

CULTURAL MANAGEMENT POLICY IN THE CONTEXT OF INTERNATIONAL INTEGRATION OF CULTURE OF VIETNAM

POLÍTICA DE GESTÃO CULTURAL NO CONTEXTO DA INTEGRAÇÃO INTERNACIONAL DA CULTURA DO VIETNÃ*

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Abstract: Compared with economic, political, social, and cultural fields, culture is a specific, sensitive and delicate field, directly related to the creative process of individuals and communities. Along with the process of renewing thinking, cultural awareness, especially awareness of the role of culture in socio-economic development and the building and formation of human personality, system mechanisms, policies, and laws on culture in general and specific fields of culture, in particular, have gradually been improved, meeting the practical requirements and needs and demands of the people. In addition to the achievements, the work of formulating and promulgating policies and laws on culture also faces many difficulties and challenges. On the basis of theoretical research on culture, the role of culture; cultural policy; this study focuses on analyzing cultural policy, principles of cultural policy, and the role of cultural policy; thereby proposing some solutions to improve the quality of the promulgation of cultural management policies in the context of globalization and international integration of Vietnam.

Keywords: Cultural management. Cultural policy. The context of international integration. Culture of Vietnam.

Resumo: Em comparação com os campos econômicos, políticos, sociais e culturais, a cultura é um campo específico, sensível e delicado, diretamente relacionado com o processo criativo de indivíduos e comunidades. Junto com o processo de renovação do pensamento, a consciência cultural, especialmente a consciência do papel da cultura no desenvolvimento sócio-econômico e na construção e formação da personalidade humana, mecanismos de sistema, políticas e leis sobre cultura em geral e campos específicos da cultura, em particular, tem sido gradualmente melhorada, atendendo às exigências e necessidades práticas e exigências do povo. Além das conquistas, o trabalho de formulação e promulgação de políticas e leis sobre a cultura também enfrenta muitas dificuldades e desafios. Com base em pesquisas teóricas sobre cultura, o papel da cultura; política cultural; este estudo enfoca a análise da política cultural, princípios da política cultural e o papel da política cultural; propondo assim algumas soluções para melhorar a qualidade da promulgação de políticas de gestão cultural no contexto da globalização e da integração internacional do Vietnã.

Palavras-chave: Gestão cultural. Política cultural. O contexto da integração internacional. A cultura do Vietnã.

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1. INTRODUCTION

Vietnamese culture is the totality of human creativity accumulated in the process of practical social activities, which is condensed into a system of values and social standards, expressed through cultural heritage and behavioral systems. community culture (Giau, 1993). We are proud of the Vietnamese culture that has been enriched with wisdom and soul for generations, proud of the passionate patriotic tradition, indomitable will, resilience, and noble spirit. , benevolent and loyal, always aiming for truth, goodness, and beauty (Chi & Le, 2003). Our nation's history has proven that lifeline (Binh, 2005; Van, 2020 & 2022).

Building an advanced Vietnamese culture imbued with national identity is both an urgent and a long-term strategic issue for the country's socio-economic development. Van, 2020). Recognizing the function and role of culture, assessing the current state of state management of culture in order to find effective directions and solutions to improve the effectiveness and efficiency of state management of culture. Culture is an important task in the journey of building an advanced culture imbued with national identity in our country today (Communist Party of Vietnam, 2011, 2016 & 2021).

State management of culture is a general part of state management of all areas of social life (Trung & Van, 2020; Phong, 2021). However, due to the specificities of culture, state management also has many unique points. In the context of the market economy and cultural socialization, the role of the State is even more indispensable, in order to promote the positive factors and limit the negative aspects of the market, to orient the culture. protected, preserved, and developed in accordance with the common goal of socialism.

State management of culture must thoroughly grasp the role of culture, making cultural factors closely associated with life and social activities in all aspects. The culture we build is an advanced culture imbued with national identity. Ideologically advanced means taking Marxism-Leninism and Ho Chi Minh's thought as the core, aiming at all for human sake, in the harmonious relationship between the individual, the community, and nature. and social. Advanced in form of expression is to use modern and progressive means of conveying content. Cultural identity includes sustainable values, the quintessence of the Vietnamese ethnic community cultivated throughout the nation's history (Central Committee of the Communist Party of Vietnam, 2014).

It should be stated that the state management of culture, cultural construction, and development is the cause of the entire people, led by the Party. Vietnamese culture is a unified and diverse culture in the community of Vietnamese ethnic groups (Duy, 2002; Van, 2022). Therefore, it is necessary to create favorable conditions for people to participate in that cause. National culture is closely associated with the people, and every citizen has the right to enjoy the culture and is obliged to contribute to the protection of the national culture (Trung & Van, 2020; Van & Long, 2021). In cultural management, in addition to the role of the State, it is necessary to implement forms of self-governance by the people, ensuring the richness and diversity of culture and meeting the cultural needs of the people.

2. LITERATURE REVIEW

Cultural concept

Regarding culture, President Ho Chi Minh - Vietnam's outstanding culturalist once defined: “For survival as well as the purpose of life, mankind has created and invented language and writing. , ethics, law, science, religion, literature, art, and tools for daily living in terms of clothing, food, shelter, and methods of use. All those creations and inventions are culture. Culture is the synthesis of all modes of living together with its expression that mankind has produced in order to adapt to the needs of life and the requirements of survival” (Minh, 2011). He also pointed out five major points in building a national culture:

- “1. Building psychology: independent spirit and self-strengthening;
2. Building morality: knowing how to sacrifice oneself, benefiting the masses;
3. Social construction: all causes are related to the welfare of the people in society;
4. Political construction: civil rights;
5. Territory building”.

Thus, it can be said that culture in a broad sense is the totality of material and spiritual values that people create to meet the necessary needs of life.

However, culture is also understood in a narrow sense, it is human activities to satisfy the needs of spiritual life or it is custom, belief, art, way of life, way of life social organization of a country or a social group. Harmoniously combining the broad and narrow meanings of the concept of culture, the United Nations Educational, Scientific and Cultural Organization (UNESCO, 2004) has defined: “Culture today can be considered as a whole. the distinctive spiritual and material, intellectual, and emotional features that determine the character of a

society or of a social group. Culture includes art and literature, ways of life, fundamental human rights, value systems, customs, and beliefs”.

State management of culture

State management of culture is an oriented, basic, and most important activity in cultural management. State management of culture is the activity of state administrative agencies from the central to local levels in the field of culture and is the activity of implementing the views, cultural lines of the Party, and legal documents. on this field promulgated by legislative bodies to regulate social relations in the cultural sphere. Simultaneously with the formulation and promulgation of legal documents, state administrative agencies from the central to local levels have an organized and adjusted influence on the basis of state power over social processes, and human activities in order to perform the functions and tasks of managing cultural activities of the State in the cause of national construction and defense.

The field of culture and art is a field with symbolic properties because it creates images and fosters personality and the human soul (ICOMOS, 2004). Cultural products are mainly cultural works, cultural patterns, and cultural programs (Luong, 2002; Tu, 2021).

Among the five methods of state management of culture, management by law is the most important. Law is really an effective tool in state management of culture. Therefore, it must be developed and promulgated so that the system of legal documents regulating cultural activities can promote cultural effects on personality formation and improve people's quality of life. , to limit the negatives created by the cultural market, as a legal basis for the policy of socializing cultural activities (Dao & Van, 2020).

Cultural policy

Cultural policy is the guiding ideology, principles, and basic orientation in building and developing the culture of a community, nation, ethics, territory, or in the international scope. Cultural policy in Vietnam is often expressed in the Party's cultural outline, the documents of the National Party Congress, the conference resolutions of the Central Committee of the Party, in the constitution - the basic law of the State.

Cultural policy is one of the five methods of state management of culture. Cultural policy is the strategic management of culture, the macro management of culture, and the framework condition for cultural activities and the cultural life of the nation, locality, and community.

The Party and State have emphasized 06 types of policies for the culture that need to focus on realizing: Economic policies in culture to both ensure political orientation and have more financial resources for cultural activities. ; Cultural policy in the economy, that is, economic activities must ensure cultural criteria, creating more favorable conditions for culture; Socializing cultural activities in order to mobilize resources of all classes of people for cultural activities, creative activities, and cultural dissemination; The policy of preserving and promoting the national cultural identity; Specific policies to favor cultural enjoyment for social objects; policy of international cooperation on culture.

There are 05 types of tools of cultural policy: Law on culture; Financial investment mechanism for culture; Decentralization and decentralization of management and enjoyment of cultural values; Implement cultural democratization; Using the achievements of modern technology in the dissemination and management of cultural product values in cultural life and cultural activities.

Thus, Culture is a typical activity that all countries have and preserve those characteristics. Each country has cultural policies (of the state). principles, standards, goals, solutions, and tools that the state uses to influence the cultural sector to protect, build and develop the country. Cultural policy is an integral part of socio-economic development policy in general and has great significance in order to make the most effective use of all human resources for national development. The item of cultural policy is the state expected and required by the state for the cultural sector in the development stages of the country.

Cultural industries

Resolution No. 33-NQ/TW dated June 9, 2014, of the 9th Conference of the Central Committee of the Party, term XI on “Building and developing Vietnamese culture and people to meet development requirements”. sustainable development of the country” pointed out: Developing the cultural industry in order to exploit and promote the potentials and unique values of Vietnamese culture, encourage the export of cultural products, and contribute to the promotion of Vietnamese culture. Vietnam to the world; Having a mechanism to invest in material foundations, technical equipment, and advanced technologies to improve the quality of cultural products; Creating favorable conditions for enterprises of culture, arts, sports, and tourism to attract social resources to develop, innovate and perfect institutions, create a favorable legal environment for building and developing markets. school of culture and cultural industry.

Cultural industries are an important component of the national economy. Our State advocates the development of key and key cultural industries with a professional and modern roadmap, bringing into play Vietnam's advantages, in accordance with the basic laws of the market economy is associated with promoting the image of the country and Vietnamese people, contributing to the protection and promotion of national identity in the process of international integration.

The common goal of developing cultural industries in our country includes: cinema, advertising, architecture, software and games, entertainment and handicrafts, design, publishing, fashion, Performing arts, fine arts, photography and exhibitions, television, radio, and cultural tourism will become important economic and service industries, markedly developing in quality, contributing positively to the growth. and create jobs through the production of more and more diversified and high-quality cultural products and services, meeting the needs of the people for creativity, enjoyment, and cultural consumption in the country and for export; contribute to promoting the image of the country and people of Vietnam; Establishing brands of cultural products and services; Prioritize the development of industries with many advantages and potentials of Vietnam.

3. METHODOLOGY

Study the documents of the Communist Party of Vietnam on the construction and development of culture in the history of the country as in the present period - the period of accelerating industrialization and modernization of the country and international integration.

Research legal documents on culture promulgated by the National Assembly of the Socialist Republic of Vietnam, including the Constitution (1992, amended and supplemented in 2001 and 2013).

Studying documents of the government of the Socialist Republic of Vietnam, ministries, and agencies on cultural work and activities; cultural management policy.

Research and refer to documents of researchers and colleagues on cultural management policies; inherit valuable studies, and at the same time clarify more inappropriate points, thereby recommending solutions to improve policies.

Researching articles published in magazines and the values and negatives in spiritual activities of Vietnamese people.

To study the annual reports and summaries of the Ministry of Culture, Sports, and Tourism on the cultural activities of people across the country.

4. RESULTS AND DISCUSSION

The basic content of the cultural policy

Compared with many countries in the world, Vietnam is one of the very few countries that has built economic, social, cultural, educational, scientific, technological, and environmental policies into a separate institution in the Constitution. This proves that Vietnam is very interested in cultural issues and gives it its rightful place in the basic law of the State. Vietnam is a country with a long cultural tradition. Since the 15th century, when Nguyen Trai wrote Binh Ngo Dai Cao, he was very proud of that cultural tradition.

Five centuries later, President Ho Chi Minh, in the 1926 “Call to the League of Nations” about the Vietnamese people's right to self-determination, was also very proud to write about Vietnamese culture: Think about the country. What was Vietnam like before it was invaded by the French colonialists? It is an independent country, which knows how to earn respect from its neighbors, while still scorning war and military service while resorting to its own militia for defense only. It is a democracy that, under the guise of an absolute monarchy, still enjoys village autonomy, freedom, and free education at all levels of education and has excluded from its country the feudalism and clergy. It is a people founded on the basis of unifying language, religion, race, and customs (Minh, 2011).

Many foreigners, when they have not come to Vietnam, do not understand why a nation with no economic wealth, and not a tall stature, defeated the mighty Nguyen invaders in the feudal period and defeated the French and French invaders. America in the modern era (Duy, 2002; Ngoc, 2002; Van 2020; Trung & Van, 2020). But when they arrived in Vietnam they understood that the Vietnamese had won thanks to their intelligence, patriotic traditions, and long culture (Duy, 2002).

As proof of this, in the article “Vietnam under the eyes of the French”, President Ho Chi Minh quoted a comment about Vietnam by a Frenchman named De Puvucvin: The proof is here. a civilization, everything is built a long time ago. Art, science, and even the science of state management have developed strongly. Law, antiquity, religion, literature - all have been perfected and harmonized together, over the centuries, have been harmonized and perfected. The traces of barbarism have long since disappeared, these people have lived in a mature, organized society, while Westerners are still in a primitive state. Loving the

motherland, being attached to the family, revering the ancestors, loving justice, respecting justice, loving science, respecting the words of the saints, loving the race, respecting the right; hating luxury, not lusting for money, hating violence, not being afraid of hardships and sacrifices - these are virtues taught in holy books, preserved in ancient styles and written into law; Today these are also the characteristics of the nature of Vietnamese people formed from generations, generations that always try to practice that morality respectfully, ordinary Vietnamese people that we meet anywhere in the world. it's the same everywhere

Promoting national cultural traditions, after the success of the August Revolution in 1945 and the birth of the Democratic Republic of Vietnam, under the leadership of President Ho Chi Minh, our Party and State began to build build a new culture. On September 3, 1945, during the first meeting of the Government, President Ho Chi Minh set out six urgent tasks, one of which was cultural: to eliminate the enemy of ignorance. In November 1946, the National Cultural Conference was convened in Hanoi. Speaking at this conference, President Ho Chi Minh said: “Vietnam's new culture must draw the happiness of the people and the nation. grassroots, must learn the good things of foreign culture, create a Vietnamese culture, so that the new culture must correct corruption, laziness, vanity, luxury, must be done for everyone have the ideal of autonomy and independence” (Minh, 2011).

Regarding the nature of culture, during the period of the people's democratic national revolution, the Cultural Outline (1943) of the Party determined that a national, scientific, and popular culture must be built.¹ Constitution The 1980 law defined in Article 37 the way to build our culture as “building a new civilization with socialist content and national character, with Party and people's character. the country in the transition to socialism (1991) pointed out: “Building a new culture, creating a beautiful, rich and diverse spiritual life with humanitarian content, democracy, and progress”.

In the spirit of the above program, the 1992 Constitution (before amendments and supplements in 2001), in Article 30 stipulates: “The State and society preserve and develop Vietnamese culture: ethnicity, modernity, humanity; inherit and promote the values of the culture of the Vietnamese peoples, Ho Chi Minh's ideology, morality, and style; absorbing the quintessence of human fire patterns; bring into play all the creative talents of the people”.

On December 25, 2001, the Xth National Assembly passed a Resolution on amending and supplementing a number of articles of the 1992 Constitution of the Socialist Republic of Vietnam. Article 30 of the 1992 Constitution basically, however, the revised Constitution has replaced the phrase indicating the nature of Vietnamese culture as

“national, modern and humane” with the phrase: “advanced, imbued with national identity. “With such a change, we clearly see that the thought of Vietnamese legislators is to emphasize the two characteristics of modern Vietnamese culture, which are “advanced” and “immense national identity.” The above two characteristics of modern Vietnamese culture show that today's Vietnamese culture is a harmonious combination of modern culture, including the absorption of the quintessence of human culture and the filter, maintaining and developing the fine traditions of the culture of the ethnic groups of Vietnam (Vu, 2020). Therefore, the Constitution stipulates: “The State and society preserve and develop cultural heritages. the nation; take care of conservation work, protect To preserve, renovate, embellish, protect and bring into play the effects of historical and revolutionary relics, cultural heritages, artworks, scenic spots, and landscapes. Strictly prohibit acts of infringing upon historical, revolutionary relics, artworks and scenic spots” (National Assembly of the Socialist Republic of Vietnam, 2001 & 2004).

Inheriting the cultural policy expressed in previous constitutions, the 2013 Constitution defines: “The State and society take care of building and developing an advanced Vietnamese culture imbued with national identity, assimilate human culture (Clause 1, Article 60). The State and society develop literature and art to meet the diverse and healthy spiritual needs of the people; develop mass media to meet the information needs of the people, serving the cause of building and defending the To Quoc” (Clause 2, Article 60). “The State and society create an environment to build a prosperous, progressive and happy Vietnamese family; building Vietnamese people with health, culture, rich patriotism, solidarity, sense of mastery and civic responsibility” (Clause 3, Article 60).

Principles of cultural policy

Compared with economic, political, social, and cultural fields, culture is a specific, sensitive and delicate field, directly related to the creative process of individuals and communities. Along with the process of renewing thinking, cultural awareness, especially awareness of the role of culture in socio-economic development and the building and formation of human personality, system Legal mechanisms, policies, and laws on culture in general and specific fields of culture, in particular, have gradually been improved, meeting the practical requirements and needs and demands of the people. Some typical laws in the field of culture such as:

Policies and laws on cultural heritage: Cultural heritage is an invaluable asset created by the Vietnamese ethnic community in the process of building and defending the country;

is the thread linking the ethnic community, the basis for creating new values and cultural exchange; is the foundation to forge the cultural identity and value system of the national culture, is a resource for development.

Being well aware of the importance of cultural heritage, in order to preserve and promote the value of heritage against the impacts of subjective and objective factors, the first legal document on conservation, and development of Cultural heritage emblem is Decree No. 65 dated November 23, 1945, of the President of the Provisional Government of the Democratic Republic of Vietnam on the preservation of fairy tales in the national construction.

In particular, in the fourth article, the Decree stipulates: It is forbidden to destroy temples, pagodas, shrines, or other places of worship, palaces, citadel, sarcophagus, and tombs that have not been preserved. It is forbidden to destroy inscriptions, objects, documents, diplomas, papers, and books that have religious or not, but are useful for history, but have not been preserved.

The principles of formulating and implementing cultural policies are the basic binding views that the state must adhere to when implementing the objectives of the policy. In Vietnam, that policy includes:

- Between politics - economy - culture, there must be an organic connection in social life and under the leadership of the Party.
- Ensuring democracy, freedom, civilization, and social justice for all citizens' creativity; must discover and foster talents for the country, and at the same time, there must be a mechanism to detect and remove bad guys from the social management machine.
- To preserve and promote national cultural traditions in the diversity and unity of the nation, to absorb foreign cultural quintessence.
- Improve the combativeness of cultural, literary, artistic, scientific, and technological activities, education, and training. Fight against hostile and reactionary ideologies, lifestyles, and cultures in order to preserve the nation and preserve the country in the process of human integration and development.
- To socialize cultural development; at the same time, overcome and limit the negative aspects of the market economy and the development of international integration.

The role of cultural policy

The innovation of the cultural creation process also requires the reform of cultural institutions and policies in our country. And Vietnam's cultural policy in the 36 years of doi moi (Vietnam has been doing doi moi since 1986) has clearly shown the inheritance of positive and reasonable factors in the cultural institution of the previous period with the search to explore and apply new forms and methods of production management, dissemination, and consumption of culture, etc. (Vuhong, 2022) in the context of market mechanism and international exchange expansion (Duchiep, et al., 2022). This is specifically expressed as follows:

- Culture contributes to social stability because it is something that has existed for a long time, and goes deep into the awareness of each people, so all human behavior is subject to regulation by a custom and religious framework virtue of the nation.
- Culture has contributed to improving relationships in society, bringing a better quality of life to people both physically and mentally.
- Culture is divided into a tangible culture and intangible culture, bringing spiritual and material benefits to people, thereby creating traditional beauties bearing the imprint of the nation.
- Culture is one of the documents proving the glorious and powerful history of the nation. Because culture is developed in a long process of formation, containing many ups and downs of an entire country, it is through these cultural features that the next generation can feel the cultural traditions of our ancestors.
- Culture performs the function of communication and expression as a bridge connecting people with people, connecting previous generations with the next generation.
- Culture also has an educational function, helping the next generation to understand the nation's history, and ensuring its preservation and development.
- Culture contributes to the development of the country's economy. Because culture shows the unique beauty of a country, it is one of the factors attracting international tourists to visit and explore the culture of that country.

Thus, the cultural policy innovation takes place in many aspects: building and perfecting the legal system on culture; operation modes, production, and business methods

of cultural non-business units, enterprises, and individuals engaged in cultural activities; culturally self-governing activities of communities and promoting the role of economic, political, social, professional and individual organizations in cultural activities (socialization of cultural activities); building cultural institutions at the central and local levels.

Cultural policy gradually and needs to become a tool for development, expanding all resources into the cultural development of the country, in which human development is the first and central task, in order to meet the human resources for the period of accelerating industrialization, modernization, and proactive international integration. In which, the basic ideas in the Party's resolutions on culture are realized.

Some solutions to improve the quality of cultural management policy promulgation

First, we need to actively raise the awareness of all levels and sectors about the role of the system of mechanisms, policies, and cultural laws in ensuring human rights in accessing and enjoying the values of culture. , the fruit of culture. Mechanisms, policies, and laws not only ensure order and safety and develop the cultural field, but also contribute to the formation of each person's ideology, quality, living and working habits according to the Constitution and laws (Van, 2020; Vuhong, 2021 & 2022; Trung & Van, 2020), helping each individual to develop comprehensively. Raising awareness about the role of legal policies will help each cadre, party member, and people to behave and practice culture according to certain standards, rules, and regulations, creating a civilized lifestyle. science, and progress (Trung & Van, 2020).

Second, Besides raising awareness, we need to improve the qualifications, capacity, and management skills of cultural cadres at all levels. Enhancing the responsibility of heads of cultural agencies and units in forecasting the situation and development trends of culture in the future (Van, 2022). At the same time, deeply research and summarize practices, and penetrate into cultural life, especially the culture of regions and ethnic groups to advise the Party and State to promulgate guidelines and policies on cultural development in a timely manner. timely, suitable to the actual situation in the country and the trend of cultural development of countries in the world.

Thus, in order to achieve that goal, each cultural officer needs to constantly improve basic cultural knowledge, improve foreign language ability, study hard, and acquire experience in management, administration, and administration. cultural management policies of advanced countries.

Thirdly, In addition to the above two factors, the formulation and promulgation of policies and laws on culture must be based on the principles of objectivity, fairness, and science, and suitable to the actual situation. Avoid group interests, and take advantage of policies to serve the interests of a certain group of people or organizations. The provisions of the legal policy must be short, clear words, simple, easy to understand, easy to apply, and easy to implement in practice. The development of documents on sanctioning violations in the cultural field should be in the direction of aggravating the administrative, financial and criminal penalty frameworks, in order to educate, deter and avoid respect and avoidance. , afraid of collisions in handling complex cultural situations and issues.

5. CONCLUSION

In the management and implementation of policies and laws on culture, the culture, sports, and tourism sectors need to closely coordinate with agencies, departments, and sectors such as the Central Committee for Propaganda and Training, the Ministry of Public Security, and the Ministry of Information. and Communications, the Ministry of Justice, and local authorities at all levels in promoting propaganda and raising the people's sense of compliance with the law on culture. At the same time, coordinate well in handling and solving sensitive issues of culture, religion, and ethnic groups of the region and the world in order to maintain order, stability, and development of cultural life, ensure the best protect the cultural rights of citizens in the creation, practice, and enjoyment of culture.

To promote the good values and cultural traditions of the nation, especially the regulations and rules in the oral documents, the terms that are still valid, and the current meaning in the “covenant”, The “village rules” with ethical standards and rules have been preserved and promoted by generations. Arousing the spirit of community, the sense of self-governance of villages and hamlets; closely combine “power, soft power” from traditional cultural ethical standards with a system of modern legal mechanisms and policies, between “reason and sentiment”, creating synergy to arouse through the cultural sources, leading the country to develop and prosper.

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