

PRESERVING AND PROMOTING THE VALUE OF THE TRO CHIENG FESTIVAL IN THE CURRENT PERIOD

Nguyen Dinh Thao

Thanh Hoa University of Culture, Sports and Tourism

Email: nguyendinhxthao@gmail.com

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On June, 12th, 2017, the Tro Chieng Festival was recognized by the State as a national intangible cultural heritage. This marks the recognition of the State of the core cultural values of the Tro Chieng Festival. After the festival was recognized as a national intangible cultural heritage, the authorities of the People's Committee of Yen Ninh commune, the People's Committee of Yen Dinh district had many activities to preserve the value of this festival. However, in recent years, the preservation and promotion of the value of the festival has not really brought results. Therefore, this research will contribute some practical solutions to promote the values of the Festival, thereby really becoming a driving force for cultural development in the current period

Keywords: *Festivals; Tro Chieng; Tradition; Yen Ninh commune; Yen Dinh district.*

1. Introduction

The Chieng Festival takes place in Trinh Xa village, Yen Ninh commune, Yen Dinh district, Thanh Hoa province. This is a performance festival imbued with elements of royal culture, folklorized to reflect the working life, fighting and dreams of the people, associated with the history of fighting against foreign invaders. Taking place every year, the main festival is held from the 10th to 12th of the first lunar month. The festival is associated with the name of Trinh Quoc Bao - the person who was awarded the title of Village Thanh Hoang of Trinh Xa village. Trinh Quoc Bao was born around 998, he worked as a mandarin for the Ly dynasty, and was a talented military general. With 12 performances as symbols of the 12 months of the year (golden feast procession, chicken feast procession, Tutelary God procession, Thien Vuong team performance, cheo singing and dancing game, groom picking game, elephant fighting game, horse and horse game, Dragon fighting game, ship spear game, fireworks game, holiday game and fortune games) Tro Chieng festival has gone into many different themes, vividly and deeply reflecting the working life, fighting to protect the organization nation, entertainment of the people as well as commemorating the image and great contributions of the Three Dukes Trinh Quoc Bao.

Tro Chieng Festival is not only a festival for the people of Trinh Xa village but also a festival and an attractive destination for tourists from all over. Tro Chieng was invited to participate in many festival events in Thanh Hoa province. In 2010, Tro Chieng festival was also honored to represent festivals in

Thanh Hoa province to perform to celebrate the 1000th anniversary of Thang Long. On June 20th, 2017, the Chieng Festival was included in the list of National Intangible Heritage by the Ministry of Culture, Sports and Tourism.

The Chieng Festival in Yen Ninh commune, Yen Dinh district, Thanh Hoa province brings spiritual value to people through creating a spiritual space where they can find the supernatural and hope to receive blessings, pray for good luck for your family and yourself, awaken your belief in supernatural powers.

The Tro Chieng Festival is an opportunity to convey and honor traditional historical and cultural values, recreating the merits of the village's Tutelary God Trinh Quoc Bao to the people. Besides that, the Tro Chieng Festival also makes an important contribution to creating solidarity and demonstrating community strength. Every festival (January 10th-12th annually), local people from all over the region come to Trinh Xa Village - Yen Ninh to attend the festival and meet and visit relatives.

After the Tro Chieng Festival was recognized as a national intangible cultural heritage, Yen Ninh Commune and Yen Dinh District People's Committee organized and implemented many solutions such as: promulgating and implementing policies; organizing and controlling activities, strengthening propaganda and training for cultural staff, mobilizing resources to preserve and promote the values of the festival as well as inspect and inspect festival organization works...

Although preserving and promoting festival values has achieved many results, there are still

some limitations such as: The implementation of district programs and projects on preserving and promoting values of The Tro Chieng festival is not yet widespread; The ceremony gradually becomes sketchy and perfunctory to focus on the festival; The potential of local cultural values and identities among the people has not been fully exploited...

Therefore, it is necessary to evaluate the current situation and propose solutions to preserve and promote the value of the Tro Chieng Festival.

2. Research overview

As a national intangible heritage, many scholars have paid attention to the Tro Chieng Festival, written articles researched and collected records about its origin as well as details about the typical festival and traditional art,... Specifically, there are some articles as follows:

“Village culture through folk performances” (Tran Thi Lien, 1992), the article also wrote about the Festival. Tro Chieng is one of the traditional folk performance forms in Thanh Hoa. The author Tran Thi Lien has researched issues including the history and origin of the festival, how it is organized and takes place, as well as the traditions and rules related to the festival. The article focuses on describing the characteristics and activities of the Tro Chieng Festival. This includes performances, offerings, typical costumes and jewelry, as well as related rituals and traditions. In the article, the author also analyzed the cultural values of the Tro Chieng Festival for local people and society in general. These values include maintaining and preserving cultural traditions, creating opportunities for social encounter and interaction, along with promoting community pride and cultural awareness. This article is not only a study of folk culture, but also a way to honor and preserve the precious cultural values of Thanh Hoa. The article provides readers with an in-depth look at the Tro Chieng Festival and helps them better understand the importance of folk performances in maintaining and developing community culture.

“Survey of Xu Thanh Cultural Village” (Hoang Anh Nhan, Le Huy Tram, 1993) also introduced the Tro Chieng Festival. The articles in this book provide a thorough analysis of the cultural, spiritual, and social values of the Games in the Tro Chieng Festival. The author has delved into researching the meaning and consciousness of games, performances, or worship ceremonies in the cultural context of the local community. The article provides detailed information on how to organize games in the Chieng Festival, including preparation, arrangement and performance. The author presented the roles of the participants, how they were selected and trained, and how the Games contributed to creating the joyful and exciting atmosphere of the festival. This book not only helps

readers understand better about the Tro Chieng Festival but also educates and preserves folk culture in Xu Thanh. It contributes to the transmission and awakening of awareness of the precious traditional cultural values of this region, as well as promoting interest and research in this field.

“Traditional Festival Rituals of the Qing Dynasty” (Le Huy Tram, Hoang Anh Nhan, 2001), this is a work that completely collects and compiles the activities taking place during the festival, including a description of the Tro Chieng Festival. The book not only introduces the Tro Chieng Festival but also provides a detailed description of the performances, preparations, costumes, music, and traditions related to this festival. The book researches and analyzes the cultural and social value of the Tro Chieng Festival for local people and society in general, helping readers understand its importance in maintaining and developing community culture.

“Music in traditional festivals of Vietnamese people in Thanh Hoa” (Do Thi Thanh Nhan, 2011), this is a work that collects, analyzes, evaluates, and affirms the value of folk music among Vietnamese people in Thanh Hoa in traditional festivals in which Tro Chieng is one of many research subjects.

In addition, there are many other articles and researches about the Tro Chieng Festival, however most of these researches focus on understanding and introducing the content, meaning and performance space of the performances during the festival. Research to point out the unique and specific values of culture and art in festivals, the current status of festival management and conservation, thereby find methods and models to preserve, promote the true values, integrity, sustainability and development in current and future socio-economic life are absolutely necessary.

3. Research method

Approach: The article uses interdisciplinary and multidisciplinary research methods such as cultural studies, ethnology, sociology, cultural management; methods of analysis, synthesis, comparison, document research methods,... to consider and evaluate the cultural value of the Tro Chieng festival

Research method: The article uses the method of analyzing and synthesizing secondary documents about the Chieng Festival from research data of cultural agencies, historical data and local people's records...

4. Research result

4.1. Current status of preserving and promoting the value of Tro Chieng festival in the current period

Firstly, to carry out the work of preserving and promoting the value of the Tro Chieng festival, the People's Committee of Thanh Hoa province has

directed the Department of Culture, Sports and Tourism based on a set of criteria on building a cultural environment in the provincial media festival (according to Decision No. 2068/QĐ-BVHTTDL) to issue detailed assessments of traditional festivals in Thanh Hoa province. At the same time, the Department also guides People's Committees of Yen Dinh District to preside over the development of a set of criteria for each festival of the district.

For the Tro Chieng Festival, the People's Committee of Yen Dinh district issued Decision No. 398/QĐ -UBND of the Chairman of the People's Committee of Yen Dinh district on approving the criteria for evaluating the festival. This is an important basis for relevant units to develop plans to develop and organize the Tro Chieng Festival to ensure the set requirements.

Yen Dinh District People's Committee established a Research Committee on Tro Chieng Festival. The festival research committee includes managers, researchers, scientists, artisans and local leaders to collect, supplement and teach the identity values of the Tro Chieng festival.

In order to organize the festival in accordance with legal regulations and promote the festival's identity value, Yen Dinh District People's Committee has issued a total of 17 documents on the management of the Tro Chieng festival. The content of the regulatory documents focuses on assessing the value of the Tro Chieng festival, the development planning of Tro Chieng until 2030, responsibilities of relevant departments in organizing Tro Chieng and inspection. Review of Tro Chieng Festival, the District People's Committee set out a planning framework to incorporate the Tro Chieng festival into primary education (Local Cultural Education subject), this is also one of the measures to educate the younger generation to understand cultural traditions, local history.

The District People's Committee has reviewed and restored 12 performances in the festival. In particular, attention is paid to restoring the original elephant fighting game, and considering the specific details of the fireworks game in accordance with current regulations of the State. The District People's Committee has trained cultural managers about the festival to help cultural officials deeply understand the festival, thereby taking measures to manage and preserve the festival.

Before organizing festivals, plans are drawn up, guiding documents are issued, and a festival organizing committee is established. The Organizing Committee of the Festival develops operating regulations and internal regulations to protect the relics, guides people and visitors to celebrate at the relics; Implement a civilized lifestyle and cultural beliefs in religious and religious activities and

festivals, preserve the solemnity and sacredness of places of worship...

During the process of organizing the festival, the District People's Committee always thoroughly supervises units such as police, health, culture and information... to coordinate closely with the Organizing Committee to implement festival and festival activities as required.

Financial management during the festival is carried out by the Yen Dinh District People's Committee and Yen Ninh Commune People's Committee in accordance with current State regulations. The mobilization of other social resources to serve festival activities is public, transparent and used for the right purpose; the collected funds are focused on research, restoration and organization of the Festival.

During festival activities, the people can maximize the subjectivity of the Festival, thereby, traditional cultural values and fine customs are preserved and promoted; especially the moral "When drinking water, think of its source"; "When eating fruit, remember the person who planted the tree" is regularly given attention to educating generations in association with honoring those who have contributed to the people and the country.

The District People's Committee coordinates to direct localities and units to strengthen propaganda and promotion of the meaning of the Tro Chieng festival, especially the People's Committee of Yen Ninh Commune. Through that, the Commune People's Committee has actively carried out communication work about the festival through banners, loudspeakers, communication on social networks, Thanh Hoa television, Thanh Hoa newspapers... to help people. and everyone understands the festival correctly and participates in festival activities.

Inspection of festival activities and inspection of festival organization are indispensable activities. The District People's Committee has assigned the Department of Culture and Information to preside over the work of guiding and inspecting festival organization activities, thoroughly grasping the guiding viewpoints during the festival to aim for the implementation of the festival in Carry out the festival in a civilized and public manner and promote the noble values of the Festival.

4.2. Limitations in preserving and promoting the value of Tro Chieng festival in the current period

Although the work of preserving and promoting festival values has achieved many results, there are still some limitations such as:

Firstly, Yen Ninh Commune People's Committee and Yen Dinh District People's Committee have not focused highly on promoting the value of the Tro Chieng Festival. Activities concerned with

preserving and promoting festival values are only carried out strongly during the period when the Festival is recognized as a national intangible cultural heritage.

Secondly, the implementation of district programs and projects on preserving and promoting the value of Tro Chieng festival has not been widespread; The ceremony gradually becomes sketchy and perfunctory, to focus on the festival; The potential of local cultural values and identities among the people has not yet been exploited...

Thirdly, although the propaganda for implementing a civilized lifestyle in festival activities has been carried out regularly, it is still superficial and has not had long-term effects. Facilities, especially services, are underdeveloped and do not meet the needs of the people.

Fourthly, organizing training, fostering and supporting the training and fostering of human resources in the cultural sector still has many limitations and has not overcome the inadequacies in cultural professional training required in the current period. Currently, as well as the low quality of human resources, there is no support policy to encourage folk artists to pass on the nation's unique cultural values to the next generation.

Fifthly, inspection, inspection and handling of violations in festival activities, although paid attention to, are not carried out regularly, are mainly incidental, so the effectiveness is not high, the handling work, sometimes, is not serious, not decisive, and still respectful.

Although there have been many efforts to promote the socialization of festival activities (from decentralizing management to the grassroots), the festival is still imposed and administrativeized. Therefore, the mobilization of resources has not been widespread among all strata of people and social organizations throughout the city participating.

5. Discussion

In recent years, traditional festival activities in Yen Ninh commune in general and Tro Chieng festival in particular have always received the attention of all levels and sectors from the Central to the commune. In particular, the attention of the Department of Culture and Information of Yen Dinh district has had a strong impact on the organization and management of festivals in the district in general and the Tro Chieng festival in particular. That impact is demonstrated through projects of collecting and researching documents to serve the restoration of the festival and preparing documents to rank national intangible relics in 2017. Next, the festival is organized and takes place every year in a joyful and healthy way, in a solemn but no less bustling and exciting atmosphere, showing that the festival has a lasting vitality in spirituality life the of

local people and become a unique cultural feature, contributing to enrich spiritual tourism products in Yen Dinh district. In 2018, the Tro Chieng Festival was certified as a national intangible cultural heritage, which once again affirmed the value of the festival as well as the cultural activities preserved and passed down here.

To achieve current achievements, the management goals of the Tro Chieng festival are the goals to be achieved, predetermined by the management cadres and are also the basis for the actual management entity identify the management impacts, as well as select appropriate management methods.

In the coming period, the organization of the Tro Chieng festival needs to be healthy, safe, economical and against business and profit-seeking tendencies. Preserving the value of the Tro Chieng festival in Yen Dinh commune requires focusing on collecting and compiling documents related to the festival, promoting propaganda and popularizing the values of the festival to the community. Preserving the values of the Tro Chieng festival is associated with scientific research and community education: The work of preserving festival values cannot be separated from scientific research and community education. To preserve the value of the Tro Chieng festival, Yen Dinh District People's Committee has conducted research on the historical origin and how to organize Tro Chieng as a scientific basis for conservation. Besides, preserving the value of the Tro Chieng festival must be associated with community education so that the community can recognize the values that the festival brings.

Preserving the values of the Tro Chieng festival must first pay attention to meeting the needs of the community. The work of preserving festival values must pay attention to meeting the needs including material and spiritual needs of the community and the community must benefit from the festival. The Tro Chieng Festival needs to be truly cared for and connected to the community so that the community can perceive cultural values and live with those cultural values. From then on, they fell more in love with the Tro Chieng festival and worked hard to preserve the festival.

Preserving and promoting the value of festival cultural values, protection is to develop and exploit traditional cultural values so that they can revive, making those values exist in real life, dynamizing the festival's existing forms on the basis of attracting the attention of all social classes, thanks to which values are operated and penetrated into current life. And in contrast, promoting the cultural values of the festival is to bring cultural values to the community, help the community develop economically and meet the task of preserving the cultural values of the festival more completed.

Preserving and promoting the cultural value of

the festival is for economic development, promoting means knowing how to inherit the quintessence left by previous generations. Those values are the sum of experience from practice. If they are suitable for the new era, they need to be promoted, and at the same time, we must know how to create new ones based on the basis of traditional ones to enrich cultural identity, contributing to meeting the cultural enjoyment needs of contemporary residents and also being an opportunity to create more unique tourism products to help sustainable economic development for the locality.

Preserving and promoting the cultural value of the Tro Chieng festival associated with exploiting the potential and strengths of the original culture, serving the development of tourism and services, creating a premise for local socio-economic development. Through the organization of the Tro Chieng festival, it arouses pride, a sense of responsibility, strengthens the solidarity of local people, and contributes to building Yen Dinh's homeland to become more and more wealthy, beautiful and civilized.

Therefore, in the coming time, Yen Ninh Commune People's Committee and Yen Dinh Commune People's Committee need to implement some solutions as follows:

Firstly, enhance capacity and maximize participation of relevant parties.

In recent years, the organization of the festival has only taken place locally with the goal of preserving cultural values without the participation of departments working in communication and promotion of the festival. That's why the Tro Chieng festival is only shown as a festival of the people of Yen Ninh commune. In the coming time, the Commune People's Committee and District People's Committee need to have specific strategies to widely spread the Tro Chieng festival. To implement this solution, the District People's Committee needs to contact and work with Tourism Companies, develop tourism programs, and closely coordinate with local tourist attractions to build a list of tourist attractions (spirituality, landscape....).

Secondly, promote propaganda activities to raise people's awareness about the role of festivals in building an advanced and imbued Vietnamese culture with national identity. Focus on propaganda work so that people clearly understand the cultural and historical values of the festival, appreciate and actively promote those values in current community life. It is necessary to compile documents about the history of the festival, the life and career of Tro Chieng in order to introduce it to people in the community as well as tourists attending the festival. Besides, there is the restoration of games and performances that have many cultural values during

the festival. It is necessary to recreate simulation games... It is necessary to understand the meaning and value of the festival, understand what good customs and traditions are. Along with the above activities, we are interested in propagating and educating to raise awareness for the community to resolutely fight against negative phenomena at festivals and superstitious activities and other social evils. It is necessary to actively propagate and mobilize people to participate in festival management, arousing their pride in the Tro Chieng festival. Help them realize the beauty of the festival. From there, they will contribute to preserving and joining hands to preserve the human values of the festival. It is necessary to regularly set examples of good people and good deeds in participating in organizing and managing festivals, posting them in the mass media, on the basis of contributing to making people aware of their rights and obligations to voluntarily participate in the festival. Propaganda work to help people understand the cultural and historical values of the festival is considered the leading measure in preserving and promoting the cultural values of festivals in the life today .

Thirdly, enhance socialization in activities to preserve and promote festival cultural values. Because the purpose of preserving and promoting the cultural values of the festival is to serve the needs of the majority of people. Therefore, the contribution of the social community is both a responsibility and an obligation to contribute to protecting monuments. This is the basis for the socialization of conservation activities and promotion of festival cultural values. Socialization in preserving festival values is the process for people to participate in preserving and creating the cultural values of the festival. Socialization activities aim to mobilize all resources of organizations and individuals in the community to participate in serving the festival. It is the process of calling for material and spiritual contributions such as: finance, materials, documents, artifacts, intelligence, labor participation... in festival conservation activities. Every year, the Tro Chieng festival does a good job of calling for active participation and contributions from the community. Therefore, it is necessary to publicize and transparently use revenue sources for the right purposes and effectively to serve the work of preserving monuments and festival activities. To continue mobilizing human resources for the festival, there needs to be a form of honoring and rewarding outstanding groups and individuals who actively contribute to the conservation and restoration of monuments and the organization of the festival. There should be preferential policies for businesses participating in serving the festival. In order for socialization activities in the work of preserving and promoting the cultural values of the

festival to be practically effective, it is necessary to focus on propaganda to raise awareness of the people's responsibility in preserving the festival.

6. Conclusion

The Tro Chieng Festival is one of the typical festivals to remember the gratitude of Tutelary God Trinh Quoc Bao in Yen Ninh commune - Yen Dinh district - Thanh Hoa province. The Tro Chieng Festival carries with it typical cultural values that satisfy the needs of spiritual culture, traditional education, unite and demonstrate the strength of the community, towards the roots, create an environment for creativity and cultural enjoyment, preserve, enrich and promote national cultural identity, contribute to promoting economic and social development. These cultural values that have enriched the cultural and spiritual life of ethnic

communities in Thanh Hoa province.

In recent years, the organization and management of the Tro Chieng festival in Thanh Hoa province has had many positive changes. From there, it makes an important contribution to preserving and promoting the value of national cultural heritage, improving the spiritual life of the people. The festival is held with solemn, sacred, and respectful worship rituals. The Festival Organizing Committee has implemented many measures to help preserve and promote the value of the Tro Chieng festival. However, in order for the festival's value to spread, the District People's Committee and the Festival Organizing Committee need to promote the strength of the community, coordinate with media and tourism units to supplement Yen District's tourism list, in which has the highlight of the Tro Chieng Festival...

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BẢO TỒN VÀ PHÁT HUY GIÁ TRỊ LỄ HỘI TRÒ CHIỀNG TRONG GIAI ĐOẠN HIỆN NAY

Nguyễn Đình Thảo

Trường Đại học Văn hóa, Thể thao và Du lịch Thanh Hóa

Email: nguyendinhxthao@gmail.com

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Ngày 25/2/2018, Lễ hội Trò Chiềng được Nhà nước công nhận là di sản văn hoá phi vật thể quốc gia. Điều này đánh dấu sự ghi nhận của Nhà nước về những giá trị văn hoá cốt lõi của Lễ hội Trò Chiềng. Sau khi lễ hội được công nhận di sản văn hoá phi vật thể quốc gia, chính quyền UBND xã Yên Ninh, UBND huyện Yên Định đã có nhiều hoạt động nhằm bảo tồn giá trị của lễ hội này. Tuy nhiên, trong những năm gần đây, việc bảo tồn và phát huy giá trị của lễ hội vẫn chưa thực sự mang lại kết quả. Vì thế, nghiên cứu này nhằm đề xuất một số giải pháp mang tính thực tiễn để phát huy các giá trị của lễ hội, tạo động lực cho sự phát triển nền văn hóa trong giai đoạn hiện nay

Từ khóa: Lễ hội; Trò Chiềng; Truyền thống; Xã Yên Ninh; Huyện Yên Định.