

EXPRESSIONS OF THE GENTLE, ELEGANT, AND HOSPITABLE STYLE OF DALAT PEOPLE

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Abstract

This study aims to analyze expressions of the gentle, elegant, and hospitable style of Dalat people and to clarify the differences and relationships between demographic factors and assessments of style. The research methods in this study include a survey of 1246 residents and travelers, 12 interviews, and 2 focus group discussions. The results show that a gentle style is the most prominent characteristic of Dalat people. The results also show that where people live before coming to Dalat and their length of time in Dalat influence their assessment of the style of Dalat people. Additionally, the study revealed that gender and education level influence evaluations of the style of Dalat people.

Keywords: Elegant; Expression; Gentle; Hospitality; Style.

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1. INTRODUCTION

Dalat, a city on the Langbiang plateau, is a familiar place for Vietnamese and international tourists. At the end of the 19th century, the French colonists succeeded in their invasion and dominated Vietnam. In the first colonial exploitation program (1897-1914), the French advocated building Dalat into their administrative center in the Far East. Along with the discovery of the Langbiang plateau and the intention by the French to develop Dalat into a resort center, the Vietnamese (Kinh) came to Dalat to settle. It is the mixture of people from many cultural regions that has permeated the way of life of Dalat's residential community, forming their "gentle, elegant, and hospitable" style. Therefore, when studying Dalat, it is impossible to ignore the style of the Dalat people. This article discusses the manifestations of the "gentle, elegant, and hospitable" style of the Dalat people today.

2. RESEARCH METHODS

The study used a questionnaire survey of 1,246 people, including 647 people from Dalat (51.9%) and 599 tourists (48.1%). The questionnaire collected responses from residents and visitors for each question using a scale of 1-5 (from strongly disagree to strongly agree). The survey data were processed using SPSS 22.0 software. The study also used in-depth interviews with 12 people and 2 group discussions that involved individuals knowledgeable about the history and culture of the city's residents and selected based on the criteria of age, sex, residence time, etc. The research methods aim to collect practical data on the characteristics of Dalat people's style – gentle, elegant, and hospitable.

3. RESEARCH RESULTS

3.1. Common expressions of Dalat people's style

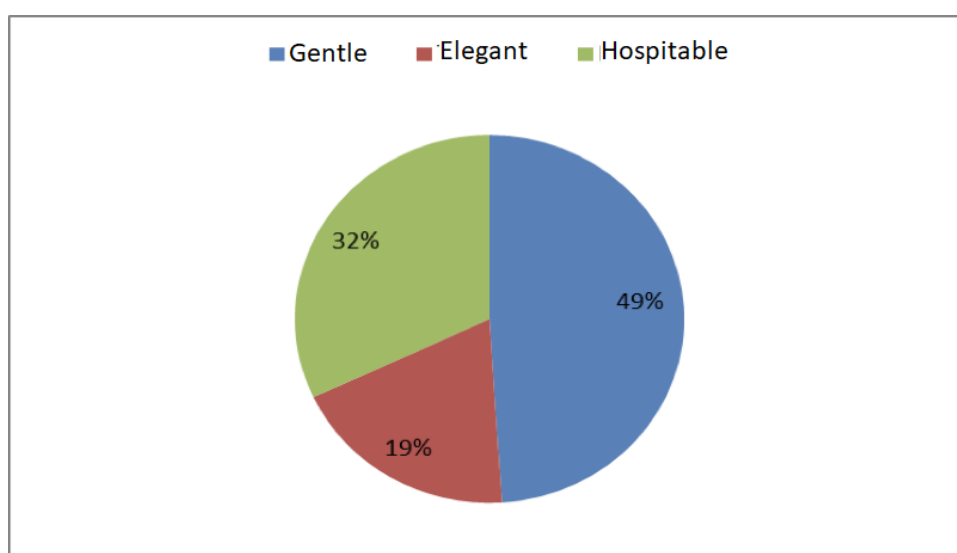


Figure 1. The most outstanding features of the style of Dalat people

Experiencing the upheavals of history, the population groups in Dalat within the formation and development process and the influence of natural, economic, cultural, and social environmental conditions have formed a gentle, elegant, and hospitable style. These stylistic features are expressed from their outer appearance to the depth of their soul that anyone contacting them can feel. The survey results in Figure 1 show that the most outstanding feature in the style of Dalat people is gentleness, according to 49% of respondents. The elegant characteristic stands in the lowest position at 18.9%, and the hospitality feature comes in second, having been chosen by 32.1% of respondents.

Thus, gentleness is seen as the most prominent feature in the style of Dalat people. Living year-round in a quiet natural setting with a cool climate, Dalat people are gentle, honest, and soon adapt to integrate into the living environment. From houses with green vegetable gardens to winding roads hidden behind hills, lovely villas hidden under pine trees, Xuan Huong Lake shining its natural beauty right in the heart of the city, etc., all show the harmony between genuine people and beautiful natural landscapes (Truong, 1993, p. 268). According to research by psychologists, the natural environment is an essential factor creating human psychological characteristics. Therefore, as the terrain, climate, and natural landscape in each region are different, the human psychology expressed in the form of emotions, feelings, needs, and personalities differs, too. An interviewee commented:

At night, the temperature drops, making Dalat people reluctant to go out and prefer to stay at home. As a result, family members have more opportunities to meet, exchange views, and live intimately with each other. Parents have more opportunities to educate and teach their children (A 68-year-old male, retired officer, Ward 8, personal communication).

That is true for Dalat, whose cool and quiet environment contributes to forming the gentle character of the people here. When it comes to the morality and style of Dalat people, it is impossible not to mention an elegant, intellectual pastime of some urbanites in middle age and older: the hobby of miniature landscapes. This phenomenon is not new. Our ancestors also had this hobby in the past. The Chinese, Koreans, and especially the Japanese have elevated it to an art form. It is a hobby and a method of spiritual nutrition with profound human meaning. And, it is very suitable for the ecological conditions of Dalat, the city of flowers (Phạm, 1990).

One interviewee stated:

My first impression when coming to Dalat is that the people of Dalat are very gentle, so people often say that birds roost on good ground. First, the people of Dalat are gentle and simple, possibly because of the environment, customs, and habits of the Dalat people. That is partly an influence of French culture, but the essence is the culture and tradition of the Dalat people. Second, I think it is also an impact of climate and nature. The charming landscape makes Dalat people quiet. About peacefulness, I think nature also generally plays a part. (A male IDI, 51 years old, photographer, resident of more than 20 years, personal communication).

Another said, “When tourists come to Dalat to play, what people first like is the climate, then the charming scenery, and the third thing is that Dalat people treat tourists gently” (A female IDI, 30 years old, living in Dalat for over 20 years, personal communication).

The characteristic of hospitality ranks second in the responses by tourists and residents at 32%. It is probably also a typical characteristic of Dalat people that anyone who comes once will have as an impression. It is understandable, as from all parts of the country, many people have settled in this good land, establishing hamlets and villages that are increasingly bustling, overcoming homesickness, and promoting the strength of the community by exploiting unused land and mastering nature. These are the premises and basis for creating solidarity among groups of residents from many different regions living here. These also explain why Dalat people of many different backgrounds, customs, habits, religions, beliefs, etc., remain free of prejudice or discrimination, live in the spirit of solidarity and association in love for the homeland and fellow citizens (Truong, 1993, p. 270). It is also an affirmation that:

Dalat residents are from many different regions and bring different characteristics from their original hometowns. However, due to the need to unite and develop the urban community, they have shared and integrated culture and put aside differences when looking for common ground. The community is accepted by everyone and has been transmitted over generations through the education system, community, school, and family (Nguyễn, 2019, p. 76).

Nguyễn (2018, p.65) states:

A small city with a high level of education will bring advantages in social, environmental, and security management. A city with a small population makes people stick together, sharing joys and sorrows, unlike a big city; the people there live so coldly, in anonymous social relations. Therefore, in addition to controlling the current population size, sustainable population quality is the prime issue for Dalat today.

Moreover, as Dalat is a center of tourism, with the resort and service industry gaining their livelihoods from guests, hospitality is no longer a sentiment but becomes beauty in the cultural behavior. This beauty appears in the saleswomen greeting warmly, gently, and respectfully, without using aggressive language. Service providers, such as drivers, porters, and inn staff, do not have demanding or insulting attitudes toward customers. Dalat people do not carp or envy but have a sympathetic look and are ready to help and guide when someone asks.

As for the “elegant” feature, which is at the third characteristic chosen by residents and visitors at 19%, there is a big difference compared to the two characteristics “gentle” and “hospitable.” Mentioning elegance, people often think that this style is characteristic of Hanoians, as expressed by the saying: “Not fragrant, but it is jasmine. Not elegant, yet they are the Trang An.” However, it is not coincidental that people often mention the “elegant” style of the Dalat people. Not only Eastern cultural identity and spiritual life,

but modern Western civilization has also influenced Dalat people due to their early contact with it. The harmonious relation between elements of both traditional culture and modern civilization is present in the style of the Dalat people. Therefore, they have developed ethereal spiritual pastimes, such as growing flowers, ornamental plants, and orchids, creating an “elegant” style distinct from anywhere else.

To better understand these manifestations, we conducted in-depth interviews and group discussions with residents and tourists. Some responses we obtained are as follows:

According to my perception, the expressions of the style of Dalat people are that Dalat people are good-tempered and gentle, less loud or quarrelsome, which can be called composure. They speak politely and are less offending to others. Dalat people have a leisurely, gentle, and slow style. They are less fond of flashy colors but like elegant, simple, and gentle house layout (A female IDI, 60 years old, pensioner, living in Dalat for over 40 years, personal communication).

An opinion of a relatively young person working in the tourism industry is the following:

The origin of the population in Dalat is diverse, but, strangely, it is not so difficult to look for common ground in the personality of Dalat people because all have had an impact and have been affected by the environment here. Therefore, people say Dalat people are gentle, elegant, and hospitable (A male IDI, 31 years old, tour guide, living in Dalat for over 11 years, personal communication).

One who has lived longer in Dalat commented as follows:

In my opinion, the people of Dalat are gentle and rustic, maybe first, because the customs and habits of the Dalat people formed a long time ago. That is also partly influenced by French culture, yet the main essence is the culture and traditions of the Dalat people. Secondly, I think it is also influenced by climate and nature as a charming landscape makes people calmer. Generally, in terms of gentleness, I think nature also impacts somehow (A male IDI, 51 years old, photographer, living in Dalat for over 20 years, personal communication).

Thus, the interviewees all agreed that gentle, elegant, and hospitable behaviors are common features in the style and cultural behavior of the Dalat people. From the survey results, the research team will clarify in the following sections specific expressions of Dalat people’s style chosen by locals and tourists.

3.2. Gentle style expressions of Dalat people

As for the gentle style, as shown in Table 1, the characteristic expression, “Gentle, good-tempered, easy-going,” was chosen at the level of agreeing or strongly agreeing by 76.3% of respondents, corresponding to an average score (mean score) of 4.05. It is also considered the most prominent expression of Dalat people’s style in general and the gentle style in particular. The second expression in the gentle style “Do not quarrel, dispute, or

offend others” was chosen by 73.3% of residents and tourists, corresponding to an average score of 3.95. The gentle personality of the Dalat people was molded from the first generations in Dalat, most of whom had migrated for their livelihood. So, they loved and lived a cozy life close to each other, creating the human identity of Dalat from the past to the present, which is one of respectful gratitude and not competing. Undeniably, the gentle, elegant, and hospitable style of Dalat today is the elite culture of residents from all parts of the country, and the result of accumulation and preservation through hundreds of years of the new residential community, as perceived and recognized by the social community (Phạm, 2019, p. 402).

Table 1. Expressions of the gentle style of Dalat people

Expression of gentle style	Level of Agreement					Total	Average
	1	2	3	4	5		
Gentle, good-tempered, easy-going	6	65	225	519	431	1,246	4.05
	0.5%	5.2%	18.1%	41.7%	34.6%	100%	
Do not quarrel, dispute, or offend others	0	50	283	594	319	1,246	3.95
	0%	4%	22.7%	47.7%	25.6%	100%	
Most common assessment of the gentleness degree	15	66	250	636	279	1,246	3.88
	1.2%	5.3%	20.1%	51%	22.4%	100%	

Notes: Level 1: Strongly disagree; Level 2: Disagree; Level 3: Neither agree nor disagree; Level 4: Agree; Level 5: Strongly agree.

To learn more about these expressions, we conducted in-depth interviews and group discussions with local residents and tourists. The responses include the following: “I feel that there is warmth and closeness, especially when dealing with the locals here. In them, I find there is a gentler, more relaxed, and romantic atmosphere than in other places” (Visitor, 32-year-old female, businesswoman, HCM City, personal communication).

People in Dalat are friendly, gentle, and polite. As a city associated with tourism for a long time, the people of Dalat, out of nowhere, have formed a very elegant and courteous behavior. This has become a feature of the personality and style of Dalat people such that, so far, anyone coming to Dalat is impressed (A female IDI, 36 years old, homestay tourism business, personal communication).

The style of the Dalat people is a blend of the honesty and innocence of the local ethnic minority people, the politeness of the Northern people, and the thoughtful, quiet, and cautious look of the Thua Thien Hue people, the industriousness and tenacity of the South Central Coast people and the progressive and liberal spirit of the French (A female IDI, 50 years old, working in tourism, living in Dalat for less than 20 years, personal communication).

Thus, the above comments once again affirm that Dalat people always show a gentle style, clearly evident in their behavior and communication with other people.

3.3. Expressions of the elegant style of the Dalat people

Table 2. Expressions of the elegant style of the Dalat people

Expression of elegant style	Level					Total	Average
	1	2	3	4	5		
Enjoying music at the teahouse	19	166	483	401	174	1,243	3.44
	1.5	13.4	38.8	32.3	14.0	100.0	
Making simple but eye-catching, attractive, and delicate dishes	16	117	467	438	208	1,246	3.59
	1.3	9.4	37.5	35.1	16.7	100.0	
Not getting drunk, not raising one's voice when talking, or making noise around other people	6	100	521	470	148	1,245	3.53
	0.5	8.1	41.8	37.8	11.9	100.0	
Dressing elegantly, polite, inoffensive, and matching clothes	14	67	310	520	334	1,245	3.88
	1.1	5.4	24.9	41.8	26.8	100.0	
Celebrating the gentle beauty with light makeup (only women)	9	64	262	594	315	1,244	3.78
	0.7	5.1	21.1	47.7	25.3	100.0	
Designing elegant houses in accordance with the landscape and nature	9	73	351	555	256	1,244	3.76
	0.7	5.9	28.2	44.6	20.6	100.0	
Decorating simple, elegant, and smart interiors	6	81	361	558	239	1,245	3.61
	0.5	6.5	29.0	44.8	19.2	100.0	
Participating in community activities	12	90	444	521	178	1,245	3.58
	1	7.2	35.7	41.8	14.3	100	
Support "giving way" culture when in traffic	14	98	431	550	152	1,245	3.79
	1.1	7.9	34.6	44.2	12.2	100	
The common assessment of elegance	9	54	358	596	229	1,246	3.91
	0.7	4.3	28.7	47.8	18.4	100.0	

Note: Level 1: Strongly disagree; Level 2: Disagree; Level 3: Neither agree nor disagree; Level 4: Agree; Level 5: Strongly agree.

The elegant style is expressed in many different ways. They like listening to music in the teahouse and preparing simple but attractive and delicate dishes. Dalat people choose elegant, polite, inoffensive, and matching clothes. Women celebrate their gentle beauty with light makeup. Houses are elegantly designed in accordance with the landscape and nature. The community activities and traffic culture are unique. Research results show that the expression of elegance of Dalat people is highly appreciated by locals and tourists as "Dressing elegantly, polite, inoffensive, and matching clothes" with 78.6% agreeing or strongly agreeing, corresponding to an average score of 3.88.

To learn more about this phenomenon, we conducted in-depth interviews and group discussions with residents and tourists. Responses include the following:

- The people of Dalat usually dress simply and discreetly because of the cold weather. The way to dress is very suitable for work. For example, vegetable and flower growers often wear modest clothing. They always wear sweaters and coats. At home, they often wear long-sleeved clothes. In Dalat, there are no special seasonal costumes. In the cold, rainy season, people wear warmer clothes. Nowadays, more modern than before, the fashion trend of young people is to wear *áo dài* less often. In the past, Dalat people often wore *áo dài* when they went to the market. Nowadays, sweaters come in many different styles and materials (Female, in-depth interview, 54 years old, trader, university graduate, living in Dalat for less than 20 years, personal communication).
- I really like the discreet but very luxurious look of people in Dalat, their peaceful way of talking, and their gentle slow manner, which are unhurried but very enthusiastic. These are enough to make a difference and impression about the Dalat people. I hope that this style will be cared for by everyone and create a unique impression for Dalat in the future (Visitor, in-depth interview, 32-year-old female, businesswoman, Ho Chi Minh City, personal communication).
- “Dalat people dress discreetly and politely, without too much makeup. Accessories such as scarves, sweaters, and woolen hats are favored by people in Dalat, contributing to the elegance and beauty of the outfit” (Female, in-depth interview, 60 years old, retired officer, living in Dalat more than 40 years, personal communication).

The second-place expressions are “Designing elegant houses in accordance with the landscape and nature” and “Decorating simple, elegant, and smart interiors” with percentages of 65.2% agree and 64% strongly agree and with average scores of 3.76 and 3.61, respectively. To discover more about this situation, we conducted in-depth interviews and focus group discussions with residents and tourists. The results are as follows:

Regarding Dalat’s house design, there are many French architectural styles. This design is cool in the summer but warm in the winter. People built houses in the form of villas. The French built 1500 villas in Dalat, but none of them had the same structure. That is most characteristic of Dalat (In-depth interview, male, 51 years old, photographer, living in Dalat for over 20 years, personal communication).

The expressions ranked in third place are “Participating in community activities,” “Making simple but eye-catching, attractive, and delicate dishes,” “Not getting drunk, not raising one’s voice when talking or making noise around other people” accounted for 56.1%, 51.9%, and 49.7%, respectively. These three factors were selected as agree, or strongly agree, with average scores of 3.58, 3.59, and 3.53, respectively. Regarding the manifestations in community activities, it is necessary to mention the belief in worshiping the city god. In their minds, spiritual things are unclear, concrete but present. The practice of worshiping the city god among Vietnamese in Dalat is basically a need to consolidate

the resident community according to the city unit, and the need for solidarity, cooperation, and support among people living in the same area. Our group's survey on the autumn ceremony at Thai Phien communal house in 2019 showed that all households with the origin of Thua Thien Hue sent family representatives to contribute money and participate in sacrifices. Culinary culture is also one of the cultural identities preserved and enriched by the population groups in "their new hometown." This is also consistent with the in-depth interview responses: "Dalat people eat quite mindfully; the greedy, chaotic, noisy eating style rarely happens here" (In-depth interview, female, 50 years old, university graduate, working in tourism, living in Dalat for less than 20 years, personal communication). "What makes Dalat people different from residents of other localities is that the phenomenon of 'not getting drunk, not raising one's voice when talking or making noise with people around'" (In-depth interview, female, 50 years old, university graduate, working in tourism, living in Dalat for less than 20 years, personal communication). Whether they work in tourism or not, they are often easy-going, gentle, and avoid impolite speech.

As for traffic, Dalat people are conscious of yielding and obey traffic rules quite well. This expression is rated at a relatively high level by residents and visitors, with an average score of 3.79. In the in-depth interviews, a person said the following:

In general, the vast majority of people are aware of traffic problems. They know how to give way to each other. Of course, there are also some cases where people don't follow the traffic rules very seriously. That's the minority (In-depth interview, male, 51 years old, photographer, resident of Dalat for more than 20 years, personal communication).

Until recently, Dalat was the only city in Vietnam without traffic lights. Dalat long retained this distinction partly due to the sense of obeying traffic rules by each citizen. Traffic culture is also an expression of the elegance of Dalat people.

The expression chosen with the lowest position is "enjoying music at the teahouse" with 46.3% agree, or strongly agree, corresponding to an average score of 3.44. This characteristic is often associated with the elderly; they have the time and economic means to enjoy spiritual values. Today, the younger generations have been much influenced by mass media. There are many other means of entertainment, so the type of music enjoyment has changed significantly.

3.4. Expression of the hospitality style of the Dalat people

The hospitality style of the Dalat people is characterized as gentle, polite, delicate, and sincere in communication. This is also reflected in the friendliness and politeness shown to visitors and the willingness to help others impartially. This style is also shown by Dalat people in business activities, such as not taking advantage of customers or inflating the price of goods. The results obtained in the investigation are summarized in Figure 2.

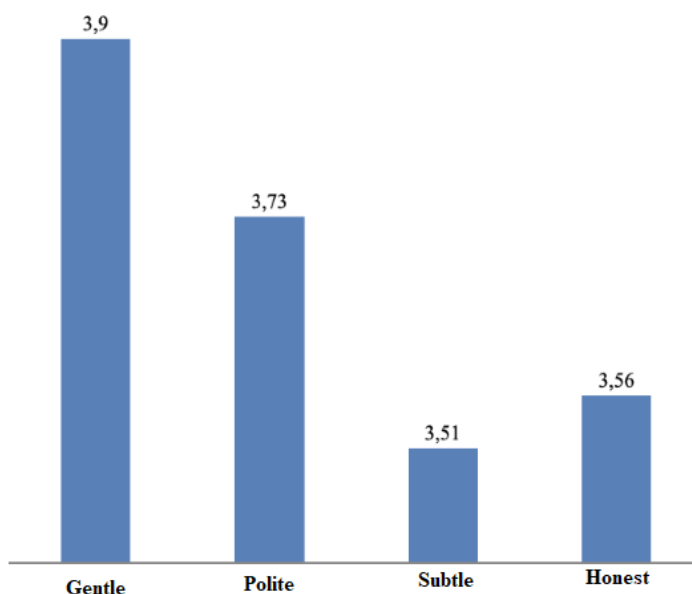


Figure 2. Characterization of the hospitality style of Dalat people

The results in Figure 2 show that the expressions occupying the highest position are gentle and polite with average scores of 3.9 and 3.73, respectively. In-depth interview responses include the following:

I am also impressed with the way the people here talk with their gentleness, courtesy, and enthusiasm. Among them, I was most impressed when I talked to a man (about 60 years old) who is from Hue but has lived in Dalat for more than 40 years. He talked very politely, and every time I asked about something or before his answer, there was always the word “*dạ*” or “*vâng*” [meaning yes], which is usually the polite response of a younger person to an older person. The word “yes” surprised and embarrassed me because he was my mother’s age. Therefore, I am very impressed with the style of the Dalat people (In-depth interview, female, tourist, 32-year-old, businesswoman, Ho Chi Minh City, personal communication).

The people of Dalat are quite gracious and polite in their communication. The words used by Dalat people are often subtle and respectful of the interlocutor; they do not like the curt, rude way of speaking, and do not use vulgar words with each other, or disrespect others (In-depth interview, female, 50 years old, university graduate, working in tourism, living in Dalat for less than 20 years, personal communication).

The expression, “Willing to help others impartially,” is in second place, with only 62.8% choosing agree or strongly agree and with an average score of 3.73. Standing in the lowest position is the expression, “Not taking advantage of customers, or inflating the price of goods,” with 52.8% agreeing or strongly agreeing, corresponding to an average score of 3.51. The analysis of the actual hospitality style shows that, in general, Dalat people maintain their hospitality through excellent communication and behavior.

However, this style is not as good in the assessment of tourists and Dalat people. Up to 47.2% of people surveyed do not agree or are confused in thinking that the problem of overcharging for goods still exists here. This problem has also been reflected in the mass media in recent times. Some merchants and restaurants increase the price of goods for tourists. However, after learning more about this issue, it appears that the majority of traders who automatically raise prices too high and overcharge tourists are from places other than Dalat. Nevertheless, that also partly affects the impression of visitors who come to Dalat. Therefore, it is necessary to have suitable solutions to solve this problem. To further clarify the results of the analysis above, the research team conducted in-depth interviews with several people. The results are as follows: “When trading, most Dalat people rarely inflate prices. It’s just that when people see others do it, they imitate. That’s not the nature of Dalat people, just some of them.” (In-depth interview, male, 51 years old, photographer, lived in Dalat for more than 20 years, personal communication.)

From the above in-depth interview results, we can see that, although there is a phenomenon of raising prices too high and inflating prices for customers, this practice is not common and only happens occasionally. In general, Dalat people show a sincere, respectful, courteous, and polite attitude toward customers, reflecting the hospitable style of the Dalat people. This has left many good impressions on visitors coming to the city.

3.5. The effect of demographic factors on evaluations of Dalat people’s style

This study was conducted on the basis of a survey of 647 people in Dalat to compare the effect of demographic factors on the evaluation of the expressions of style of Dalat people. The data were analyzed using the one-way ANOVA test and the independent sample t-test.

3.5.1. The effect of residence time in Dalat

The study compared the different evaluations of style with the number of years respondents lived in Dalat using the one-way ANOVA test. For the “gentle” style, the results show a difference between people living in Dalat for more than 15 years and those living in Dalat less than 5 years. People who have lived in Dalat for more than 15 years have a higher level of agreement with the expressions of gentle style than people living in Dalat less than 5 years. Specifically, the mean score for the over-15-year group is 4.17, while the mean score for the under-5-year group is 3.74, with a p-value less than 0.001. This difference is statistically significant. Similarly for the “elegant” style, there is a difference between people living in Dalat for more than 15 years and those living in Dalat for less than five years. People living in Dalat more than 15 years have a higher rate of agreement with the expressions of elegant style than people living in Dalat less than 5 years. Specifically, the mean score of 3.99 for the over-15-year group is larger than the core of 3.89 for the under-5-year group, with a p-value less than 0.001. This difference is statistically significant. Just as with the above two styles, for the “hospitable” style, there is a difference between people living in Dalat for more than 15 years and those living there less than 5 years. People living in Dalat for more than 15 years agree with expressions of hospitality at a higher rate than people living in Dalat less than 5 years.

The average score of the over-15-year group is 4.11, which is higher than the mean score of 3.74 for the under-5-year group, with a p-value of less than 0.001. This difference is statistically significant.

It can be seen that people who have lived in Dalat for more than 15 years are highly appreciative of the gentle, elegant, and hospitable style of Dalat people compared to those who have lived in Dalat for less than 5 years. This is understandable because when people have lived in Dalat longer, they will have more life experience to understand the cultural, social, and environmental values in Dalat. In particular, they will become familiar with the Dalat climate and natural conditions. Therefore, it has enabled them to feel and appreciate more fully the style of the Dalat people. In contrast, people who have just started doing business and living in Dalat do not have as deep an understanding of the nature and people of Dalat. They have not been as deeply integrated into the lives of the Dalat residents. Therefore, the recognition and evaluation of the Dalat people's style will be somewhat limited.

3.5.2. The effect of prior place of residence before coming to Dalat

As for the “gentle” style, there is a difference between people from the central and southwestern provinces. People from the central provinces agree with the expressions of gentle style to a higher degree than people from the southwestern provinces. Specifically, the mean score of those coming from the central region is 3.98, while the mean score of those coming from the southwest region is smaller, 3.77, with a p-value of $0.04 < 0.05$. This difference is statistically significant. In addition, there is a difference between people from the Central Highlands and the southwestern provinces. People from the Central Highlands provinces agree with the expressions of gentle style to a higher degree than people from the southwestern provinces. The average value for those from the Central Highlands is 4.15, which is higher than the value of 3.77 for those from the southwestern provinces. With a p-value of $0.000 < 0.001$, this difference is statistically significant.

In contrast to the “gentle” style, there is a difference between people from the northern and southwestern provinces regarding the “elegant” style. People from the northern provinces agree with the expressions of elegant style to a higher degree than people from the southwestern provinces. The value for people from the northern provinces is 3.95, higher than the value of 3.62 for people from the southwestern provinces. The p-value of $0.006 < 0.01$, so this difference is statistically significant. In addition, there is a difference between people from the central provinces and the southwestern provinces. People from the central provinces agree with the expressions of elegant style to a higher degree than people from the southwestern provinces. The mean score for the central region is 3.97, which is higher than the mean score of 3.62 for the southwest provinces. With a p-value significance level of $0.000 < 0.001$, this difference is statistically significant. The results also show that there is a difference between people from the Central Highlands and the southwestern provinces. People from the Central Highlands provinces agree with the expressions of elegant style to a higher degree than people from the southwestern provinces. The average score of those from the Central

Highlands is 3.98, which is higher than the score of 3.62 for people from the southwestern provinces. With a p-value of $0.000 < 0.001$, this difference is statistically significant.

Similar to the “elegant” style, there are differences of opinion between people from the northern and southwestern provinces. People from the northern provinces agree with the expressions of hospitality at a higher rate than people from the southwestern provinces. The average score for people of northern origin is 4.00, while the average score for those of southwestern origin is 3.73, with a p-value of $0.035 < 0.05$. This difference is statistically significant. There is a difference between people from the central provinces and the southwestern provinces. People from the central provinces agree with the hospitality expressions at a higher rate than people from the southwestern provinces. The average score from the central region is 3.97, while the average score from the southwestern region is 3.73, with a p-value of $0.004 < 0.01$. This difference is statistically significant. There is a difference between people from the Central Highlands provinces and the southwestern provinces. People from the Central Highlands provinces agree with the hospitality expressions at a higher rate than people from the southwestern provinces. The average score of people from the Central Highlands is 4.02, while the average score of those coming from the Southwest is 3.73, with a p-value of $0.000 < 0.001$. This difference is statistically significant.

In summary, the analysis of differences in origin shows that there are differences in opinion related to the regions where people lived before coming to Dalat. People from the central and northern regions and the Central Highlands generally gave a more positive assessment of the style of Dalat people than those from the southwestern region. This can be explained in that historically the people of Dalat mostly came from the central, northern, and Central Highlands regions. They have lived in Dalat for a long time, so they understand and feel deeply about the people, social, cultural, and natural conditions here. It was the Dalat pioneers with roots in the central and northern regions and the Central Highlands who created the Dalat style and who passed it on to today’s descendants. Therefore, they rate the gentle, elegant, and hospitable style higher than the people from the southwestern region.

3.6 The relationship between demographic factors and evaluations of Dalat people’s styles

3.6.1. Relationship between gender and evaluations of Dalat people’s style

Regarding the relationship between gender and elegant style, the results from the chi-square test on the relationship between gender and the most common assessment of elegance have $\text{Sig} = 0.000 < \alpha = 0.05$ with two hypotheses including H0: there is no relationship between demographic factors and evaluations of Dalat people’s styles; H1: there is a relationship between demographic factors and evaluations of Dalat people’s styles.. Thus, there is enough evidence to reject hypothesis H0, accept hypothesis H1, and conclude that there is a link between gender and the overall evaluation of elegant style. The results show that men agree and strongly agree more than women in evaluating the hospitality of Dalat people favorably. Specifically, the levels of agree and strongly agree

for the male group are 54.9% and 58.7%, while the levels for the female group are 44.9% and 41.3%, respectively. For the hospitable style, the results from the chi-square test on the relationship between gender and the overall rating of hospitality are $\text{Sig} = 0.000 < \alpha = 0.05$. Thus, there is enough evidence to reject the H_0 hypothesis, accept the H_1 hypothesis, and conclude that there is a relationship between gender and the most general and favorable assessment of hospitality. With this result, there is no relationship between gender and gentle style. In fact, it is due to the division of labor by gender. For example, after working hours, women often take care of the family and have few opportunities to socialize. Therefore, the understanding of hospitality style among women is somewhat more limited than that of men.

3.6.2. Relationship between education level and evaluations of Dalat people's style

In terms of gentle style, the results from the chi-square test on the relationship between education level and the most common assessment of gentleness have $\text{Sig} = 0.000 < \alpha = 0.05$. Thus, there is enough evidence to reject hypothesis H_0 , accept hypothesis H_1 , and conclude that there is a relationship between educational attainment and the most general assessment of gentleness. Based on the survey results, the levels of agreement and strong agreement when assessing the gentle style accounted for a high percentage in the group of people with college, university, and postgraduate education (54.7% and 50.2%), while the group with the lowest percentage is the group with only primary education (7.2% and 5.4%).

For elegant style, the results from the chi-square test of the association between education level and the most common assessment of elegance have $\text{Sig} = 0.000 < \alpha = 0.05$. As such, there is enough evidence to reject hypothesis H_0 , accept hypothesis H_1 and conclude that there is a link between educational attainment and the most general assessment of elegance. Based on the survey results, the levels of agreement and strong agreement (54.5% and 53.2%) when assessing the level of elegance are high for the group of people with college, university, or postgraduate education while the group with the lowest percentage is the group with only primary education (5.2% and 10.5%). For the group of people with secondary or high school education, the assessment of elegant style accounts for 40.3% agree and 36.2% strongly agree. The percentage of people who are still confused when assessing elegant style is also high in the group of people with college, university, and postgraduate education (65.5%) and the secondary and high school group (31.3%). The group with primary education accounted for the lowest percentage (3.6%).

Similarly, when considering hospitality, the results from the chi-square test of the association between educational attainment and the overall rating of hospitality have $\text{Sig} = 0.000 < \alpha = 0.05$. Thus, there is enough evidence to reject hypothesis H_0 , accept hypothesis H_1 , and conclude that there is a relationship between educational attainment and the overall rating of hospitality. Based on the survey results, it was found that a high percentage of people with college, university, and postgraduate education assessed the level of hospitality positively, with levels of agreement and strong agreement at 54.9% and 51.1%, respectively. The lowest percentages belong to the group with only primary education (7.4% and 5.2%). The scores on hospitality for the group of people with

secondary and high school education are 37.7% agree and 43.5% strongly agree. The percentage of people who are still confused when assessing hospitality is also high in the group of people with college, university, and postgraduate education (69.1%) and the group with secondary and high school education (28.5%) while the group with only primary education accounted for a low percentage (2.4%).

In short, people with college, university, or postgraduate education tend to appreciate a gentle, elegant, and hospitable style more than those with only secondary or high school education. The results of the above studies have shown that education level is a factor that positively affects an individual's views on style. The higher the education level, the higher the favorability rating in answers to questions about style and vice versa, which proves that there is a positive relationship between education level and a positive assessment of Dalat people's style.

4. CONCLUSION

The statistics of the Dalat people's style expressions shown above, although limited, nevertheless show the main characteristics of the Dalat people's lifestyle. The expressions of the "gentle" Dalat people's style is considered by locals and tourists more prominent than the "hospitable" and "elegant" style. Research results show that there is a relationship between gender and the evaluation of elegant and hospitable style. Men tend to appreciate the elegant and hospitable expressions of Dalat people more than women. In addition, the results prove that there is a relationship between education level and opinions of the style of Dalat people. People with college, university, or postgraduate education, and those with secondary or high school education have a higher level of agreement and strong agreement with favorable expressions than the other groups. Moreover, the research results also differ due to demographic factors such as personal origin and residence time. Although there are differences in assessment, the common denominator is the style of Dalat people – gentle, elegant, hospitable. From the past until now, wherever they go, Dalat people carry with them a sense of preserving their own features in their lifestyle. However, the city of Dalat is at a pivotal stage and facing major changes in the near future. Therefore, how to preserve and promote the beauty of the style of the Dalat people to really create a good impression in the hearts of tourists is a necessary mission for Dalat, a civilized and elegant tourist town in Vietnam and the world.

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