

Changing Trends of the Lifestyles of the Peasantry Under the Impact of the Rural Urbanization Process in Vietnam

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Abstract

It is now known that the rapid urbanization of Vietnam, especially in the rural areas, significantly affects its agricultural economy and the peasant class. This phenomenon necessitates understanding the transformations within the rural social and economic structures and how these changes affect the peasantry. This research investigates the multi-faceted impacts of rural urbanization on the peasantry of Vietnam, including shifts in their economic life, cultural and spiritual life, and ideologies.

It employs an analysis of secondary data: governmental reports, statistical data, and previous studies, to understand the depth of the impact of rural urbanization on the peasantry. Techniques such as comparative analysis and thematic evaluation are used to dissect the changes in the social and economic fabric of rural Vietnam, focusing specifically on the peasant class and their adaptation to these shifts.

It concludes that rural urbanization in Vietnam has led to significant, albeit complex, transformations within the peasant class. While it has offered opportunities for economic improvement and social mobility, it has also introduced challenges, including land dispossession and a growing rural-urban divide. These findings establish the need for nuanced policy interventions to support the evolving role of the peasantry in the face of rapid urbanization, ensuring that the benefits of development are equitably distributed.

Keywords: Changing trends, Economic and social structure, Peasantry, Rural urbanization, Vietnam

Introduction

Vietnam's journey towards industrialization and modernization is a transformative process reshaping its agricultural society and the rural landscapes. This transition is not merely an economic shift but a profound change in the lifestyles and socio-economic fabric of the nation, especially impacting the vast majority of the population engaged in agriculture. The Communist Party of Vietnam (CPV) has long recognized the strategic importance of agriculture, farmers, and rural areas in this process, emphasizing their role in national construction, socio-economic development, political stability, and cultural identity

preservation. The historical context of Vietnam, marked by significant contributions of the farming class to national liberation and subsequent socio-economic achievements, sets the backdrop for understanding the current challenges and opportunities presented by rural urbanization.

This paper investigates the specific impacts of rural urbanization on the peasantry in Vietnam, analyzing how these changes affect their economic conditions, cultural and spiritual lives, and overall societal roles. It aims to identify the multifaceted effects of urbanization on rural communities and the peasantry, which are at the forefront of experiencing these transformations.

The objectives of this study are:

- To examine the changes in the economic life of farmers brought about by urbanization, including shifts in income sources, employment patterns, and land use.
- To analyze the impact of rural urbanization on the cultural and spiritual lives of the peasantry, focusing on education, media influence, and traditional values.
- To assess the ideological shifts within the peasant class due to urbanization, particularly in terms of their aspirations, social mobility, and engagement with new economic models.
- To propose policy recommendations based on the findings to support the peasantry during this transition, ensuring sustainable development and equitable growth.

By delineating these objectives, the study aims to provide a comprehensive understanding of the urbanization process in Vietnam and its profound impact on the peasantry, thereby offering insights for policymakers, scholars, and the broader community engaged in navigating and facilitating these changes.

Theoretical Framework

The theoretical foundation of this study is anchored to the concepts of lifestyles and urbanization, drawing insights from the pivotal contributions of theorists like Giddens, Castells, and Bourdieu. Giddens (1991) explores the concept of 'modernity' and its influence on social practices, highlighting how urbanization reshapes individual identities and community dynamics. He discusses the role of globalization in detaching people from traditional settings, necessitating the reconstruction of self-identities in a fast-evolving world. This urban shift is characterized by an emphasis on reflexivity, prompting people to continuously reassess and modify their lives in light of new challenges. Giddens' examination of modernity reveals the significant impact of urbanization on social life, demonstrating its effects on personal and collective identities and the reconfiguration of community structures in late modernity.

Bourdieu (1984) interprets the notion of 'lifestyles' through the concept of habitus, arguing that lifestyles extend beyond mere individual choices and are deeply entrenched in social structures and cultural norms. Bourdieu proposes that individuals' preferences, behaviors, and tendencies are influenced by their social positions, affecting their lifestyles in ways that perpetuate social inequalities (King, 2000). Likewise, 'urbanization' is analyzed through Castells' (1977) framework, which portrays urbanization as a dynamic phenomenon driven by the interplay of social, economic and technological forces. This leads to changes in spatial configurations and social relationships. Castells emphasizes the significance of informational networks in crafting urban spaces and social interactions, illustrating the rise of a network society where the spatial organization of cities is closely linked with the flow of information and capital (Stark, 1997).

This discussion shows the intricate connections between the rapid urbanization taking place in Vietnam and the ensuing shifts in the peasant lifestyles. It deciphers how urbanization pressures, including changes in land use, migration, and economic diversification affect traditional rural lifestyles and how these alterations are reflected in the daily lives and identities of the Vietnamese peasantry. The theoretical framework provided is thus essential for the

analysis of empirical data, offering a solid conceptual base to understand the broader socio-economic changes occurring in Vietnam.

Review of Literature

This review evaluates how researchers have examined urbanization in Vietnam focusing on peasant lifestyles, on agricultural shifts, migration, and urban sprawl. It explores the studies that examine transition from traditional farming to varied income sources among rural communities, driven by rapid urban growth since the 1990s, highlighting the blend of rural traditions with urban influences.

The earliest observations of these issues have occurred in the 1990s, where researchers like Li (1996) first noted the chain migration from rural to urban areas, marking the onset of significant lifestyle changes among the Vietnamese peasants. These highlight the immediate effects of urban expansion, including the challenges of land conversion for urban development and its implications for peasant livelihoods.

Akram-Lodhi (2005) provides a pivotal analysis of the agricultural sector of Vietnam highlighting the processes leading to rich peasant accumulation and the mechanisms of social differentiation. He examines how market forces and policy reforms have reshaped the rural economy fostering a class of affluent peasants while exacerbating the socio-economic disparities. Similarly, Henin (2002) delves into agrarian change in northern upland region of Vietnam, revealing how economic reforms have transformed traditional agricultural practices and livelihoods, often leading to increased landlessness and poverty among the rural populace.

In contrast, Arouri, Youssef, and Nguyen (2016) examine the paradoxical relationship between urbanization and rural poverty. Their empirical analysis suggests that while urbanization holds the potential for poverty reduction through economic diversification and improved infrastructure, its benefits are unevenly distributed, often bypassing the most marginalized rural communities. This is echoed by Berg, Wijk, and Høi (2003), who explore the transformation of agriculture and rural life downstream of Hanoi, illustrating how urban expansion and industrialization have led to significant environmental and socio-economic challenges for the rural households.

Castella, Trung, and Boissau (2005) innovatively capture the dynamics of land-use changes in the northern mountains of Vietnam, emphasizing the interconnectedness of environmental degradation, socio-economic pressures, and migration. However, Mitchell (2008) focuses on the shifting experiences of informal waste collectors in Hanoi, highlighting the socio-economic challenges faced by rural migrants in urban fringes. Adding to these, Nguyen and Locke (2014) further scrutinize rural-urban migration, particularly emphasizing the gendered dimensions of households and the state role in shaping migration patterns and urban integration.

Trần and Nguyễn (2016) reframe the narrative of the ‘traditional’ Vietnamese village, arguing for a shift in perception from peasant to farmer society, which captures the evolving economic activities and lifestyles in response to the urban pressures. Similarly, Do and Ngo (2023) offer a philosophical perspective on the manifestations of patriotism in rural villages, reflecting on how rural identities and community cohesion are maintained amidst the rapid socio-economic transformations induced by urbanization.

Nguyen (2011) On the other hand examines the conversion of agricultural land in Hanoi’s suburbs and sheds light on the direct impact of rapid urbanization on the peasants, particularly through the lens of land loss and its implications for the rural livelihoods. Adding to this, Pham et al. (2015) provide a comprehensive analysis of agricultural land conversion in peri-urban areas of Hanoi, delineating patterns in space and time that underscore the accelerating pace of urban sprawl and its consequences for rural sustainability.

These studies collectively illustrate the complex and often contradictory outcomes of urbanization on the lifestyles of the peasantry in Vietnam. While urbanization presents opportunities for economic growth and poverty alleviation, it also poses significant challenges in terms of social differentiation, environmental degradation and the erosion of traditional rural livelihoods. Future research should continue to explore these dynamics, focusing on policy

interventions and community-based strategies that can mitigate the adverse effects of urbanization while promoting sustainable rural development.

Research Methodology

This study employs a qualitative research methodology, primarily through a systematic review of literature and thematic analysis to explore the impacts of rural urbanization on the peasantry in Vietnam. The data collection process involved an exhaustive survey of existing literature, including peer-reviewed journal articles, governmental reports, and case studies focusing on Vietnam from the past two decades. This approach allowed for the identification of recurring themes and divergent views on the issue. The analysis was structured around key areas of change for the peasantry, such as economic life, cultural and spiritual life, and ideological shifts. Each theme was critically examined to understand the breadth of the impact of urbanization, synthesizing insights from various studies to identify gaps in the current literature and propose a coherent narrative on the peasant experience of urbanization in Vietnam. The methodology ensures replicability and validity by adhering to rigorous standards in literature selection and thematic analysis, enabling future researchers to build upon these findings.

Findings

Economic Changes

The move towards urbanization has significantly reshaped the economic landscape in rural Vietnam, transitioning from traditional agriculture to a variety of urban-centric job opportunities. This shift is not just a change in employment types but a fundamental transformation in the economic foundation of these regions, steering away from agricultural practices that have been central for centuries to a more industrial and service-based economy. The pivotal role of industrialization and modernization efforts in this transition has been underscored, as these initiatives have been crucial in establishing industrial parks and service sectors, thereby radically altering land use and employment patterns in traditionally agrarian communities (Bui & Nguyen, 2017; Akram-Lodhi, 2005).

This transformation is driven by the need to overcome the constraints of rural economies heavily reliant on agriculture, amid growing population demands and global competition. The Vietnamese government and policymakers have recognized the importance of diversifying the rural economy, promoting the development of industrial zones, and encouraging the growth of service sectors. This has been part of a broader effort to generate new economic opportunities, increase productivity, and enhance living standards for the rural population, aligning with the wider goals of national development and modernization (Arouri et al., 2016).

However, the journey towards urbanization and the restructuring of rural economies comes with significant challenges. The adverse effects of this transition, especially the issues of land loss and subsequent economic instability for rural farmers, have been highlighted. The expansion of industrial zones and the growing demand for land for service sectors have led to the displacement of agricultural lands, which are vital for the livelihoods and cultural identity of rural communities. This loss of land represents not only a physical displacement but also a profound disruption to the socio-economic fabric of rural life, affecting the community's cohesion and identity (Nguyen, 2011).

The displacement brings about more than just the immediate loss of agricultural productivity. Farmers transitioning to urban-centric jobs face a precarious situation due to the significant gap between their traditional skills and those required in the new industries. This skills mismatch, along with the difficulty of adjusting to vastly different work environments, presents a considerable barrier to the successful integration of displaced farmers into the urban economy (Pham et al., 2015).

Moreover, the instability caused by this transition is compounded by the inadequacies of compensation and resettlement policies. Although there have been efforts to financially compensate and support those displaced by land acquisitions, these measures often fail to

enable affected farmers to establish stable and sustainable livelihoods in their new economic context. Consequently, this results in an increase in economic vulnerability and social dislocation among the rural populations, who must navigate the uncertainties of a rapidly changing economic landscape without sufficient support or resources (Mitchell, 2008).

Addressing these challenges requires a comprehensive approach that not only focuses on economic development but also ensures adequate support systems for displaced farmers, investment in skills development, and the creation of pathways for meaningful participation in the new economic landscapes of rural Vietnam. The economic shifts induced by urbanization in rural Vietnam epitomize the broader processes of change reshaping economic and social fabric of the country. As Vietnam progresses on its path of industrialization and modernization, the experiences of its rural communities underscore the imperative for policies that balance economic development with social equity and sustainability. Ensuring equitable benefits from urbanization and effectively managing its challenges are crucial for achieving a harmonious and inclusive development trajectory for the nation.

Transformations of Social Structures

Transformation of the social structures in rural Vietnam, influenced significantly by urbanization, marks a complex transition from the dominance of agriculture to a more diversified and technologically advanced rural economy. This shift is characterized by a significant reduction in agricultural labor, highlighting the evolution from traditional farming to industrial and service-oriented employment. This transition is emblematic of deeper socio-economic role changes and evolving aspirations within the rural communities.

In fact, this socio-economic metamorphosis has led to an uplift in the educational standards among the rural population, driven by the demand for skills compatible with a diversified and technologically advanced economy. Needless to say, the adoption of modern technologies in agriculture signifies a shift towards a knowledge-intensive sector, reflecting broader economic and societal changes (Akram-Lodhi, 2005; Pham et al., 2015).

However, this transformation is accompanied by emerging social challenges, including pronounced disparities between affluent and impoverished rural residents. These disparities highlight not only economic inequalities but also structural issues within the rural social fabric, exacerbated by the difficulties in accessing essential services like healthcare and education (Nguyen, 2011; Arouri et al., 2016).

The diversification of the rural economy and the societal shift it entails have the potential to foster a more resilient and dynamic rural society. Nonetheless, the uneven distribution of growth benefits raises concerns about the inclusivity of these development processes. While some rural populations leverage new opportunities, others remain marginalized, unable to transition from the traditional livelihoods to the new economic realities. Indeed, this dichotomy poses significant challenges to social cohesion and equity, questioning the sustainability of the rural transformation process (Berg et al., 2003).

Addressing these challenges requires a nuanced, multifaceted policy approach that goes beyond economic growth to ensure equitable distribution of benefits. This approach includes enhancing education and healthcare infrastructure, bolstering social safety nets, and facilitating skill development to help the rural workers adapt to new economic landscapes (Castella et al., 2005; Mitchell, 2008).

Targeted interventions are also needed to support the rural communities in navigating economic transitions, such as improving smallholder farmer productivity, promoting rural entrepreneurship, and integrating rural workers into new sectors. By adopting a holistic strategy that addresses economic and social dimensions, policies can foster a more inclusive and sustainable development path for the rural areas of Vietnam (Nguyen & Locke, 2014).

In summary, the social structure transformation in rural Vietnam, driven by urbanization, presents a dual narrative of opportunity and challenge. The move towards a diversified, technologically advanced rural economy offers prospects for socio-economic renewal but also risks aggravating inequalities and social dislocation. A comprehensive policy response, balancing economic development with social equity and sustainability, is critical.

Such policies can ensure that rural transformations contribute to national development and modernization goals, while equitably distributing growth benefits across the rural society.

Cultural and Spiritual Life

The progression of urbanization into rural landscapes has led to significant changes in the cultural and spiritual lives of these communities, impacting particularly the agrarian populace. The introduction of urban elements into traditional rural settings, as explored by Mai (2023), marks a shift towards cultural diversification and vibrancy, alongside the initiation of cultural acculturation. This blending not only transforms the cultural identity of rural regions but also ignites a complex debate over maintaining traditional rural values against urban cultural norms (Arouri et al., 2016; Akram-Lodhi, 2005).

Indeed, urbanization brings about a cultural awakening within the rural communities, marked by the infusion of technology, urban-centric economic activities, and changes in the lifestyles and social interactions. This shift exposes farmers to a vast array of cultural expressions and practices, enriching the cultural landscape and revitalizing community life, fostering a more dynamic and interconnected rural society (Castella et al., 2005; Berg et al., 2003).

However, this enrichment is accompanied by the challenge of acculturation, where traditional rural values and practices are transformed or diluted under urban influence, raising concerns about the erosion of cultural heritage that has historically defined the rural communities (Nguyen & Locke, 2014; Mitchell, 2008). The scholarly discourse highlights the dual impact of urbanization on rural cultural and spiritual life, emphasizing both the enhancement of cultural and educational opportunities and the risk of cultural loss (Pham et al., 2015; Henin, 2002).

Addressing the complex interplay of cultural enrichment and erosion requires a balanced approach that values both the introduction of new cultural elements and the preservation of rural cultural heritage. This involves strategies for mitigating the effects of acculturation, such as documenting and revitalizing traditional practices, incorporating rural cultural content into educational curricula, and promoting rural cultural expressions on broader societal platforms (Do & Ngo, 2023; Trần & Nguyễn, 2016).

Ultimately, navigating the impacts of urbanization on the cultural and spiritual vitality of rural areas demands sensitivity and foresight, aiming to enrich rather than diminish the cultural and spiritual essence of the rural communities. Achieving this balance is crucial for preserving rural cultural heritage and fostering a culturally diverse and vibrant society, as rural areas continue to evolve under urban influence.

Ideological Shifts

The process of urbanization in Vietnam has catalyzed a profound ideological transformation within its rural peasantry, fostering a shift from traditional agrarian values towards an entrepreneurial mindset. This evolution reflects a broader narrative of socio-economic change, where the integration of rural areas with urban economic systems precipitates both opportunities for economic empowerment and significant ideological contradictions. Analyzing this transformation requires a nuanced understanding of how urbanization influences peasant identity, community cohesion, and the socio-economic fabric of the rural Vietnam.

At the forefront of this transformation is the adoption of an entrepreneurial ethos among the Vietnamese peasantry, a shift that is emblematic of the changing economic landscape induced by urbanization. Akram-Lodhi (2005) and Arouri, Youssef and Nguyen (2016) have documented the ways in which rural communities, traditionally reliant on subsistence agriculture, are increasingly engaging in market-oriented activities. This transition is characterized by a newfound willingness among the farmers to embrace risk, innovate, and explore beyond the confines of traditional agriculture. The implications of this shift are significant, suggesting not merely a change in the economic activities but a reconfiguration of peasant identity itself—from a figure rooted in subsistence farming to one actively engaged in the dynamic arena of market-oriented production and services.

However, the embrace of entrepreneurialism introduces complex contradictions. Literature highlights how the adoption of entrepreneurial values, while opening avenues for economic advancement and self-reliance, concurrently brings forth ideologies of individualism and materialism (Castella et al., 2005; Berg et al., 2003). These ideologies, often associated with urban capitalist societies, starkly contrast with the collectivist, community-oriented values that have traditionally underpinned the rural Vietnamese culture. The resulting ideological tension challenges the existing rural social and moral order, underscoring the dual nature of the impact of urbanization.

The rise of individualism, as a result of increased entrepreneurial activities, poses a direct challenge to the traditional rural ethos of communal living and mutual aid. Market forces, by encouraging competitive behavior and self-interest threaten to erode the solidarity once characteristic of the peasant communities (Nguyen & Locke, 2014; Mitchell, 2008). This shift has broader implications for societal cohesion, raising questions about the sustainability of community networks in an environment increasingly dominated by individual pursuits. The transformation thus affects not only economic relations but also the very social fabric that binds the rural communities together.

Similarly, the surge in materialism, fueled by exposure to consumer culture and the pursuit of economic success challenges the ascetic lifestyle traditionally embraced by the peasantry. This ideological shift, where material wealth becomes a primary marker of success, introduces new social hierarchies in rural areas, potentially marginalizing those who maintain traditional values of simplicity and contentment (Pham et al., 2015; Nguyen, 2011). The valuation of material success over communal and spiritual fulfillment signifies a profound departure from the values that have historically defined the rural Vietnamese life.

The ideological shift within the Vietnamese peasantry, therefore, represents a complex interplay between empowerment and alienation. On the one hand, the movement towards entrepreneurialism can be seen as a liberation from the economic constraints of subsistence agriculture, offering a pathway to prosperity and autonomy. On the other hand, the rise of individualism and materialism signifies a departure from communal values, prompting a critical re-evaluation of rural identity and cohesion.

This transformation invites a critical examination of how the opportunities for economic and personal growth provided by urbanization can be reconciled with the preservation of communal bonds and traditional values. The challenge for policymakers, community leaders, and the peasantry themselves is to navigate this ideological transition in a manner that harnesses the positive aspects of entrepreneurialism while mitigating the adverse effects of individualism and materialism. Such a balanced approach is crucial for ensuring that economic innovation and individual initiatives do not come at the expense of community and solidarity.

In conclusion, the ideological shifts induced by urbanization among the Vietnamese peasantry present a nuanced tableau of change, reflecting a society grappling with the contradictions of embracing new economic opportunities while striving to retain the essence of rural communal life. This transformation, emblematic of broader dynamics of modernization, underscores the need for a balanced approach that fosters economic innovation and individual initiative yet remains anchored in the values of community and solidarity that have historically defined rural Vietnam. As Vietnam continues to navigate the complexities of urbanization, the challenge lies in ensuring that the ideological shifts within its rural communities lead to sustainable development that respects the cultural and social heritage of its peasant population.

Conclusion

This paper concludes that the rapid urbanization process in Vietnam has ushered in profound transformations across the economic, social, cultural, and ideological landscapes of its rural areas, with significant implications for the peasant class. It has illuminated the multi-faceted nature of these changes, highlighting both the opportunities and challenges urbanization poses to the peasantry. Economically, while there are avenues for growth and diversification, issues such as land dispossession and a mismatch between traditional skills and new industry

demands create a precarious situation for many. Socially, the erosion of traditional communal bonds in favor of a more individualistic ethos raises concerns about social cohesion and equity. Culturally, the infusion of urban influences enriches rural life but also threatens traditional values and practices, necessitating a careful balance between preservation and adaptation. Ideologically, the shift towards an entrepreneurial mindset among the peasantry signifies a fundamental change in identity and aspirations, accompanied by the potential for both empowerment and alienation.

These findings underscore the critical need for nuanced, comprehensive policy interventions that not only address the economic and infrastructural aspects of rural urbanization but also take into account the social, cultural, and ideological dimensions of this transformation. Policies must aim to support the peasantry in navigating the challenges of land dispossession and economic transition, while fostering social and cultural programs that preserve rural heritage and promote equitable development. Additionally, fostering a sense of community and solidarity, amidst the shift towards individualism and entrepreneurialism is paramount for maintaining the social fabric of rural areas.

These complexities of rural urbanization in Vietnam necessitate a collaborative approach among the policymakers, scholars, and community leaders to ensure that the benefits of development are equitably distributed and that the rural peasantry can adapt to and thrive in a rapidly changing landscape. As Vietnam continues on its path of modernization and development, the experiences of its rural communities will serve as a vital lens through which to assess the successes and challenges of this transformative process, offering lessons for similar contexts globally. This research contributes to a deeper understanding of these dynamics, providing a foundation for future studies and policy formulations aimed at achieving sustainable developments that harmonize economic growth with social equity, cultural preservation and communal cohesion.

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