

Research on Vietnamese Cultural Tourism

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Abstract

Vietnam is a country with great potential and advantages in building and developing cultural tourism with more than 40000 relics, including more than 10000 provincial relics, more than 3600 national relics, 128 special national relics, 15 intangible cultural heritages recognized by UNESCO. On the basis of exploiting and promoting the values of cultural heritage, many localities in Vietnam have been forming and developing quite diverse cultural tourism products, such as the tourism route connecting the world heritage of ASEAN countries, the Central heritage tourism route, Hue festival, Nha Trang sea festival, Ha Long sea carnival festival, Da Lat flower festival... This study focuses on analyzing the practical development of cultural tourism in Vietnam based on a survey of localities with unique features, cultural diversity and a great role and influence on the development of the country, that is the capital Hanoi. Besides studying the core content of cultural tourism development, the author surveys and evaluates the factors affecting the cultural tourism development of Hanoi Capital, thereby discussing policy issues for reference and application to many localities in Vietnam.

Keywords: *Cultural tourism; Human resources; Cultural products; Vietnam.*

Introduction

Vietnam has advantages in tourism development, including cultural tourism, because Vietnam is a country with a long history of development in both political and cultural aspects of a multi-ethnic community. Among the 63 localities of Vietnam, the capital Hanoi is the locality with a history of development of more than 1000 years since the capital Thang Long was formed in 1009 with cultural diversity, is a locality with favorable conditions for the development of cultural tourism of the country in general and of Hanoi in particular.

By 2024, Hanoi has 5922 relics, 01 world cultural heritage, 1793 intangible cultural heritages (Bao, G., 2024). Along with those relics and heritages, Hanoi also has a long-standing cultural tradition, a large number of intellectuals, and a high level of education, which is becoming a cultural resource to promote the development of cultural tourism to serve the socio-economic development strategy of the capital. However, the development of Hanoi in the current integration process is posing new requirements for the preservation and promotion of cultural values to realize the goal of developing cultural tourism.

Recently, many researchers have also identified the development trends and discussed solutions for developing cultural tourism in Hanoi, including important discussions on developing cultural resources as an influential factor promoting the development of cultural tourism (Hanh, D.T.H., 2018). This also suggests issues that need to be studied to serve the management of local leaders. This is also the reason that attracts the author's attention in this study.

Theory of cultural tourism

Cultural tourism and nature tourism are two main forms of tourism implemented by countries to serve the goal of socio-economic development. According to the definition of the World Tourism Organization, cultural tourism includes activities of people with the main motive of studying and exploring culture such as research programs, learning about performing arts, festivals and various cultural events, visiting relics and temples, studying nature, culture or folk art and pilgrimage (Anh, T.T., 2014). In Vietnam, the concept of cultural tourism is also understood similarly, according to which the general meaning, the popular nature of cultural tourism is "a type of tourism developed on the basis of exploiting cultural values, contributing

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to preserving and promoting traditional cultural values, honoring new cultural values of humanity" (PN, 2023).

In specific aspects, some researchers approach cultural tourism in the direction of economic development or serving political goals..., but also emphasize the exploitation of heritages and cultural values of the nation and the country. According to Hung, N.P. (2017), cultural tourism is a diverse activity of tourists leaving their place of residence in a certain space and time, to enjoy, experience, and explore new and different things about culture; 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. Bon, N.V. (2020) defines cultural tourism as a form of tourism developed based on cultural values, which is the exploitation of the values of cultural heritage to create tourism products to satisfy the needs of tourists, while bringing economic, political, social benefits and contributing to cultural preservation.

The implications of the above studies on cultural tourism can be clearly seen, namely the subject of cultural tourism (human factor, including the subject of management, exploitation, and experience of cultural tourism); the content/conditions for existence and development of cultural tourism (cultural heritage) and the goal of cultural tourism (preservation, promotion, and honoring of cultural values and socio-economic development). In Vietnam today, the perspective of developing cultural tourism is oriented towards preserving and promoting cultural heritage values - this is the major policy and orientation of the Party and the State over the past many years. And now, tourism in general, cultural tourism in particular, is gradually becoming a cultural industry; increasingly exploiting and effectively transforming rich resources into Vietnam's cultural soft power. On the basis of inheriting and developing research contents on cultural tourism and based on national cultural characteristics, orientations, political guidelines, and legal regulations of Vietnam, the author builds the scale "Cultural tourism development" (CTD), including the following implications: Enhancing people's values and understanding through products, services, and experiences of national and local culture (CTD1); Preserving heritages and cultural values through products, services, and experiences of national and local culture (CTD2); Promoting and honoring national cultural values and developing local socio-economy (CTD3).

With its diversity and many valuable historical heritages, bearing the unique features of the nation, Vietnam is considered a country with potential for developing cultural tourism. However, to achieve the goal of developing cultural tourism and forming and developing the cultural industry to serve socio-economic development, managers still have a lot of work to do to awaken the potential of cultural tourism, so that the policies and decisions of leaders at all levels can be promoted effectively, so that the efforts of each enterprise and people can achieve results and expectations. Based on the content characteristics of cultural tourism, it can be clearly seen that the elements of cultural tourism are the internal driving force to promote the development of cultural tourism, including the human factor - the subject participating in the cultural tourism process and the content factor forming cultural tourism - cultural heritage, exploited to become cultural tourism products. With this argument, the author establishes the viewpoint that human resource development and cultural tourism product development are two research contents/scales with the role of factors influencing cultural tourism development.

- Firstly, human resources as an important cultural resource, determine the strategic goals of cultural tourism development of the country and locality. In terms of cultural research, human resources are the spiritual capacity of the subject, including knowledge, skills, moral qualities... crystallized in each person so that each individual can develop into a human resource with intelligence, culture, and humanity. Huyen, N.V. (2006) and Hanh, D.T.H. (2018) affirmed that culture is both an attribute of a person and a factor that shows the level and quality of life of a person; talking about culture is talking about people - the subject that contains and represents the value of culture, cultural resources are ultimately human resources, so developing human resources is developing the culture of the nation, of the country. Some other researchers also mentioned human resources as a cultural resource with an emphasis on the qualifications, skills, moral qualities, and behavior of people in society and behavior with the cultural values of the community and the nation. According to Duc, L.Q. (2012) and Hung, N.P. (2017), human resources are decisive for the effective use of other resources, so to develop cultural tourism, it is necessary to first develop people - the subjects

participating in the process of developing cultural tourism. That is the propaganda, education, training, and fostering so that each individual participating in cultural tourism activities has knowledge and understanding of the role, meaning, value and the preservation, promotion, and exploitation of the value of cultural tourism products.

The author agrees with the above viewpoints and research contents and from that basis, it is possible to build the content of the "Human Resources" (HR) scale in the study of local cultural tourism development, which is the level, awareness, understanding, and consciousness of local people about cultural tourism development. This is the content of the conditional nature of the understanding and culture of the people to ensure the promotion of cultural values and heritages to serve the development of local cultural tourism, including: Local people have the level and understanding of cultural values and heritages of the locality, the nation, and the people (HR1); Local people are aware of preserving and maintaining cultural values and heritages of the locality, the nation, and the people (HR2); Local people are aware of honoring and exploiting cultural values and heritages of the locality, the nation, and the people responsibly (HR3).

- Second, cultural products as an existing cultural resource, characteristic and decisive to the strategic goals of developing cultural tourism of the country and locality. These products are exploited from cultural values, heritages and are introduced and promoted so that people understand, feel, evaluate the role, meaning and experience when participating in cultural tourism activities. According to Anh, T.T. (2014) and Khanh, N.T. (2023), cultural tourism products can be materialized into material cultural products containing intangible cultural values; it includes sightseeing services, experiences of historical and cultural relics, scenic spots, handicraft products containing traditions, arts, professional secrets, prestige, brands of craft villages... becoming resources for cultural tourism exploitation activities and a force influencing the socio-economic development of the country and locality. Therefore, each locality needs to implement well the policy of preserving and promoting typical cultural values and heritages; have exploitation policies associated with restoration and honoring to promote and maintain these cultural values and heritages.

With the above meaning and interpretation, the author has more basis to build the content of the "Cultural Products" (CP) scale in the study of local cultural tourism development. The content of the scale implies the local interest in preserving, promoting values, exploiting cultural values, heritages to serve the development of local cultural tourism, including: Locality well implements the policy of preserving cultural values, heritages to serve the development of cultural tourism and socio-economic development (CP1); Locality effectively and responsibly exploits cultural values, heritages to serve the development of cultural tourism and socio-economic development (CP2); Locality well implements communication activities, honors to promote cultural values, heritages to serve the development of cultural tourism and socio-economic development (CP3).

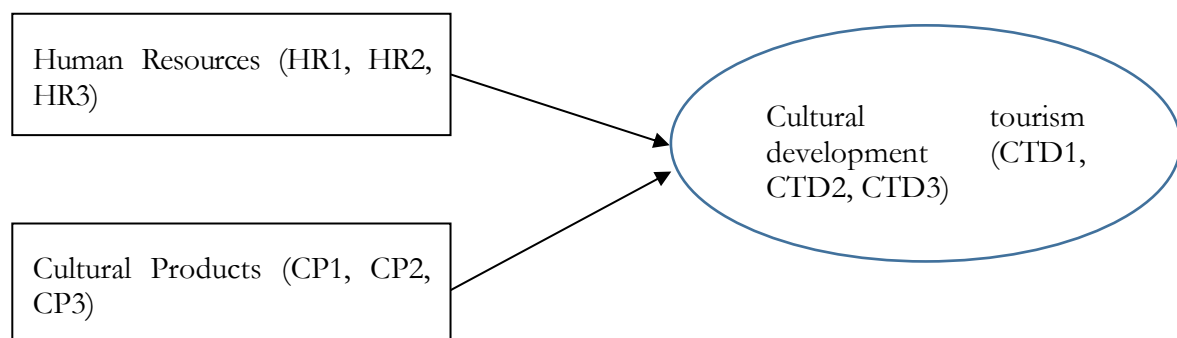
From the above overview research content, the author has built a theoretical research framework, a research model including 02 independent variables and 01 dependent variable with a total of 09 observed variables when researching cultural tourism. The author designed a survey with 09 questions, which are the 09 observed variables mentioned above 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 for research on cultural tourism development in Vietnam

No	Scales	Encode	Rating levels				
			1	2	3	4	5
I	Human Resources	HR					
1	Local people have the level and understanding of cultural values and heritages of the locality, the nation, and the people.	HR1					
2	Local people are aware of preserving and maintaining cultural values and heritages of the locality, the nation, and the people.	HR2					
3	Local people are aware of honoring and exploiting cultural values and heritages of the locality, the nation, and the people responsibly.	HR3					
II	Cultural Products	CP					
4	Locality well implements the policy of preserving cultural values, heritages to serve the development of cultural tourism and socio-economic development.	CP1					
5	Locality effectively and responsibly exploits cultural values, heritages to serve the development of cultural tourism and socio-economic development.	CP2					
6	Locality well implements communication activities, honors to promote cultural values, heritages to serve the development of cultural tourism and socio-economic development.	CP3					
III	Cultural tourism development	CTD					
7	Enhancing people's values and understanding through products, services, and experiences of national and local culture.	CTD1					
8	Preserving heritages and cultural values through products, services, and experiences of national and local culture.	CTD2					
9	Promoting and honoring national cultural values and developing local socio-economy.	CTD3					

Source: Compiled by the author through the review

Research model

**Figure 1.** Research model

The theoretical research model was built to demonstrate the impact of the factors “Human Resources” (CN) and “Cultural Products” (SP) on “Cultural Tourism Development” (DL). The author conducted an empirical study in Hanoi Capital with the hypothesis that: *Human Resources (H1) and Cultural Products (H2) have a positive impact on the Cultural Tourism Development of Hanoi Capital.*

Research Methods

In this study, the author uses two main methods: Qualitative method; Quantitative method.

The qualitative method is implemented through the collection and analysis of secondary data - published documents. The author synthesizes and distills relevant research content from these documents and builds a theoretical research framework with 3 scales: "Human resources" (HR); "Cultural products" (CP); "Cultural tourism development" (CTD).

The quantitative method was implemented through the collection and analysis of primary data by surveying 200 managers of 120 cultural agencies and organizations in Hanoi, Vietnam. The survey was conducted in two steps: Preliminary survey and official survey.

- Preliminary survey: This study conducted exploratory factor analysis to preliminarily assess the unidimensionality, convergent validity, and discriminant validity of the scales. According to Hair, J.F. et al. (2009), the minimum sample size required for exploratory factor analysis for the 3-scale model and 9 observed variables of this study is $N = 9 \times 5 = 45$. The author designed, completed the survey design and conducted a preliminary survey at 30 cultural agencies and organizations in Hanoi with a sample size of $N = 60$ 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 at 120 cultural agencies and organizations in Hanoi with a sample of $N = 200$ managers. The respondents were selected, those who had experience in management in the field of culture and tourism for 3 years or more. The survey was conducted with the consent of the respondents after the author conducted a preliminary interview. The survey results were: 200/200 people agreed to answer and 200/200 valid responses, achieving a valid response rate of 100%.

Research Results

With the theoretical framework of the research built, the author conducted a survey of 200 managers at 120 cultural agencies and organizations in Hanoi. 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. The testing results showed that all 3 scales and 9 observed variables were reliable when meeting the standard conditions: Cronbach' alpha > 0.6 ; Corrected Item-Total Correlation > 0.3 (Hair, J.F. et al., 2009) [Table 2].

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	200	1	5	4.13	.593	.682	HR1 = .471
	HR2	200	1	5	4.08	.612		HR2 = .448
	HR3	200	1	5	4.10	.604		HR3 = .395
2. Cultural Products (CP)	CP1	200	1	5	4.04	.631	.652	CP1 = .351
	CP2	200	1	5	3.98	.625		CP2 = .446
	CP3	200	1	5	4.01	.599		CP3 = .452
3. Cultural tourism development (CTD)	CTD1	200	1	5	4.01	.593	.644	CTD1 = .468
	CTD2	200	1	5	3.95	.628		CTD2 = .347
	CTD3	200	1	5	3.97	.625		CTD3 = .385
Valid N (listwise)		200						

Source: Author's survey results

Data in Table 2 shows that observations on the scales "Human Resources" (CN), "Cultural Products" (CP), "Cultural Tourism Development" (CTD) are all rated at an average level of Mean > 3.95, statistically significant according to the Likert scale (1-5) determined. In which, the observed variables of the scale "Human Resources" (HR) are rated at the highest level with Mean (HR1) = 4.13, Mean (HR2) = 4.08, Mean (HR3) = 4.10, showing that managers of cultural agencies and organizations highly appreciate the human factor in the development of cultural tourism in Hanoi Capital. Accordingly, the people of Hanoi Capital have the level and understanding of cultural values, heritage of the locality, the country, and the nation; consciously preserve, maintain and exploit cultural values and heritages of the locality, the nation and the people in a responsible manner. This is an important factor in promoting the development of cultural tourism in Hanoi, contributing to increasing economic, cultural and social values for the locality.

Cultural resources including good human resources, unique and diverse cultural products have promoted the development of cultural tourism in Hanoi. In the period of 2016-2019, the number of tourists to Hanoi increased quite rapidly and steadily, each year higher than the previous year, with an average increase of 10.1% per year, specifically: 21.83 million in 2016; 23.83 million in 2017; 26.3 million in 2018 and 28.945 million in 2019. The average growth rate of tourists reached 10.1% per year, exceeding the target of an average growth rate of 8%-10% per year. Total revenue from tourists in 2016 reached 61778 billion VND, in 2017 reached 70958 billion VND, in 2018 reached 77480 billion VND, in 2019 reached 103812 billion VND... By 2025, Hanoi strives to welcome and serve over 30 million tourists; total revenue from tourists reaches over 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).

From the results of reliability testing of the scales and observed variables, 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 validity, and discriminant validity of the scales to have more basis for drawing 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.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	1446.566
	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	5.605	50.958	50.958	5.605	50.958	50.958	5.605	50.958	50.958
2	2.000	18.180	69.138	2.000	18.180	69.138	2.000	18.180	69.138
3	1.007	9.157	78.296	1.007	9.157	78.296	1.007	9.157	78.296
4	.852	7.743	86.039						
5	.456	4.142	90.181						
6	.420	3.820	94.001						
7	.310	2.820	96.821						
8	.234	2.129	98.950						
9	.053	.485	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
Human Resources (HR)	HR1	.776		
	HR2	.771		
	HR3	.801		
Cultural Products (CP)	CP1		.735	
	CP2		.769	
	CP3		.748	
Cultural tourism development (CTD)	CTD1			.751
	CTD2			.782
	CTD3			.696

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: $0.5 \leq KMO \leq 1$; 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 = 0.815 > 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 % = 78.296% > 50% (Table 3), showing that 78.296% of the variation of the representative factors is explained by the observed variables; all observed variables 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 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 "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 variables 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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	1.106	.122		11.235	.000	
	Human Resources (HR)	.671	.282	.538	17.845	.000	1.825
	Cultural Products (CP)	.436	.241	.473	9.592	.000	1.825

a. Dependent Variable: Cultural tourism development (CTD)
Adjusted R Square: 0.693; Durbin-Watson: 2.005

Source: Author's survey results

Data in Table 5 shows:

+ R Square = 0.693, confirming that the scales "Human Resources" (HR), "Cultural Products" (CP) explain 69.3% of the variation in the scale "Cultural Tourism Development" (CTD); VIF = 1.825 (1 < VIF < 2), showing that the regression model does not have multicollinearity; Durbin-Watson = 2.005 (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 "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 "Human resources" (HR), "Cultural products" (CP) are both statistically significant Sig. = 0.000 (Sig. < 0.05) and have positive values: B(HR) = 0.671 and B(CP) = 0.436, confirming the positive relationship between the two independent variables "Human resources" (HR), "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:

$$CTD = 1.106 + 0.671 \cdot HR + 0.436 \cdot CP$$

Based on the standardized regression coefficient (Beta), 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 results of empirical research in Vietnam: Human resource development is an important content that determines the success of socio-economic activities in general and cultural tourism development in particular.

Conclusion

With the theoretical research framework built and practical research implemented, the author achieved the proposed research objectives. The results of this research have shown that human resource development - the subject participating in cultural tourism processes, plays an important role. This research result is consistent with the research of Huyen, N.V. (2006), Hanh, D.T.H. (2018), Duc, L.Q. (2012) and Hung, N.P. (2017), that cultural resources are ultimately human resources, the result of human social practical activities, and the expression of human nature's human capacity; developing both of the above factors (human resources and cultural products) is necessary, but human resource development is still the focus. That is because cultural resources can be transformed into each other and can be transformed into other resources during the process of use, promotion and development; Those cultural tourism products are used/exploited to develop people's spiritual life, received by people and turned into human resources (knowledge) to improve human resources, develop human resources to a new level.

From the above research results, the author suggests the management issues of Hanoi city and expanding to other localities in Vietnam to promote the development of cultural tourism, which is to promote the development of human resources to become the driving force for the development of cultural tourism. Firstly, in the overall aspect, localities need to pay attention to implementing the policy of developing local human resources with moral qualities, patriotism, love for the nation; have qualifications, knowledge of society, national history; have qualifications, modern scientific knowledge to become cultural subjects for the goals of preserving and promoting cultural values, heritage to develop cultural tourism, implementing the strategic goals of local socio-economic development. Secondly, in the aspect of tourism human resource management, localities need to develop tourism human resources with a reasonable structure, sufficient quantity and quality assurance, especially the team of managers and operators of tourist areas and tourist attractions; Promote socialization, encourage businesses, artisans, and experts to participate in tourism human resource training; proactively coordinate and link training, improve the quality of human resources combined with implementing the application of national vocational standards on tourism in training and teaching, moving towards applying vocational standards according to international standards.

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