-UBND on the Approval of the Tourism Product Development Plan for Tuyen Quang Province, Phase 2023-2030. Tuyen Quang, April 19, 2023.
16. Duong Duc Minh. Spiritual Tourism in Vietnam: Theoretical and Practical Issues. Journal of Science and Technology Development. 2016; (19):37-45.
17. Nguyen Van Tuan. Spiritual Tourism in Vietnam: Current Situation and Development Orientation. Presented at the International Conference on Spiritual Tourism for Sustainable Development, Ninh Binh, November 22, 2013.
18. Most Venerable Thich Thien Hoa. Book 1 of Buddhist Studies, Oriental Publishing House, Ho Chi Minh City, 2015.
19. Most Venerable Thich Thien Hoa. Book 2 of Buddhist Studies, Oriental Publishing House, Ho Chi Minh City, 2015.
20. Most Venerable Thich Thien Hoa. Book 3 of Buddhist Studies, Oriental Publishing House, Ho Chi Minh City, 2015.
21. Thich Chon Thien. Theory of Buddhism, Hong Duc Publishing House, Hanoi, 2016.
22. Nguyen Van Minh. Religions and beliefs of ethnic groups in Vietnam, Social Science Publishing House, Hanoi, 2013.
23. Dharma Master Thanh Nghiem - Master Tinh Hai. World History of Buddhism, Social Science Publishing House, Hanoi, 2008.
24. Thich Nhuan Thinh. History of Indian thought Buddhism, Hong Duc Publishing House, Hanoi, 2020.
25. Nguyen Tai Thu (Editor). History of Buddhism in Vietnam, Pedagogical University Publishing House, Hanoi, 2022.
26. Nguyen Van Doan - Le Van Chien. About Luy Lau Buddhist Center (Bac Ninh), April 13, 2023. <https://tapchivanhoaphatgiao.com/luu-tru/20013>
27. Ngo Duc Tho. Zen garden, Mr. Literary Publishing House, Hanoi, 1990.
28. Nguyen Lan Anh. The development of Buddhism in Vietnam during the Ly - Tran dynasties. Journal of Human Resources and Social Sciences. 2013; (2):44-52.
29. Vietnamese Buddhist Sangha <https://en.wikipedia.org/>
30. The Charter of the Buddhist Church of Vietnam (6th Amendment).
31. Tran Thi Hong Anh. Spiritual tourism and cultural festivals in Vietnam in the era of globalization, Travel Journal, July 2014, 42-45.
32. People's Committee of Tuyen Quang Province. Decision 144/QĐ-UBND on Promulgating the Project to develop typical tourism products in Tuyen Quang province, in the period of 2023-2030, Tuyen Quang, April 19, 2023.
33. Duong Duc Minh. Spiritual Tourism in Vietnam: Theoretical and Practical Issues, Journal of Science and Technology Development. 2016; (19):37-45.
34. Nguyen Van Tuan. On Spiritual Tourism in Vietnam - Current Situation and Development Orientation, Presentation at the International Conference on Spiritual Tourism for Sustainable Development, Ninh Binh, November 22, 2013.