

Cultural Resources Promote Tourism Development in Vietnam

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ABSTRACT

In each country, culture is the spiritual foundation that promotes socio-economic development. In that common development, culture plays an important role, as a decisive foundation for tourism development and the formation of cultural tourism activities. In other words, the development of cultural tourism is based on the foundation of cultural resources. In terms of research and management practice, cultural resources are identified as both tangible and intangible and diverse in form. In this study, the author mentions two basic contents of cultural resources, including cultural institutions and cultural products and studies them in their role as factors affecting the development of cultural tourism. The author builds a theoretical research model and surveys the opinions of 300 managers of 150 management agencies and organizations operating in the fields of culture and tourism in the capital city of Hanoi, Vietnam. Theoretical research and practical survey aim to analyze, evaluate, identify cultural resources and discuss policy issues to serve tourism development of Hanoi capital and Vietnam.

Keywords: Tourism development; Cultural resources; Vietnam.

1. INTRODUCTION

Vietnam today was formed and developed on the basis of the unification of many countries and has a long history of development in both political and cultural aspects. In terms of culture, recent studies emphasize that Vietnamese culture is a national/ethnic cultural community, this is a unified national culture based on the diversity of ethnic cultural nuances - 54 ethnic groups living in Vietnam.

Vietnam's administrative boundaries are divided into 63 provinces and cities - provincial-level localities (GSO, 2025). In particular, Hanoi is a special locality with a long history of establishment and development in both political and cultural aspects: the capital of 3 feudal dynasties lasting nearly 1000 years, and is currently the capital of Vietnam. The uniqueness and cultural diversity of Hanoi have become a highlight in the development of the country throughout history, both in the present and in the future.

According to data from the Vietnam National Administration of Tourism (VNAT, 2024), Hanoi has 5,922 relics and 1,793 intangible cultural heritages, which are great advantages for tourism development and attracting domestic and foreign visitors. Hanoi focuses on exploiting this resource on the basis of harmonizing conservation and development; if only exploiting and neglecting conservation, the degradation and loss of heritage will occur quickly, leading to the heritage not being attractive enough for tourists; harmonizing these two factors will create sustainable development for tourism and for heritage conservation. This is an issue that attracts the attention of local managers and is the reason why the author chose this study.

2. LITERATURE REVIEW

The term "cultural resources" is approached by many researchers in terms of social capital and is synonymous with the term "cultural capital". According to Putman R.D. et al (1995), it is a common asset of a community or a society. Or as Harding, S. (2003) compares cultural resources as networks, norms and social beliefs, which promote connection, coordination and collaboration for the common good. Explaining this, it can be seen that connection,

coordination and collaboration for the common good create social networks with communication standards in mutual trust; and together with the sharing of ethical values, it will make the coordination of actions between individuals in the community more likely to be implemented, thereby creating a resonance value for national development. Similar to the above explanation, Duong, P.D. (2021) further emphasized that culture is a national resource, but the resource is not in a dormant state but must be awakened, creating value for life; promoting the values of national cultural resources for sustainable national development is not only the determination and action of the entire political system, but also the awareness and cooperation of the entire people, especially the young generation, the future owners of the country.

The studies of Putman R.D. et al (1995) and Harding, S. (2003) explain cultural resources in detail with their constituent contents, including: Human resources (knowledge, skills, thoughts, emotions..., cultural elements of each person); Cultural products (products with intellectual, experiential, ethical, aesthetic values... of people); Cultural institutions (social relations, cultural aspects institutionalized into legal standards, rules of conduct in social life). The author inherits the above research perspectives and chooses two contents when researching cultural resources, which are Cultural institutions and Cultural products.

- Firstly, cultural institutions, according to Phong, N.H. (2022), are mechanisms, policies, and laws on culture that are promulgated, acting as legal tools in managing and organizing creative activities - production - distribution, circulation and consumption, and cultural enjoyment of the masses. Further explaining the role of cultural institutions, Hung, N.V. (2023) emphasized that building, consolidating, and perfecting cultural institutions is an important basis for maximizing resources, making culture a spiritual foundation, a goal, and a strong driving force for the cause of building and defending the country. According to the above researchers, cultural institutions imply social relations - a cultural resource, institutionalized into rules of conduct, forming a cultural environment. It can be the relationship between individuals and the community, individuals and individuals, people and the natural environment and these relationships are culturalized and aestheticized. Social relationships, when institutionalized, will create a positive cultural environment, with great meaning and value, promoting the development of economic, political, military, diplomatic activities... of the country; and if people do not follow the cultural institutions in those relationships, society will have potential risks of instability and cannot develop sustainably.

Explained from another perspective, the cultural environment is the place to educate and perfect human personality. The institutionalization to build a cultural environment is first carried out by each individual, family, community, school, office... so that each person, each family, each collective becomes an active subject in building a cultural family, a cultural community, a cultural collective, towards the goal of a civilized society. With that meaning, the author designed the scale "Cultural Institution" (CI) to imply the required contents set out to regularize and legalize social relations into a cultural environment, including: Personal and family relationships are institutionalized in accordance with national cultural characteristics, promoting social development when each citizen becomes a cultural subject for the goals of a happy family and a civilized society (CI1); Social relationships in the community are institutionalized in accordance with national cultural characteristics, promoting social development when each citizen becomes a cultural subject for the goals of social progress (CI2); Social relationships in public service activities are institutionalized (public service culture), promoting social development when each public service worker becomes a cultural subject for the goals of democracy, fairness, civilization and sustainable development (CI3).

- Second, cultural products are a combination of creativity, production and business, exploiting intangible contents, creating cultural products and services, protected by copyright law and related laws. In general, cultural products include historical and cultural relics; scenic spots; handicraft products... expressing historical, traditional, aesthetic, artistic values, professional secrets... of the nation, locality and community, becoming a force influencing the development of the country. According to Nam, P.X. (1998), cultural products will become cultural resources when exploited by subjects for socio-economic development; including tangible cultural products and intangible cultural products. Hang, C.T. (2021) affirms that cultural products not only play an important role in economic development and perform entertainment functions, but also contribute to educational functions, foster aesthetic values, and the function of continuing and developing history.

In the current context, culture is considered an important resource for national development; the awareness of cultural resources affecting economic and social development is a common mindset of humanity. Therefore, each country needs to preserve and develop cultural products in a sustainable manner, from educating people about the awareness of preserving, promoting and developing cultural values, to institutionalizing cultural values and responsibly exploiting cultural values towards the goal of sustainable development. From here, the measurement month "Cultural Products" (CP) designed by the author implies the required contents for the preservation and development of cultural products, which are: Cultural products are preserved; people are educated about the awareness of preserving cultural values towards the goal of preserving national cultural identity and developing society (CP1); Cultural products are identified/institutionalized in terms of value and propagated and promoted towards the goal of preserving and protecting national cultural values and developing the economy and society (CP2); Cultural products promote their value when exploited responsibly towards the goal of preserving and sustainably developing national culture (CP3).

Cultural resources, when exploited and promoted in value, will become an important resource for national and local economic and social development, contributing significantly to protecting the cultural identity of the community and the nation. According to Dung, T.H. (2013), culture is a type of capital of the whole community, not owned by an individual, and it has resonance, meaning that the more people use this capital, the more value is created, the more it is used, the more value is increased; and thus, cultural capital is different from tangible capital such as resources, labor, and currency.

In a specific aspect, that is, tourism development in the overall national economic and social development, cultural resources play an important role, as a decisive foundation for tourism development and the formation of cultural tourism activities. According to Hung, N.P. (2017), cultural tourism is a diverse activity of tourists to experience and explore new and different things about culture. Bon, N.V. (2020) explains cultural tourism in terms of a form of tourism developed based on cultural values. Accordingly, the exploitation of cultural values creates tourism products to satisfy the needs of tourists, while bringing economic, political, social benefits and contributing to cultural preservation. Huong, H.T. et al (2025) affirm that cultural tourism is all tourism services created by humans, activities of exploiting and using cultural resources to create new and different tourism products to serve the needs of enjoyment, experience, and discovery of tourists in a certain space and time. The author inherits and develops the scale "Cultural tourism development" (CTD) of Huong, H.T. et al (2025) including implications for sustainable development in the tourism sector according to the orientation, political guidelines, and legal regulations of Vietnam, that is: Cultural tourism enhances people's values and understanding through products, services, and experiences of ethnic and local cultures (CTD1); Cultural tourism preserves heritage and cultural values through products, services, and experiences of ethnic and local cultures (CTD2); Cultural tourism promotes and honors ethnic cultural values and develops local socio-economy (CTD3).

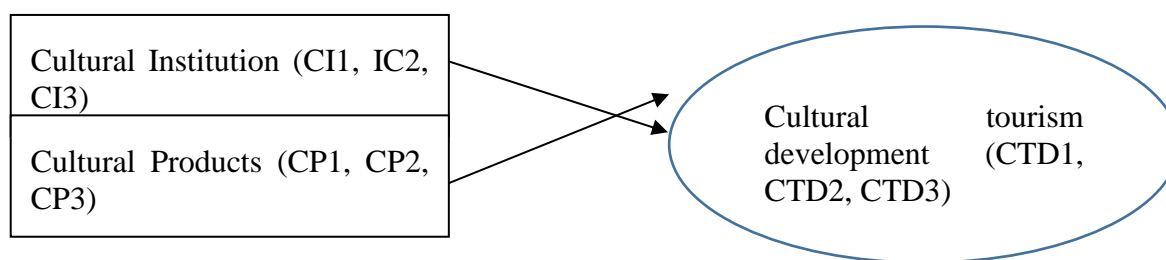
In terms of the overall aspect of each country, culture is the spiritual foundation that promotes socio-economic development. In that general development, cultural resources play an important role, forming the foundation that determines tourism development and the formation of cultural tourism activities. In other words, the development of cultural tourism is based on the foundation of cultural resources, including cultural institutions and cultural products. With the above explanation, the research hypothesis is proposed, that is: *Cultural institutions (H1), cultural products (H2) are important cultural resources, directly affecting the development of cultural tourism.*

Based on the research overview, the theoretical framework on cultural resources and cultural tourism development is built including 3 scales with a total of 9 observed variables. The author designed a survey form including 9 questions corresponding to the above 9 observed variables 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	Cultural Institution	CI					
1	Personal and family relationships are institutionalized in accordance with national cultural characteristics, promoting social development when each citizen becomes a cultural subject for the goals of a happy family and a civilized society.	CI1					
2	Social relationships in the community are institutionalized in accordance with national cultural characteristics, promoting social development when each citizen becomes a cultural subject for the goals of social progress.	CI2					
3	Social relationships in public service activities are institutionalized (public service culture), promoting social development when each public service worker becomes a cultural subject for the goals of democracy, fairness, civilization and sustainable development.	CI3					
II	Cultural Products	CP					
4	Cultural products are preserved; people are educated about the awareness of preserving cultural values towards the goal of preserving national cultural identity and developing society.	CP1					
5	Cultural products are identified/institutionalized in terms of value and propagated and promoted towards the goal of preserving and protecting national cultural values and developing the economy and society.	CP2					
6	Cultural products promote their value when exploited responsibly towards the goal of preserving and sustainably developing national culture.	CP3					
III	Cultural tourism development	CTD					
7	Cultural tourism enhances people's values and understanding through products, services, and experiences of ethnic and local cultures.	CTD1					
8	Cultural tourism preserves heritage and cultural values through products, services, and experiences of ethnic and local cultures.	CTD2					
9	Cultural tourism promotes and honors ethnic cultural values and develops local socio-economy.	CTD3					

Source: Compiled by the author through the review

Research model**Figure 1. Research model****3. RESEARCH METHODS**

- Qualitative method: The author uses qualitative method through collecting and analyzing secondary data - published documents. Based on the synthesis and analysis of related research contents from these documents, the author builds a theoretical research framework and a research model with 3 scales: "Cultural institutions" (CI); "Cultural products" (CP); "Cultural tourism development" (CTD).

- Quantitative method: The author uses quantitative method through collecting and analyzing primary data in the form of surveying the opinions of 300 managers of 150 management agencies and organizations operating in the field of culture and tourism in Hanoi. The survey is conducted in two steps: Preliminary survey and official survey.

Preliminary survey: In this study, the author performed exploratory factor analysis and regression analysis to test the theoretical model and test the relationship between the scales. 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 $N = 9 \times 5 = 45$. First, the author conducted a preliminary survey at 50 cultural agencies and organizations in Hanoi with a sample size of $N = 100$ 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: The author conducted an official survey to collect opinions from 300 managers of 150 management agencies and organizations operating in the fields of culture and tourism in Hanoi. The survey was conducted with the consent of the respondents, and the results obtained 300/300 valid responses, achieving a valid response rate of 100%.

4. RESEARCH RESULTS AND DISCUSSION

From the collected survey data, 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. Cultural Institution (CI)	CI1	300	1	5	4.21	.589	.712	CI1 = .574
	CI2	300	1	5	4.18	.611		CI2 = .618
	CI3	300	1	5	4.11	.605		CI3 = .597
2. Cultural Products (CP)	CP1	300	1	5	4.01	.643	.661	CP1 = .552
	CP2	300	1	5	3.99	.638		CP2 = .516
	CP3	300	1	5	4.02	.674		CP3 = .492

Scales	Observed variables	N	Min	Max	Mean	Std. Deviation	Cronbach' Alpha	Corrected Item-Total Correlation
3. Cultural tourism development (CTD)	CTD1	300	1	5	4.08	.594	.695	CTD1 = .583
	CTD2	300	1	5	4.05	.618		CTD2 = .571
	CTD3	300	1	5	4.10	.626		CTD3 = .584
Valid N (listwise)		300						

Source: Author's survey results

Data in Table 2 shows that the observations of the scale "Cultural institutions" (CI), "Cultural products" (CP), "Cultural tourism development" (CTD) are all rated at an average level of Mean ≥ 3.99 , statistically significant according to the Likert scale (1-5) determined. In which, the observed variables of the scale "Cultural institutions" (CI) are rated at the highest level with Mean (CI1) = 4.21, Mean (CI2) = 4.18, Mean (CI3) = 4.11, showing that managers of cultural agencies and organizations highly appreciate the factor of cultural institutions, promoting the development of cultural tourism. Accordingly, the relationships of individuals, families; social relationships in the community; Social relations in public service activities are institutionalized in accordance with national cultural characteristics, promoting social development when each citizen becomes a cultural subject for the goals of happy family, civilized, progressive and democratic society, fairness, and sustainable development in Vietnam.

The observed variables of the "Cultural Products" (CP) scale were assessed at the lowest level with Mean (CP1) = 4.01, Mean (CP2) = 3.99, Mean (CP3) = 4.02, showing that managers of cultural agencies and organizations underestimate the cultural product factor. Accordingly, the identification/institutionalization of the value of cultural products and the preservation of cultural products in many cases have not received due attention; propaganda and education on the awareness of preserving and promoting cultural values towards the goal of preserving national cultural identity and developing the economy and society in many cases have not been focused on. The author's survey results are similar to the assessment of Hang, C.T. (2021), that Vietnam's cultural products and services are currently not rich and diverse compared to their potential; has not met the increasing cultural needs of the majority of people, which limits breakthrough development in the field of cultural tourism.

In general, cultural resources including cultural institutions, unique and diverse cultural products have promoted the development of cultural tourism in the capital Hanoi. In 2019, the number of tourists to Hanoi reached 28.945 million, with revenue of 103,812 billion VND; in 2022, due to the impact of the Covid-19 pandemic, the number of tourists was lower, in the first 10 months of 2022, it reached 15.38 million, with revenue of 43.69 trillion VND, an increase of more than; in 2025, Hanoi is expected to welcome 30 million tourists, with revenue of 130 trillion VND; the total contribution rate of the tourism industry to the city's GRDP strives to reach over 8% (Cuc, P.T.T., 2023).

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.	.755
Bartlett's Test of Sphericity Approx. Chi-Square	2134.453
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	3.530	39.217	39.217	3.530	39.217	39.217	2.840	31.553	31.553
2	2.961	32.899	72.116	2.961	32.899	72.116	2.701	30.013	61.566
3	1.060	11.778	83.894	1.060	11.778	83.894	2.009	22.328	83.894
4	.499	5.548	89.442						
5	.416	4.617	94.059						
6	.187	2.082	96.141						
7	.172	1.912	98.054						
8	.121	1.344	99.398						
9	.054	.602	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
Cultural Institution (CI)	TC1	.769		
	TC2	.787		
	TC3	.811		
Cultural Products (CP)	SP1		.754	
	SP2		.761	
	SP3		.749	
Cultural tourism development (CTD)	DL1			.785
	DL2			.781
	DL3			.792
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 = $0.755 > 0.5$, 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 % = $83.894\% > 50\%$ (Table 3), showing that 83.894% 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 "Cultural institutions" (CI), "Cultural products" (CP) and 01 dependent variable "Cultural tourism development" (CTD) 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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	1.162	.131		12.258	.000	
	Cultural Institution (CI)	.618	.308	.589	9.785	.000	1.831
	Cultural Products (CP)	.464	.274	.487	8.952	.000	1.831
a. Dependent Variable: Cultural tourism development (CTD)							
Adjusted R Square: 0.735; Durbin-Watson: 2.106							

Source: Author's survey results

The data in Table 5 shows that:

+ R Square = 0.735, confirming that the scales "Cultural Institutions" (CI), "Cultural Products" (CP) explain 73.5% of the variation in the scale "Cultural Tourism Development" (CTD); VIF = 1.831 ($1 < VIF < 2$), showing that the regression model does not have multicollinearity; Durbin-Watson = 2.106 ($1 < d < 3$), showing that the regression model does not have autocorrelation, confirming that the scales "Cultural Institutions" (CI), "Cultural Products" (CP) are independent and have the same impact on the scale "Cultural Tourism Development" (CTD), confirming the suitability of the theoretical research model with the survey data set.

+ The regression coefficients of the two independent variables "Cultural institutions" (CI), "Cultural products" (CP) are both statistically significant Sig. = 0.000 (Sig. < 0.05) and have positive values: B(CI) = 0.618 and B(CP) = 0.464, confirming the positive relationship between the two independent variables "Cultural institutions" (CI), "Cultural products" (CP) and 01 dependent variable "Cultural tourism development" (CTD); 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:

$$CTD = 1.162 + 0.618 \cdot CI + 0.464 \cdot CP$$

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: "Cultural institutions" (CI) and "Cultural products" (CP). That contributes to further confirming the empirical research results in Vietnam, that cultural institutions and cultural products are important cultural resources, directly affecting the development of cultural tourism. In Vietnam today, the cultural institutions that are built and promulgated have a positive impact, promoting the development of cultural tourism. However, Vietnam's current cultural products are still not rich and diverse compared to their potential; they have not met the increasingly high cultural needs of the majority of people, which limits the breakthrough development in the field of cultural tourism.

The development of both cultural institutions and cultural products is necessary, but the development of cultural products should be prioritized to enhance cultural values to serve tourism development. Reality shows that cultural

resources can be transformed into each other and can be transformed into other resources during use; those cultural products are used/exploited to develop people's spiritual life, and when received by people, they turn into other valuable social resources. From the above research results, the author suggests the management issue of Hanoi city and expanding to other localities in Vietnam to promote the development of cultural tourism, which is to promote the development of cultural products to become the driving force for the development of cultural tourism. Accordingly, Hanoi city and other localities in Vietnam need to promote the development of diverse, unique, high-quality cultural tourism products that meet market demand; Research, develop and implement public-private partnership models in investment and operation of tourist areas, tourist attractions, cultural works, and pilot projects at a number of qualified units; promote the development of cultural tourism types associated with the organization and hosting of cultural, sports, political, social events, and major national and international festival programs.

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