

Appendix 1

Tên nghiên cứu: Nghiên cứu bảo tồn và phát triển làng gốm Mang Thít (*Conservation and Development of Mang Thit Pottery Village*)

You are invited to take part in a conversation about an academic study focusing on the heritage of Mang Thít Pottery Village. The interview will last approximately 30 minutes. All information will be kept confidential, anonymised, and used solely for academic purposes. If you agree, I will proceed with this research.

Section I: *General information*

1/ Could you introduce yourself ?

Section II: *Cultural Memory and Perceptions of Pottery Heritage*

- 2/ Can you recall your earliest memories of pottery production in Mang Thít?
- 3/ In your opinion, what makes Mang Thít pottery distinct and valuable?
- 4/ What cultural or spiritual values are associated with pottery making here?
- 5/ How has pottery influenced the identity of the local community over generations?

Probing Questions

- Are there festivals, rituals, or stories connected to pottery that remain important today?
- How do younger people view pottery compared to older generations?
- Do you see pottery as mainly a source of income, or also as cultural heritage?

Section III: *Production Organisation, Livelihood Dynamics, and Challenges*

- 6/ Can you describe the current process of pottery production in your household or workshop?
- 7/ What changes have you noticed in production techniques, tools, or materials over time?
- 8/ How important is pottery for your family's livelihood today compared to the past?
- 9/ What are the biggest challenges you face in sustaining pottery production?

Probing Questions on Challenges

- Do you face difficulties in obtaining clay, fuel, or other raw materials?
- How have rising costs (fuel, transport, materials) affected your work?
- What challenges come from government regulations or environmental restrictions?
- Has industrial competition or cheaper substitutes affected demand for pottery?
- How has outmigration or lack of younger workers influenced the craft?

Section IV: *Expectations, Proposals, and Future Prospects*

- 10/ What aspects of the pottery village should be preserved most carefully?
- 11/ What do you think will happen to the village and its pottery industry in the next 10–20 years?

12/ What support would help local families and artisans continue their work?

13/ How do you feel about connecting pottery with tourism or cultural heritage promotion?

Probing Questions on Challenges and Solutions

- What role should government play in supporting pottery conservation?
- What role should the community play?
- How can challenges such as pollution, economic decline, or loss of artisans be addressed?
- Are you open to using new technologies (eco-friendly kilns, design innovation, online sales)?
- How can tourism contribute without disrupting local life?