

# Development and Sustainable QOL: Perspectives from Ha Long and Beyond

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**QUINLAN**  
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# Overview

Scope, purpose, methods

Some findings from field research

Evolving models and themes

Some implications for further research

Discussion



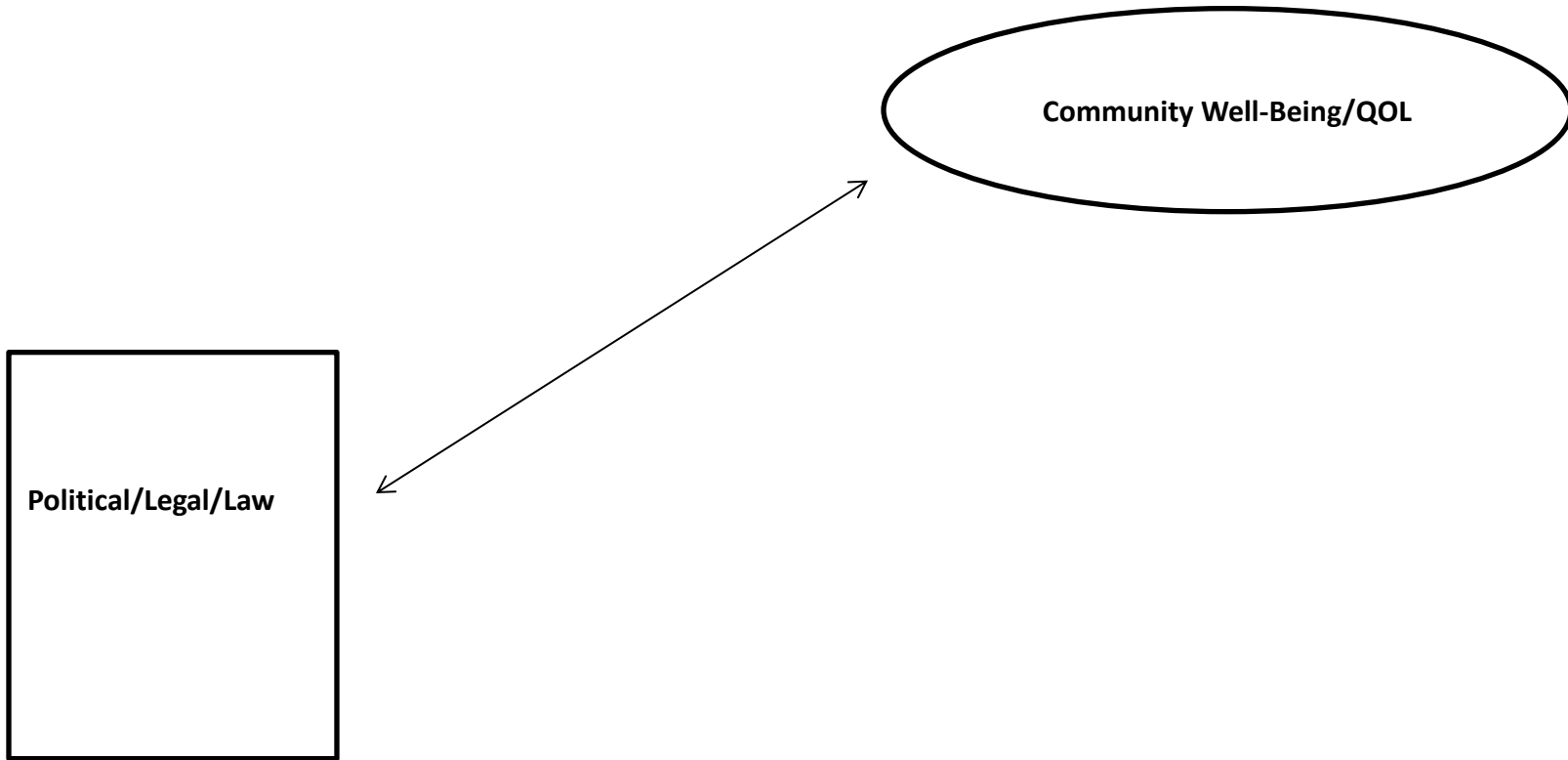
# Sustainable Peace & Prosperity in Transforming Economies...



# Toward a Systemic Framework to Facilitate LJD / QOL



# Toward a Systemic Framework to Facilitate LJD / QOL



# Toward development and sustainability

- World Bank, Country Reports
- ADB
- VN GSO, MARD, etc.
- UNDP
- Macromarketing & QOL Literature
  - Systems (Layton 2009; Shultz & Pecotich 1997)
  - Sustainability (Peterson 2012)
  - Ethical Engagement & Social Traps (Shultz 2015)
  - QOL Dynamism (Nguyen T.T.M., Rahtz & Shultz 2014; Nguyen D.T., Shultz & Westbrook)
  - Community Well-Being (Shultz, Rahtz & Sirgy in press)



**Objective:** To assess the impact of development projects on perceptions of QOL, to understand better the myriad community-related factors affecting transformation, in various countries/regions around the world.



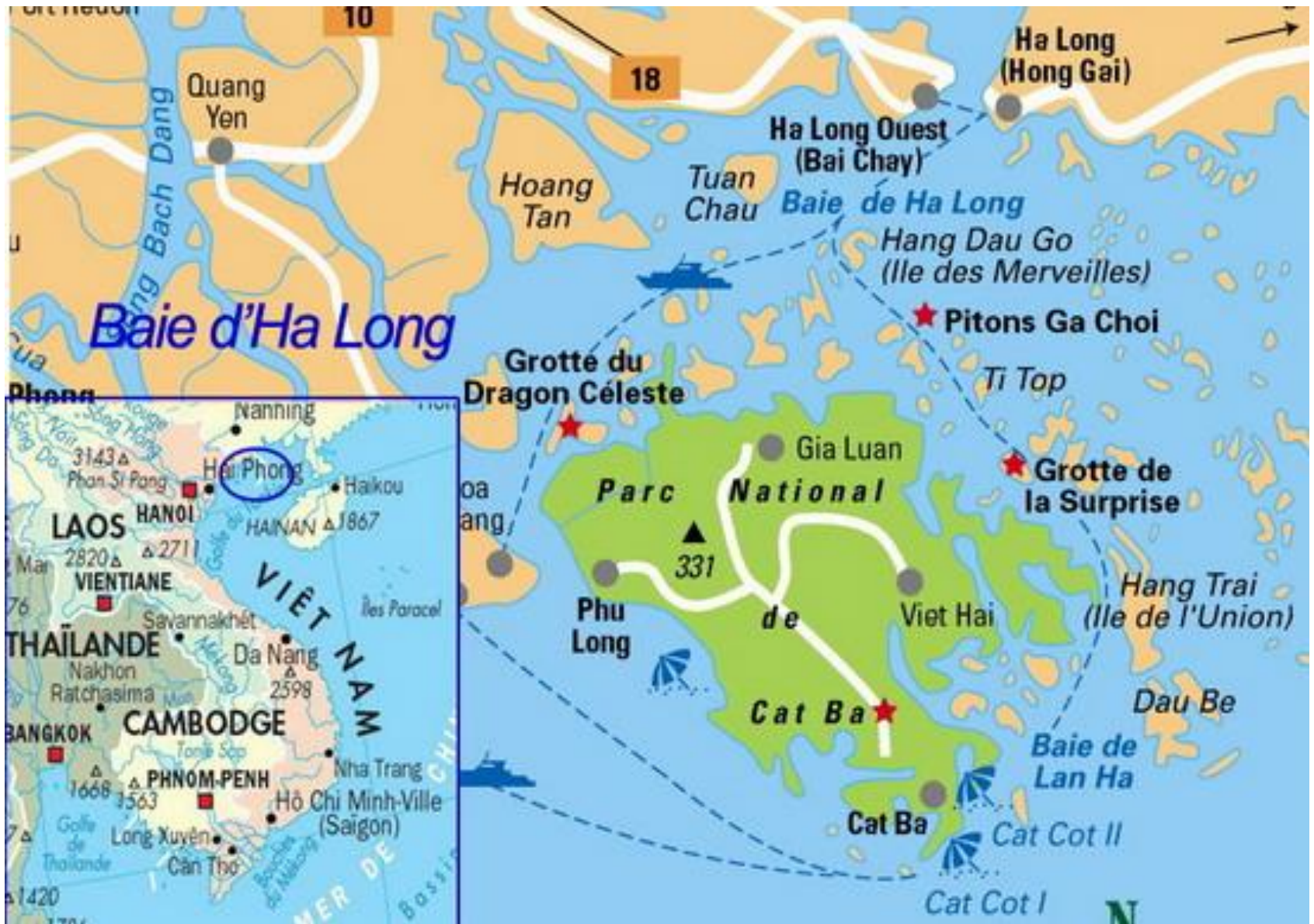


Figure 2. Ha Long Bay Area and Inset of Vietnam ([www.vietnamtourmap.com/](http://www.vietnamtourmap.com/)) *Preparing people to lead extraordinary lives*



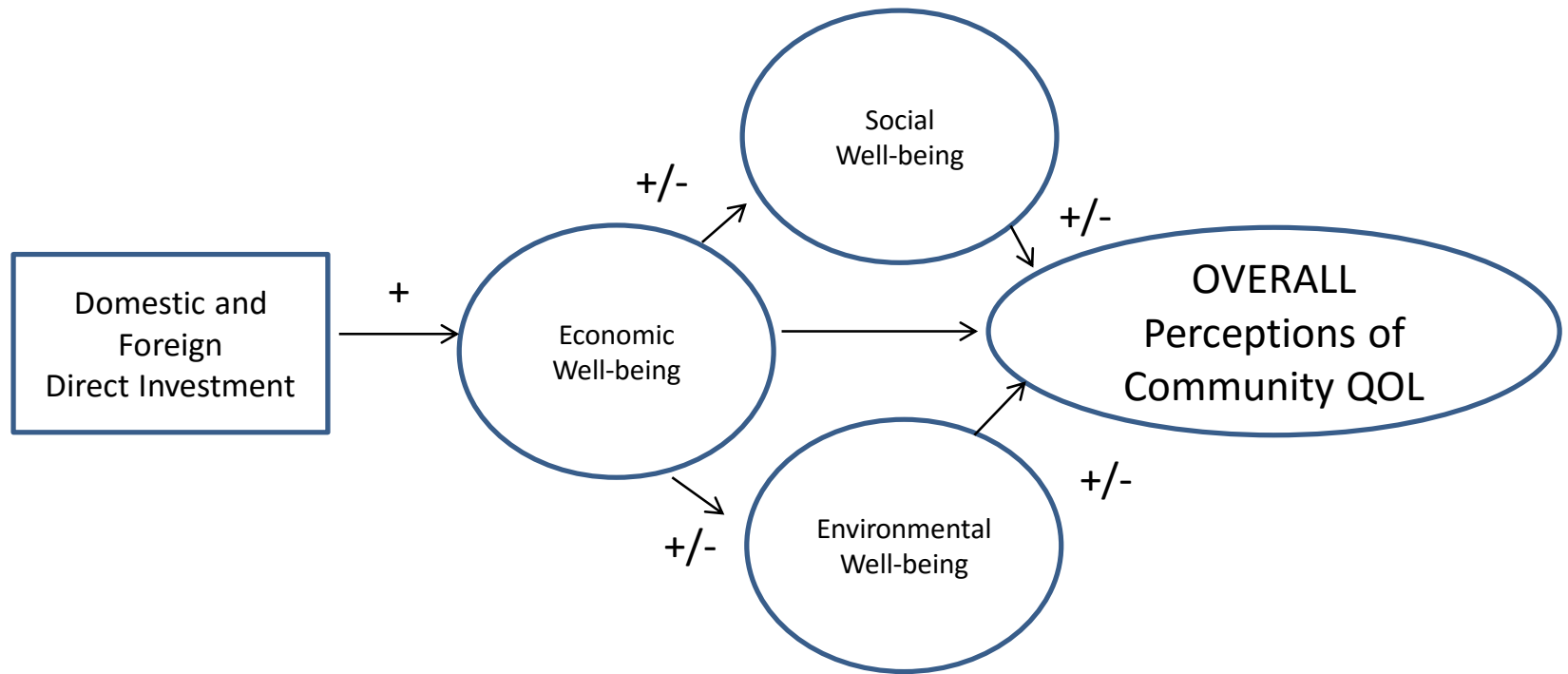
# FDI / Tourism Development Catalyst in Ha Long

- UNESCO World Heritage site
- Decision 2473/QĐ-TTg, indicates the direction of developing tourism as a key economic sector characterized by modernism and professionalism, and a driving force for socioeconomic development ... regional/global leader (“...Vision to 2030,” Socialist Republic of Vietnam 2011).
- Growth in investment, visits, revenue



# Rudimentary Dimensions of Community Quality of Life

(Nguyen, Rahtz & Shultz 2014; Ovideo-Garcia et al. 2008)



# Methods

- Grounded Theory (Lincoln & Guba 1985); 2 Stages
  - Authorities and Community Leaders
  - Diverse and representative sample of community residents
- Questionnaires (Rahtz & Shultz 2008)
  - 10 point global well-being scale to evaluate the community well-being in a past, current, and future comparative context (Lau et al. 2015) and related issues.
  - Translation VN / back translation English
  - “Range Capture” ~ 10 years (cf. Tiani 2011)
- Depth Interviews (McCracken 1988)
- Photographic Documentation



# Data Collection in Quang Ninh

- Population: Ha Long 226,239 inhabitants; Bai Chay precinct (site of many interviews) 21,472 residents (Quang Ninh Government 2013)
- $n = 50$ , representative across community demographics
- Non-response bias or refusal to participate was minimal



# ***QOL: A Positive Trend***

**Table 1.** QOL Ratings for Ha Long, Ten-Year “Range Capture”\*

\*Two respondents of the sample of 50 did not give ratings on QOL measure; for the Future QOL rating, n=42, as an additional 6 respondents thought they could not rate the future QOL for Ha Long.

Quality of Life Rating (n=48) *	Mean Score #	Std. Dev.	Percentage Change
Past (Five years ago)	6.38	1.346	---
Current (Present)	7.73	1.291	+ 21%
Future ( Five years in future)	8.93	.947	+ 16%

# *Archetypal Response*

“...things were very difficult, the life was tough. It was subsidized time, lacked food, had to queue for buying. The life before was very tough for all. It was difficult...to be satisfied. now the society has more developed. People have enough food and warm clothing. Very happy!” (Female, 88 years)



# Community Engagement and Comprehensive Planning



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Integral development: Infrastructure, Markets, Jobs, Consumer Goods & Services. Source: Nguyen, Rahtz, Shultz 2014.

# New Opportunities, Economic Expansion & Connectedness



Source: Nguyen, Rahtz & Shultz 2014.



# Ha Long Bay



Source: Nguyen, Rahtz & Shultz 2014.

# Ha Long – How much?



Source: Nguyen, Rahtz & Shultz 2014.

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# Ha Long: “Tragedy of the Commons”?

(Hardin 1968; Shultz & Holbrook 1999; Ostrom et al. 2002; Shultz 2015)



Source: Nguyen, Rahtz & Shultz 2014.

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# Whither Ha Long?



Source: Do 1990.



Source: Nguyen, Rahtz & Shultz 2014.

## Some concerns, going forward...

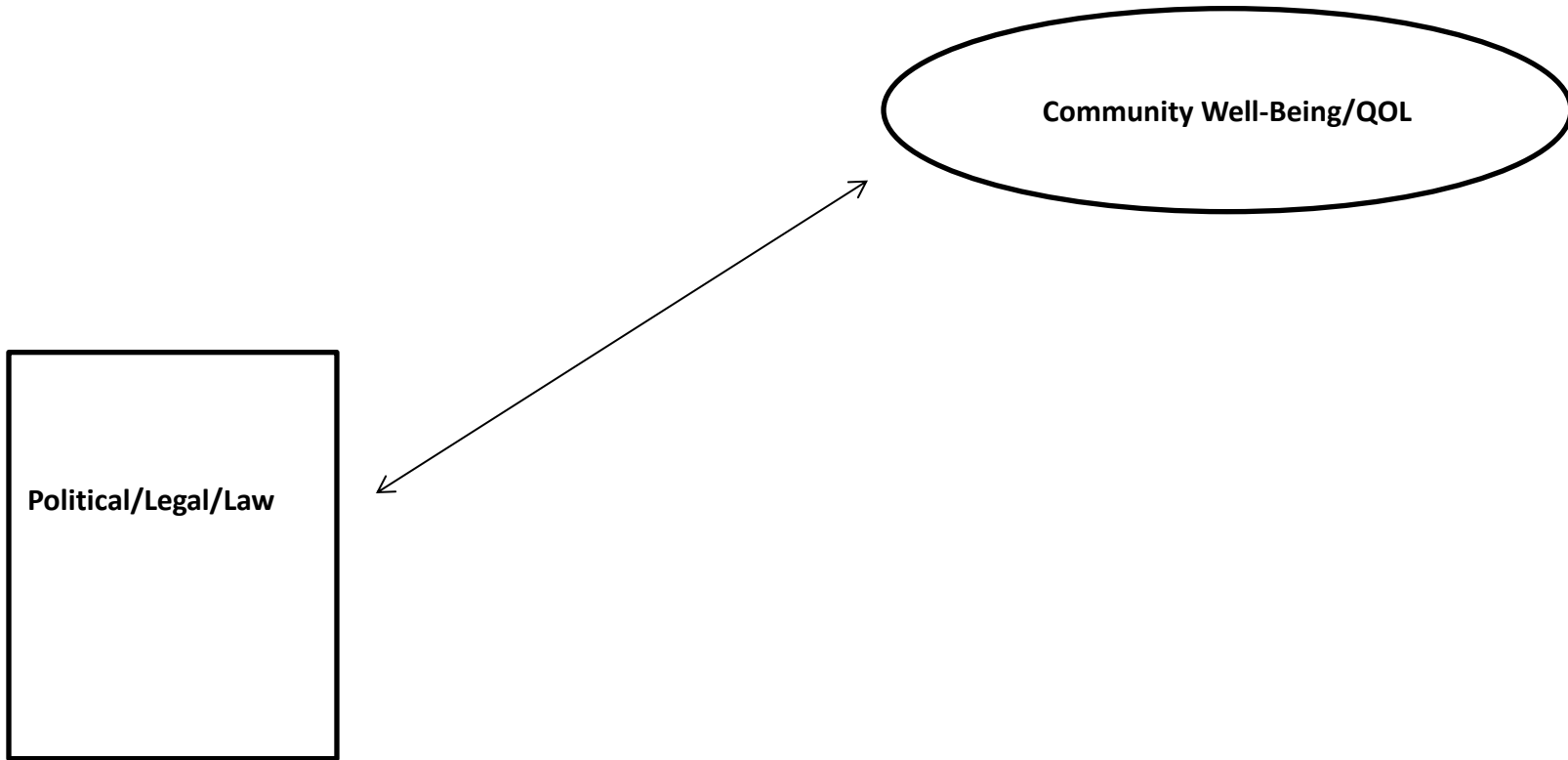
“I feel good about the economic life in general. I am not happy about the living environment because it is increasingly crowded and polluted. Leaders need to pay attention to the environment, education, and health care.”  
(Female, 37 years).



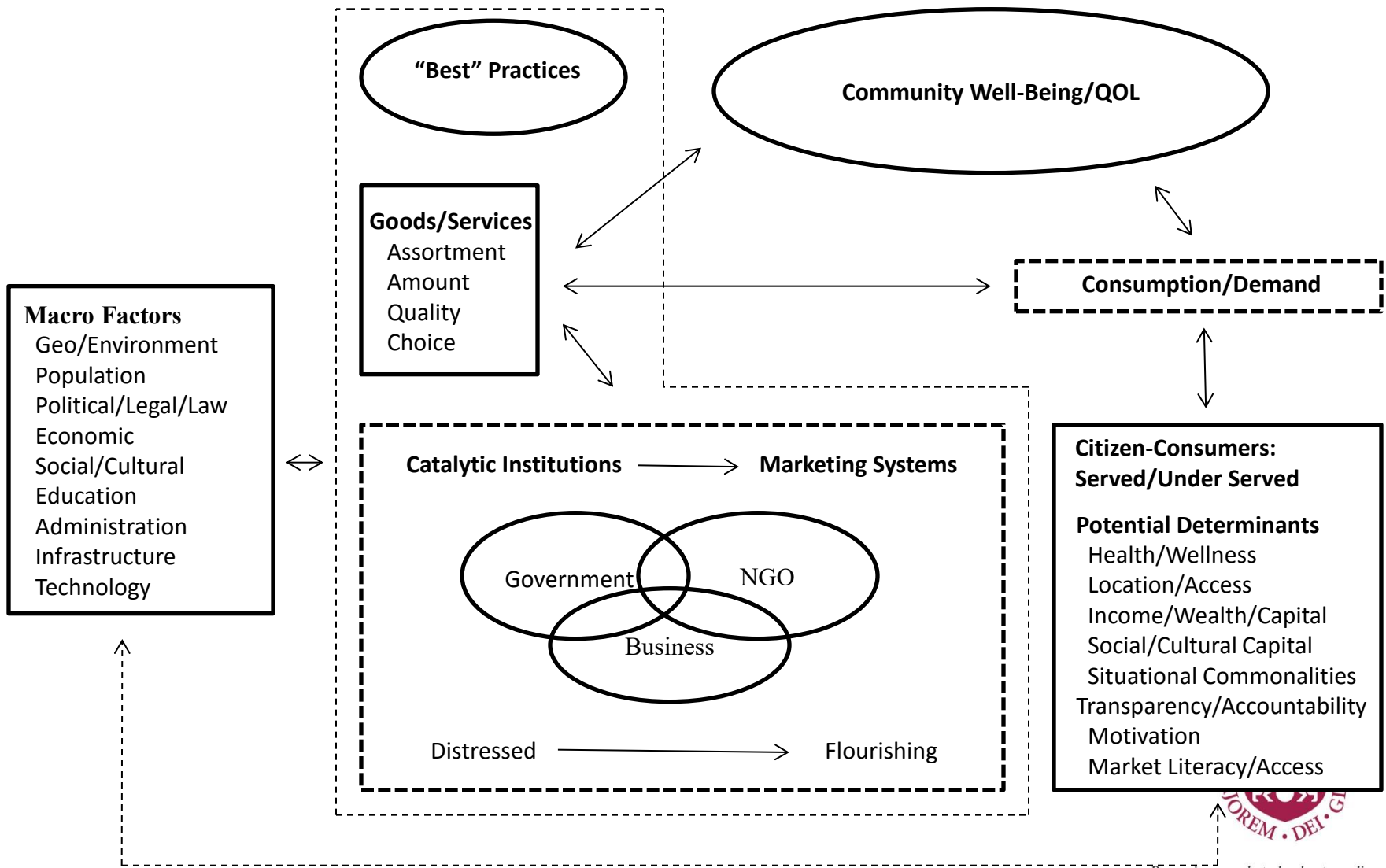
**Table 2.** Terms Used to Describe Ha Long Transformation; n=50. Respondents used multiple terms and are reported as gross numbers for entire sample. Assignment to Negative or Positive Trend Lines pertains to respondents answer of positive or negative change from previous comparison-time. Respondents could be counted for both assessments from 5 years to current and current to 5 years future.

ECONOMIC	Frequency	Positive Trend Line	Negative Trend Line
Jobs	121	121	0
Services	34	28	6
Cost of Living	14	0	14
Shopping	17	17	0
Transportation	29	29	0
Food Availability	9	9	0
Income	26	26	0
ENVIRONMENTAL			
Traffic	16	0	16
Crowdedness	11	0	11
Pollution	15	0	15
SOCIAL			
Corruption/Social Evil	29	0	29
Spiritual Life	14	0	14
Personal Stress	4	0	4
Socializing	21	15	6

# Toward a Systemic Framework to Facilitate LJD / QOL



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(see also Shultz & Pecotich, 1997; Shultz, 2007; Shultz et al., 2012; Sirgy et al., 2012; © Shultz, Rahtz & Sirgy in press)



# Conclusions & Opportunities

- QOL continues to improve for most
- Concerns about QOL for some
- Sustainability Challenges
- Future research:
  - new/comparative sites in VN, throughout Mekong Basin and other transforming economies
  - Explore common and idiosyncratic predictor variables for QOL via Framework analysis (Shultz, Rahtz & Sirgy in press)



# Questions?



# Thank you



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