

Ho Chi Minh's Thought on Culture and the Practice of Developing Cultural Tourism in Vietnam

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ARTICLE INFO

Received: 31 Dec 2024

Revised: 20 Feb 2025

Accepted: 28 Feb 2025

ABSTRACT

Ho Chi Minh - the hero of Vietnamese national liberation, a world cultural celebrity, has made many outstanding contributions to the Vietnamese people and to the progressive humanity in the world. Vietnam's political line in general is determined on the basis of Ho Chi Minh's ideology. And in each specific field, Ho Chi Minh's ideology is also determined to play the role of a compass, guiding the agencies and organizations of Vietnam's political system to carry out the task of social development management. In terms of culture, Ho Chi Minh's ideology is the basis and foundation for building a development policy for an advanced Vietnamese culture, imbued with national identity, creating momentum for the country's socio-economic development. This study addresses some basic contents of Ho Chi Minh's ideology on culture and its application in the development of cultural resources to promote the development of cultural tourism in Vietnam. The author built a theoretical research model and conducted a survey of 360 managers of 200 cultural and tourism organizations of several localities representing three regions of Vietnam, including Hanoi (North), Da Nang (Central), and Can Tho (South). The survey results serve as the basis for the author to draw research conclusions and discuss policy issues to develop cultural resources to promote cultural tourism development in Vietnam.

Keywords: Ho Chi Minh's thought; Cultural resources; Cultural tourism; Vietnam.

1. INTRODUCTION

Vietnam is a country with a long history of development, going through more than 1000 years of many dynasties from the 10th century to the current democratic regime. With a long history, Vietnam is the birthplace of many cultural celebrities, among whom President Ho Chi Minh is the greatest thinker and cultural figure of modern Vietnam and a world cultural celebrity.

In 1987, the United Nations Educational, Scientific and Cultural Organization (UNESCO) recognized President Ho Chi Minh as a national liberation hero and outstanding cultural figure of Vietnam (GSO, 2023). Ho Chi Minh had a profound influence not only on the development of national culture, but also on the development of world culture, the future culture of humanity. Ho Chi Minh's thoughts on culture have great value and an important position in the development and elevation of the stature of Vietnamese culture.

In Vietnam, the country's political line is implemented on the basis of Ho Chi Minh's ideology. Therefore, the topic of Ho Chi Minh's ideology in general, Ho Chi Minh's ideology on culture in particular, attracts the attention of many politicians, researchers and is also the author's interest in this study.

2. LITERATURE REVIEW

With outstanding contributions to the Vietnamese people and to the progress of humanity in the world, in 1987, UNESCO issued Resolution 24C/1865 honoring Ho Chi Minh as a national liberation hero and outstanding cultural figure of Vietnam. One of Ho Chi Minh's outstanding views on culture is: Culture is the driving force and the goal of development. Regarding the position and role of culture, according to Ho Chi Minh, culture is on par with other areas of social activity: In the process of national construction, there are four issues that must be paid attention to and given equal importance: politics, economics, society, and culture (HM, 1997); improving the cultural level of the people will help us promote economic recovery and democratic development; improving the cultural level of the people is also necessary to build a peaceful, unified, independent, democratic, and prosperous country (NPP, 2011).

With this viewpoint, Ho Chi Minh affirmed that culture is positive and proactive, and is the driving force for economic, political and social development.

Further explaining this issue, Nguyet, D.T.M. (2022) affirmed that culture belongs to the superstructure, so it must be based on the construction and development of the infrastructure of society to be able to construct and have sufficient conditions to develop culture; the system of theoretical views on culture in Ho Chi Minh's thought is the crystallization of Eastern and Western cultural values, traditional and modern, national and international; is the personality and cultural mettle of an outstanding culturalist; is the creative application of cultural theories of Marxism-Leninism; His thoughts on culture guide and orient the construction, development, and elevation of the stature of Vietnamese culture. Similarly, GSO (2023) affirmed that Ho Chi Minh's thoughts are the basis and foundation for the Communist Party of Vietnam to build a path to develop an advanced Vietnamese culture imbued with national identity in the current period with basic orientations, such as building a system of cultural values and human standards associated with preserving and developing the Vietnamese family value system; building Vietnamese people of the new era, closely and harmoniously linking traditional values and modern values; building a truly clean and healthy cultural environment, improving the conditions for people to enjoy culture; protecting and promoting good and sustainable values in Vietnamese cultural traditions; linking the preservation and promotion of traditional Vietnamese cultural values with proactive and active international integration in culture, building Vietnam into an attractive destination for international cultural exchange; selectively absorbing the quintessence of human culture in accordance with Vietnamese reality, gradually bringing Vietnamese culture to the world.

Thus, the fundamental issue in Ho Chi Minh's thought on culture is to develop cultural people - the cultural subject, to preserve and promote the cultural values of the nation and community; cultural development promotes economic, political and social development. On this basis, cultural development in each specific field is also established on the basis of core issues of human development and promoting economic, political and social development of the country. In that sense, the issue of cultural tourism development is a content related to tourism and culture, also implemented based on the principle of tourism management combined with the foundation of Ho Chi Minh's thought on culture. Regarding the development of cultural tourism, Bon, N.V. (2020) explains that cultural tourism development is a form of tourism development based on cultural values; In other words, it is the exploitation of cultural values to create tourism products to satisfy the needs of tourists, while bringing economic, political, social benefits and contributing to cultural preservation. Ha, T.T. (2024) believes that developing cultural tourism is one of the ways to enrich and enrich new cultural values for the national cultural heritage treasure; because in the process of consuming cultural tourism products, there is an exchange between tourists and tourism services and with local people; this is the process of cultural exchange and acculturation in tourism.

Based on Ho Chi Minh's thoughts on culture; at the same time, on the basis of inheriting and developing the above research viewpoints on cultural tourism development, the author builds the scale "Developing cultural tourism" (DCT) with implications on the development of cultural people to preserve and promote the cultural values of the nation and community; cultural development promotes economic, political and social development. The content of the scale includes: Developing cultural tourism - developing cultured people, raising people's understanding of ethnic and community cultural values (DCT1); Developing cultural tourism - promoting cultural values and preserving heritages and ethnic and community cultural values (DCT2); Developing cultural tourism - exploiting ethnic and community cultural values, promoting national and local economic and social development (DCT3).

With the above approach and explanation, this study explains the content of cultural tourism development based on the human resource factor (cultural subject) and the cultural product factor (cultural value exploited). In terms of cultural research and management, these are the main cultural resources, both the constituent content and the factor that directly affects the development of cultural tourism. The research of Putman R.D. et al (1995) and Harding, S. (2003) explains cultural resources in detail with the constituent contents, including human resources (cultural elements of people); cultural products (cultural values exploited from different cultural elements). The author inherits the above research perspectives and chooses two contents when studying cultural resources, including Human Resources and Cultural Products as factors that directly affect the development of cultural tourism.

- Firstly, human resources are special social capital, which is human knowledge, community culture, and ethnicity. Many researchers explain that human resources include qualities, knowledge, skills, will, aesthetics... crystallized in each person, forming each person's culture. Huyen, N.V. (2006) emphasized the qualifications, skills, ethics and career aspirations, quality of life, and human happiness when discussing human resources, which are cultural factors and mental capacity that have a positive impact on economic and social development. Similar to this point of view, Thien, N.N. (2021) also believes that human resources are the force that drives social development; they are the potential and capacity of each individual and community and are the most important resource, which has a decisive meaning on the development of culture, economy, politics and society. On that basis, the "Human Resources" (HR) scale was built by the author with the implication of human development - Vietnamese people with traditional cultural characteristics combined with modern culture to develop the country in the trend of integration and civilization: People have the qualities to preserve culture, patriotism, love for the nation, become cultural subjects to realize the goals of developing a civilized society (HR1); People have understanding of culture and the ability to absorb new knowledge of the times, become cultural subjects to realize the goals of developing a civilized society (HR2); People have the will and aspiration to develop and integrate to become cultural subjects to realize the goals of developing a civilized society (HR3).

- Second, cultural products are cultural values that are exploited to become spiritual products serving the cultural needs of people and communities. Cultural products are diverse, including historical relics, scenic spots, handicraft products, customs, etc., expressing historical values, traditions, aesthetics, art, professional secrets, etc. of the nation, locality and community, becoming a force influencing the development of the country. Nam, P.X. (1998) and Hang, C.T. (2021) emphasized the role of cultural products, that cultural products become cultural resources to promote economic and social development when they are exploited reasonably by people, combining exploitation and conservation, promoting the cultural values of the nation and community; not only playing a role in promoting economic and social development, but also contributing to the implementation of educational, aesthetic and historical succession and development functions. Therefore, developing cultural products on the basis of combining exploitation and preservation, promoting cultural values of the nation and community is a common task for the nation, locality, individual and community. Accordingly, educating and propagating awareness of preserving and promoting cultural values for the people is a regular task; institutionalizing to recognize cultural values is a mandatory requirement; sustainable exploitation of cultural values is the responsibility of each person, organization and community. With that explanation, the author builds the scale "Cultural Products" (CP) implying the following contents: Cultural products are institutionalized in value and protected to serve the goal of preserving national cultural identity and socio-economic development (CP1); Cultural products are promoted, propagated and sustainably exploited to serve the goal of preserving national cultural identity and socio-economic development (CP2); Education on cultural values, education on awareness of preserving and promoting cultural values is well implemented towards the goal of preserving national cultural identity and socio-economic development (CP3).

In both theory and practice, it can be seen that cultural resources, when exploited to promote their value, will become an important resource for socio-economic development, preserving the cultural identity of the nation and the community. Because cultural resources play the role of social capital and have resonance, meaning that the more people use them, the more value is created, the more they are used, the more value is increased. This is the difference between cultural resources (cultural capital) and other types of tangible capital, such as resources, labor, and money. In the specific field - cultural tourism development, cultural resources (human resources, cultural products) play the role of constituent content and are factors that directly influence and determine the development of cultural tourism. With that meaning, the research hypothesis set for this study is: *Human resources (H1), cultural products (H2) are cultural resources that have a direct impact on the development of cultural tourism.*

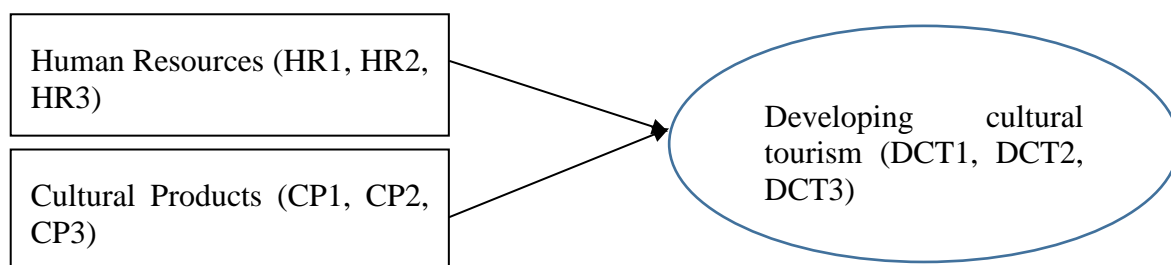
Through a research overview based on Ho Chi Minh's ideology on culture and some research perspectives on cultural resources and cultural tourism development, the author has built a theoretical research model on factors affecting cultural tourism development. The model includes 3 scales with a total of 9 observed variables, the author designed a survey form with 9 corresponding questions and measured by a 5-level Likert scale: 1 - Strongly disagree; 2 - Disagree; 3 - No opinion; 4 - Agree; 5 - Strongly agree (Table 1, Figure 1).

Table 1. Theoretical framework

No	Scales	Encode	Rating levels				
			1	2	3	4	5
I	Human resources	HR					
1	People have the qualities to preserve culture, patriotism, love for the nation, become cultural subjects to realize the goals of developing a civilized society.	HR1					
2	People have understanding of culture and the ability to absorb new knowledge of the times, become cultural subjects to realize the goals of developing a civilized society.	HR2					
3	People have the will and aspiration to develop and integrate to become cultural subjects to realize the goals of developing a civilized society.	HR3					
II	Cultural products	CP					
4	Cultural products are institutionalized in value and protected to serve the goal of preserving national cultural identity and socio-economic development.	CP1					
5	Cultural products are promoted, propagated and sustainably exploited to serve the goal of preserving national cultural identity and socio-economic development.	CP2					
6	Education on cultural values, education on awareness of preserving and promoting cultural values is well implemented towards the goal of preserving national cultural identity and socio-economic development.	CP3					
III	Developing cultural tourism	DCT					
7	Developing cultural tourism - developing cultured people, raising people's understanding of ethnic and community cultural values.	DCT1					
8	Developing cultural tourism - promoting cultural values and preserving heritages and ethnic and community cultural values.	DCT2					
9	Developing cultural tourism - exploiting ethnic and community cultural values, promoting national and local economic and social development.	DCT3					

Source: Compiled by the author through the review

Research model

**Figure 1.** Research model

3. RESEARCH METHODS

The author uses qualitative methods through collecting and analyzing secondary data to build a theoretical framework and research model with 3 scales: "Human resources" (HR); "Cultural products" (CP) and "Developing cultural tourism" (DCT).

The author used quantitative method through collecting and analyzing primary data in the form of surveying 360 managers of 200 cultural and tourism organizations of some localities representing three regions of Vietnam, including Hanoi (North), Da Nang (Central), Can Tho (South). The survey was conducted in two steps: Preliminary survey and official survey.

Preliminary survey: This study uses exploratory factor analysis to test the theoretical model. According to Hair, J.F. et al. (2009), the minimum sample size required for exploratory factor analysis for a model of 3 scales and 9 observed variables is $N = 9 \times 5 = 45$. The author conducted a preliminary survey at 70 cultural and tourism agencies and organizations in Hanoi with a sample size of $N = 120$ managers ($N > 45$). The preliminary survey results showed that all 3 scales and 9 observed variables achieved reliability to be used in an official survey on a larger scale.

Official survey: From the preliminary survey results that met the requirements, the author conducted an official survey with a sample size of $N = 360$ managers of cultural and tourism organizations in some localities as mentioned above. The survey was conducted with the consent of the respondents, the results obtained 360/360 valid responses, achieving a valid response rate of 100%.

4. RESEARCH RESULTS AND DISCUSSION

First, the author conducted Cronbach' Alpha testing to identify the reliability of the scales and observed variables in the research model. In quantitative research, the scale ensures reliability when reaching Cronbach'alpha value > 0.6 ; observed variables have reliability when reaching Corrected Item-Total Correlation value > 0.3 (Hair, J.F. et al., 2009). The statistical and testing results are shown in Table 2 below.

Table 2. Statistical results and testing results of the scale

Scales	Observed variables	N	Min	Max	Mean	Std. Deviation	Cronbach' Alpha	Corrected Item-Total Correlation
1. Human Resources (HR)	HR1	360	1	5	4.17	.619	.701	HR1 = .615
	HR2	360	1	5	4.22	.610		HR2 = .611
	HR3	360	1	5	4.15	.598		HR3 = .574
2. Cultural Products (CP)	CP1	360	1	5	4.02	.639	.668	CP1 = .585
	CP2	360	1	5	3.98	.635		CP2 = .569
	CP3	360	1	5	4.06	.714		CP3 = .572
3. Developing cultural tourism (DCT)	DCT1	360	1	5	4.09	.604	.696	DCT1 = .594
	DCT2	360	1	5	4.10	.615		DCT2 = .587
	DCT3	360	1	5	4.07	.616		DCT3 = .589
Valid N (listwise)		360						

Source: Author's survey results

Data in Table 2 shows that the observed variables of the scale "Human resources" (HR), "Cultural products" (CP), "Development cultural tourism" (DCT) are all evaluated at an average level of Mean ≥ 3.98 , which is statistically significant according to the Likert scale (1-5) determined. In which, the observed variables of the scale "Human resources" (HR) are evaluated at the highest level with Mean (HR1) = 4.17, Mean (HR2) = 4.22, Mean (HR3) = 4.15, showing that managers of cultural and tourism agencies and organizations highly appreciate the human resources factor, promoting the development of cultural tourism. Accordingly, people are generally assessed as having the qualities of preserving culture, patriotism, love for the nation; understanding culture and the ability to absorb new knowledge of the times; have the will and aspiration to develop and integrate to become a cultural subject to realize

the goals of developing a civilized society. This is a positive subject factor, an advantage for developing cultural tourism in Vietnam.

Data in Table 2 also shows that the observed variables of the "Cultural Products" (CP) scale are rated at the lowest level with Mean (CP1) = 4.02, Mean (CP2) = 3.96, Mean (CP3) = 4.06, indicating that managers of cultural and tourism agencies and organizations have a low rating for the cultural product factor. Accordingly, the institutionalization of the value of cultural products; promotion and propaganda of the value of cultural products; education on the awareness of preserving and promoting cultural values in many cases have not received due attention, which has a certain impact on the development of cultural tourism and the preservation of national cultural identity, and socio-economic development. The author's survey results are similar to the assessment of Dong, T.Q. (2025), that Vietnamese cultural products are increasingly developing, diverse in content and form; Many new cultural forms, products and services have been and are being explored, experimented with, and performed to meet the increasingly diverse and profound needs of the people and have begun to reach out to the world; however, Vietnamese culture is not yet widely known to the international public and has not really become a brand due to many subjective and objective reasons; Vietnamese cultural products have not really created a spectacular breakthrough and have not left a strong impression on the international public, while foreign cultural goods are increasingly widespread, having a strong influence and domination in the consumption of Vietnamese people.

With the reliability test value of the scales and observed variables meeting the standards, the author has the basis to conduct exploratory factor analysis to test the initial theoretical research model. Exploratory factor analysis with Varimax rotation is performed to preliminarily assess the unidimensionality, convergent value, and discriminant value of the scales to have more basis to draw research conclusions about the suitability of the proposed theoretical research model. The results of exploratory factor analysis are shown in Table 3 and Table 4 below.

Table 3. Total Variance Explained

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.793
Bartlett's Test of Sphericity Approx. Chi-Square	2241.639
df	36
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.438	38.201	38.201	3.438	38.201	38.201	2.984	33.157	33.157
2	3.110	34.559	72.760	3.110	34.559	72.760	2.771	30.794	63.951
3	1.002	11.128	83.888	1.002	11.128	83.888	1.794	19.937	83.888
4	.524	5.827	89.715						
5	.438	4.862	94.577						
6	.171	1.901	96.478						
7	.159	1.763	98.241						
8	.110	1.227	99.468						
9	.048	.532	100.000						

Extraction Method: Principal Component Analysis.

Source: Author's survey results

Table 4. Rotated Component Matrix

Rotated Component Matrix ^a				
Scales	Observed variables	Component		
		1	2	3
1. Human Resources (HR)	HR1	.819		
	HR2	.795		
	HR3	.801		
2. Cultural Products (CP)	CP1		.774	
	CP2		.786	
	CP3		.758	
3. Developing cultural tourism (DCT)	DCT1			.789
	DCT2			.797
	DCT3			.795
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

Source: Author's survey results

In quantitative research, according to Hair, J.F. et al. (2009), exploratory factor analysis was performed in accordance with the data set through the values: $0.5 \leq \text{KMO} \leq 1$; Bartlett's test has an observed significance level Sig. < 0.05; Eigenvalue ≥ 1 ; Total Variance Explained $\geq 50\%$; Factor Loading ≥ 0.5 . The data in Table 3 and Table 4 show that:

- KMO coefficient = 0.793 > 0.5, confirming that exploratory factor analysis is appropriate for the data set; Bartlett's test has an observed significance level of Sig. = 0.000 < 0.05, showing that the observed variables have a linear correlation with the representative factor. Total Variance Explained with Cumulative % = 83.888% > 50% (Table 3), showing that 83.888% of the variation of the representative factors is explained by the observed variables; the observed variables all have Factor Loading > 0.5 (Table 4), showing that the observed variables have good statistical significance. The theoretical research model initially proposed is consistent with the survey research practice.

- The observed variables were extracted into 03 factors corresponding to the 03 initial factors with Eigenvalues > 1 (Table 3), continuing to confirm the suitability of the initial research model. And the initial research model was kept intact, including: 02 independent variables "Human resources" (HR), "Cultural products" (CP) and 01 dependent variable "Developing cultural tourism" (DCT) with a total of 9 observed variables with good statistical significance, which can perform multivariate linear regression analysis to examine the relationship of the scales in the model. The results of the regression analysis are shown in Table 5, which is the basis for the author to draw research conclusions.

Table 5. Multivariate regression results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
Model		B	Std. Error	Beta			
1	(Constant)	1.128	.184		14.583	.000	
	Human Resources (HR)	.588	.327	.595	11.846	.000	1.815
	Cultural Products (CP)	.432	.269	.479	9.927	.000	1.833
a. Dependent Variable: Developing cultural tourism (DCT)							
Adjusted R Square: 0.759; Durbin-Watson: 2.110							

Source: Author's survey results

The data in Table 5 shows that:

+ R Square = 0.759, confirming that the scales "Human Resources" (HR), "Cultural Products" (CP) explain 75.9% of the variation in the scale "Developing cultural tourism" (DCT); $1 < VIF < 2$, showing that the regression model does not have multicollinearity; Durbin-Watson = 2.110 ($1 < d < 3$), showing that the regression model does not have autocorrelation, confirming that the scales "Human Resources" (HR), "Cultural Products" (CP) are independent and have an impact on the scale "Developing cultural tourism" (DCT), confirming the suitability of the theoretical research model with the survey data set.

+ The regression coefficients of the two independent variables "Human resources" (HR), "Cultural products" (CP) are both statistically significant Sig. = 0.000 (Sig. < 0.05) and have positive values: $B(HR) = 0.588$ and $B(CP) = 0.432$, confirming the positive relationship between the two independent variables "Human resources" (HR), "Cultural products" (CP) and 01 dependent variable "Developing cultural tourism" (DCT); hypotheses H1, H2 are accepted; the initial research model continues to be confirmed to be appropriate.

Based on the generalized regression model of Hair, J.F. et al. (2009): $Y = B_0 + B_1 \cdot X_1 + B_2 \cdot X_2 + \dots + B_i \cdot X_i$, the author determined the multivariate regression model of this study as follows: $DCT = 1.128 + 0.588 \cdot HR + 0.432 \cdot CP$

Based on the regression coefficient (B), it can be seen that the correlation level of the independent variables and the dependent variables in decreasing order is: "Human resources" (HR) and "Cultural products" (CP). That contributes to further affirming the empirical research results in Vietnam, that human resources and cultural products are cultural resources that have a direct impact on the development of cultural tourism. Current practice shows that human resources are an advantage, a factor that has a direct impact, promoting the development of cultural tourism; however, Vietnamese cultural products today have not really created a spectacular breakthrough, have not made a strong impression on the international public.

From the above research results, the author discusses policy issues in Vietnam, according to which localities need to promote the development of cultural products to become a driving force for cultural tourism development: Promote the development of diverse, unique, high-quality cultural tourism products that meet market demand. Because Vietnam has a population of 100 million; in recent years, the economic growth rate is high and stable, people's income has been raised, the demand for cultural enjoyment is increasingly high and diverse. That creates an important premise for the cause of cultural development with diverse and unique cultural products. And so, the development of both human resources and cultural products is necessary, but the development of cultural products needs to be prioritized to enhance cultural values to serve the development of cultural tourism, contributing to promoting socio-economic development.

Acknowledgement: This research is funded by University of Finance - Marketing, Vietnam. The author thanks for this support.

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