

promoting the values of vietnam's cultural heritage to develop tourism: from theory to practice

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PROMOTING THE VALUES OF VIETNAM'S CULTURAL HERITAGE TO DEVELOP TOURISM: FROM THEORY TO PRACTICE

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Abstract:

Cultural heritage is always a valuable resource, contributing to the brand and image of each country and nation. Vietnam has spent thousands of years building the country, through many historical periods, along with layers of heritages of cultures formed and developed. In recent years, various types of tourism, especially cultural heritage tourism, have undergone many changes, contributing to the socio-economic development of localities. However, heritage tourism also causes many negative impacts on the preservation and promotion of cultural heritage values. Therefore, the synchronous implementation of solutions to harmoniously solve the relationship between cultural heritage conservation and tourism development is an urgent issue today in our country. This study shows the status of conservation of cultural heritage, the relationship between cultural heritage and tourism; from there it proposes solutions to develop cultural heritage tourism in the future.

Keywords: Promoting the values, Vietnam's cultural heritage, develop tourism, theory, practice

INTRODUCTION

Vietnam currently has 28 heritages recognized by UNESCO as world heritages, of which 19 are cultural heritages (including 06 tangible cultural heritages and 13 world intangible cultural heritages). In addition, there are natural heritage and world documentary heritage honored by UNESCO. These heritages have contributed significantly in promoting the image of the country, spreading the traditional cultural values of Vietnam to international friends. These world heritages not only stop at the spiritual value, but also make an important contribution to socio-economic development. According to statistics of UNESCO, each year, over 1 billion tourists visit the world's cultural and natural heritage sites (Vietnam National Administration of Tourism, 2028).

In recent years, the growth in the number of tourists coming to the heritage sites in Vietnam has also changed markedly. Currently, the physical cultural heritage tourist attractions such as the complex of relics of the ancient capital of Hue, the ancient town of Hoi An, the My Son Sanctuary, the Ho Dynasty Citadel and the center of the Thang Long Imperial Citadel relic are the attractions. Cultural heritage tourism is visited by many domestic and foreign tourists every year.

In the first time when it was recognized as a cultural heritage, the complex of Hue Monuments only reached a few tens of thousands of tourists, so far it has attracted millions of visitors and tourists every year. Along with the increase in the number of visitors, the annual revenue from ticket sales at these heritage sites also increases. Total tourism revenue increased more than 5 times, from 96,000 billion VND in 2010 to 720,000 billion VND in 2019, an average increase of 26.9%, contributing over 7-8% GDP and spillover effects over 13.9% GDP; creating over 1.2 million direct jobs and 3.6 million indirect jobs (Vietnam National Administration of Tourism, 2020).

Cultural heritage is always a valuable resource, contributing to the brand and image of each country and nation. Vietnam has spent thousands of years building the country, through many historical periods, along with layers of heritages of cultures formed and developed.

The above fact requires more effective solutions in preserving and promoting heritage values. This is not only the responsibility of the State but also the cause of the masses and the community, in which, the State plays the role of creating the legal framework and policy mechanism; and people play a key role in protecting, preserving, transmitting and promoting heritage values.

The article presents new approaches to conservation, exploitation and promotion of cultural heritage values. From there, the author gives tasks in the work of preserving, exploiting and promoting the values of cultural heritage through tourism.

RESEARCH RESULTS AND DISCUSSION

Types of Cultural Heritage Tourism

Heritage tourism has developed quite strongly and plays an increasingly important role in the economy in many countries around the world, especially developing countries, including Vietnam. This is a type of tourism developed on the basis of exploiting cultural heritage values, contributing to the preservation and promotion of traditional cultural values (UNESCO, 2004). Heritage tourism has many different types, such as spiritual tourism, origin tourism, cultural experience tourism.

Spiritual tourism (religious tourism) is a popular type of heritage tourism, attracting a large number of tourists. Spiritual tourism meets the needs of visiting, learning about beliefs and religions through individual and community rituals (Van et al, 2020). Spiritual tourism can be divided into spiritual tourism into mountainous, coastal, or plain areas (such as spiritual tourism routes along the Red River, along the Lo River, spiritual tourism routes to Nam Dinh, Ninh Binh, etc.); or based on the time of organizing spiritual tourism events to classify (such as spring pilgrimage, autumn, etc.). Each type of religion, belief, such as Buddhism, Taoism, Daoism, Christianity, etc. has its own characteristics in terms of visitors, services, attractions, routes, forms of participation in events. Events, types of pilgrimage (holiday tourism to Hung Temple, Ba Chua Kho Temple, etc.) (Long & Van, 2019 & 2020). Those places are essentially cultural heritages, including temples, shrines, pagodas, and churches, etc.; at the same time, pilgrimage routes also become heritage resources based on their historical role in pilgrimage practice. The forms of worship, religious rites, and festivals performed at the revered place also become part of the intangible

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cultural heritage. It is really a spiritual and cultural heritage resource that has an attraction that attracts thousands of people to participate, such as the pilgrimage to the death anniversary of Hung Temple (Phu Tho province), Temple of Ba Chua Xu Nui Sam (An Giang province), National Mother of Tay Thien (Vinh Phuc province), etc.

Origin tourism is a type of heritage tourism that meets the needs of learning and educating about the history of the country's construction and defense. Those are journeys to the source, such as visiting the Viet Bac base, the Southeast base, or revisiting the old battlefields...

Cultural experience tourism meets the needs of tourists to discover the culture, especially young people, residents in urban areas and is becoming a trend of tourism today. Many domestic and international tourists want to experience the agricultural culture, discover farming techniques, local knowledge, such as farming methods in the mountains (how to make terraced fields...), industries and handicrafts (silver carving of the Mong and Dao people; brocade weaving of the Tay, Thai, and Muong people; pottery making of the Cham people, etc.).

In addition, in Vietnam, visit a system of museums, such as the National Museum, the Museum of Ethnology, the Women's Museum, the Hue Museum of Royal Fine Arts, etc.; Visiting the old quarters, ancient villages, ancient capitals such as Hoi An ancient town, Hue imperial city, Hanoi old town, Duong Lam ancient village, etc. is also a type of heritage tourism. Heritage tourism not only has the function of discovering and improving understanding but also has the function of educating the cultural traditions of the homeland and the country, educating patriotism and national consciousness in each people.

The ethnic minority region in our country has an extremely rich and diverse cultural heritage system. This is an important tourism resource, potential and comparative advantage in tourism development. Most of the mountainous provinces and ethnic minority areas in the national resistance wars were important bases. Today, those bases have become a system of revolutionary historical relics, such as Dinh Hoa ATK (Thai Nguyen province) and Son Duong ATK (Tuyen Quang province), the illustrious Dien Bien Phu Victory relic, Earthquake, relics in Inter-zone V, Truong Son - Central Highlands, etc.

In addition, the ethnic minority area is also a diverse cultural area with many unique and attractive cultural nuances. This is a valuable cultural resource that directly creates specific heritage tourism products, such as tourism products bearing the imprints of the Mong, Dao, Xa Pho, and Tay peoples on the top of Sa Pa mountain (Lao Cai province), etc.; Tourism products reflect adaptation to the environment, such as the magnificent terraced fields in Mu Cang Chai (Yen Bai province), Hoang Su Phi (Ha Giang province), and Bat Xat (Lao Cai province). The types of cultivation on sloping ground, on terraced fields, or riverside valleys and streams, create attractive beauty of experience tourism, etc. Thus, the diversity and richness of the heritage Ethnic cultural heritage have created an attraction for heritage tourism.

Cultural heritage imbued with cultural identities of different ethnic groups is also a resource to build tourist spots and routes, such as the Northwest arc tour route connecting the 6 Northwest provinces, attracting tourists because of its unique nature. the magnificent nature of nature and the cultural richness of nearly

30 ethnic groups; tourism route "Through the Viet Bac heritage regions"; Tourist route to learning about the space of gong culture in the Central Highlands, etc.

Preserve And Promote The Values Of Cultural Heritage

Heritage is a treasure that previous generations have bestowed on the country, a crystallization of creative labor that our ancestors have worked hard to build from generation to generation. Therefore, the preservation of heritage and relics is an important and extremely necessary job in the construction of the country. Throughout the history of the Vietnamese nation, the legal system over the years has mentioned the requirement to protect, preserve and promote the value of historical relics, cultural and artistic heritage, scenic of country.

On November 23, 1945, just over 2 months after the country gained independence, although there was still a lot of urgent work to be solved, but with the wise vision of a great man - an outstanding cultural celebrity. President Ho Chi Minh signed Decree No. 65/SL on preserving fairy tales throughout Vietnam. The decree determines that the preservation of fairy tales is essential for the construction of Vietnam. Article 4 of the Decree clearly states that it is forbidden to destroy communal houses, temples, shrines, or other places of worship such as palaces, citadels, and tombs that have not been preserved. It is forbidden to destroy inscriptions, objects, mats, diplomas, papers, and books of religious character but useful for history.

With the great historical significance of this Ordinance, on February 24, 2005, the Prime Minister signed Decision No. 36/QĐ-TTg to take November 23 every year as Vietnam Cultural Heritage Day in order to promote the development of Vietnamese cultural heritage. promote the tradition and sense of responsibility of organizations and individuals operating in the field of cultural heritage, encourage and attract all social classes to actively participate in the cause of protecting and promoting heritage values. native culture.

Previously, in 1998, the Resolution of the 5th Central Committee (the VIII session) also set out the task of preserving and promoting the value of cultural heritage, including both tangible and intangible culture. In 2001, the Law on Cultural Heritage was born and was amended and supplemented in 2009 - regulating both tangible cultural heritage and intangible cultural heritage.

On September 21, 2017, the Government issued Decree No. 109/2017/ND-CP on the protection and management of the world's cultural and natural heritage, which is meaningful to the social and international community, etc.

In particular, to recognize the outstanding contributions of artisans in the transmission, protection, and promotion of cultural heritage values, the Government has also issued Decree 62/2014/ND-CP dated June 25 2014 Regulations on consideration and awarding the title of "People's Artisan," "Excellent Artisan" in the field of intangible cultural heritage.

Along with building the legal corridor, in the period 2011-2018, through the National Target Program on Culture and the Target Program on Cultural Development, the Government has directly supported over

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1,560 billion VND for the localities across the country to combat degradation and restore monuments. The work of socializing activities to protect and promote the value of monuments has achieved positive results, has mobilized a large amount of capital from organizations, mass organizations, businesses, communities, and public funds. support from UNESCO, governmental and non-governmental organizations for the protection, restoration, restoration, and restoration of monuments.

According to statistics from localities, in the period from 2011 to 2018, the source of socialization for the restoration and embellishment of relics amounted to trillions of dong.

In addition to the protection, restoration, embellishment, and restoration of relics, in recent years, intangible cultural heritages have also been collected, researched, restored, transmitted, and held performances, live performances. improve the cultural life at the grassroots level and develop the socio-economic development of the local community.

In addition, in 2015, the President signed a Decision conferring the title of Distinguished Artisan to 600 individuals and posthumously conferring 17 individuals, making an important contribution to the sustainable conservation of intangible cultural heritages. of the country...

However, besides the achieved results, the protection and promotion of the value of national cultural heritage still have limitations, such as the untimely implementation of relic planning in many localities; The protection of heritage in many places is still not good, many heritages are still infringed. The renovation, embellishment, and upgrading of many heritages in the style of "modernization" and "flashiness" have lost the inherent authenticity and uniqueness of the heritage.

Besides, the policy to support artisans is still slow; Not paying due attention to research and application of science and technology, there is no comprehensive solution to promote the value of cultural heritage in the process of socio-economic development and international integration (Trung & Van, 2020).

The above fact requires more effective solutions in preserving and promoting heritage values (Van, 2020). This is not only the responsibility of the State but also the cause of the masses and the community, in which, the State plays the role of creating the legal framework and policy mechanism; and people play a key role in protecting, preserving, transmitting, and promoting heritage values.

Relationship between Culture Heritage and Tourism

For many years in our country, there has been a very convincing lesson and experience that culture in tourism in our country is both as an orientation goal and as a view that affirms that culture is the content, the true nature of Vietnam's tourism, creating the most unique, unique and attractive of Vietnam's tourism products, contributing to building the national image in the eyes of international friends.

Tourism is a human social practice, it is formed by the organic combination of the three elements of the traveler, the tourism resource, and the travel agency. The tourist is the tourist subject, the tourism resource is the tourist subject and the tourism industry is the broker providing services to tourists. In terms of socio-cultural, tourism is a high-level cultural activity of people. Because culture is the purpose that tourism

aims for, is the endogenous cause of tourism demand (Van,2020). No matter what the purpose of the traveling person (visit, study, study, sightseeing, relax, etc.) or by any mode (road, rail, sea, air, etc.), the end purpose the same is to satisfy their own needs, to feel and enjoy the material and spiritual values created by people in a country outside of their regular residence. In other words, tourism is human behavior with the natural and social environment in order to benefit them and is a beneficial activity to promote human intellectual development (Bramwell & B. Lane, 1993).

It is a general statement and a specific expression of the close relationship between culture and tourism is expressed through the following aspects:

Culture is a unique resource of tourism (the source of raw materials to form tourism activities). When we say culture is the raw material to form tourism activities, we mean the attraction/beneficiary of the tourist. Cultural materials have two basic types: Physical culture is human creations that exist, exist in a space that can be perceived by sight, touch, such as historical and cultural relic's culture, handicrafts, tools in seed production, production, ethnic dishes, etc. An intangible culture such as festivals, art forms, behavior, communication ... According to the conception of In the tourism industry, cultural elements are classified into human resources (as opposed to natural resources such as seas, rivers, lakes, mountains, caves, etc.), namely: Historical - cultural relics; souvenir goods of national characteristics; cuisine; festival; entertaining games; customs, practices, behavior, communication; religious beliefs; literature - art.

Therefore, culture is the condition and environment for tourism to arise and develop. Along with natural resources, cultural resources are one of the typical conditions for the tourism development of a country, region, and locality (Brundtland, 1987) The value of cultural heritage: historic sites, architectural works, art forms, customs, festivals, traditional professions, etc. together with economic, political, and communal achievements associations, cultural and art establishments, museums, etc. are objects for tourists to explore, enjoy, for tourism to exploit and use. The exploitation and profit from natural resources and the construction of tourist sites reflect the intelligence and creativity of mankind. It is these resources that not only create the environment and conditions for tourism to arise and develop, but also determine the scale, type, quality, and efficiency of tourism activities of a country, a region, a locality.

The relationship between tourism and culture is also manifested through behavior, ethics in service, or in tourism business transactions. The essence of the relationship between culture and business in general and tourism in particular (or the role of culture in economic development) has been affirmed. In other words, business behavior to be successful must be done culturally. Can be called collectively business art or business culture.

In another aspect, this close relationship is shown: if tourism development needs to have a good tourism environment (including the natural and human environment - these two factors are inseparable). The natural environment such as no dirt, clean water, no writing on rocks, etc. the humanistic environment is a relic that is preserved, residents, employees working in the tourist area must have culture and quality complete culture, policy, legal system, etc.

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Knowledge, social information, behavior, psychological understanding of tourists, etc. are effective drivers to promote tourism development.

In contrast to culture, tourism also plays a very important role in this relationship. Tourism becomes a means to convey and show the cultural values of a locality and people for all domestic and international tourists to explore, admire, learn, and enjoy.

Proposing Solutions For Development

First, in terms of institutions and policymaking:

In the immediate future, it is necessary to supplement and amend the Law on Cultural Heritage and the Law on Tourism; supplementing articles and clauses on the role of the community in heritage conservation; the role and interests of the community in tourism development. Clearly state the terms and conditions on the harmony between cultural heritage conservation and tourism development.

Formulate policies on restoration and embellishment of monuments and on heritage preservation in a flexible and effective manner. Actively decentralize management of monuments to local authorities and communities in accordance with practice. Develop policies on the socialization of conservation and embellishment activities, which stipulate the rights and responsibilities of contributors to restoration and restoration capital, rights and responsibilities of local authorities to manage relics. Develop regulations on transparent, public, scientific, and effective management of funds.

Second, develop the goal of developing cultural heritage tourism for the local socio-cultural community where there are tangible and intangible cultural heritages. The most common focus goals would be:

At the environmental level: minimizing the negative environmental impacts of tourism (culture). Allowing communities to limit their acceptance can change their environment. Engage local people in planning and managing environmental impacts. Demonstrating to local people that the development of cultural tourism in their shared spaces will contribute to the restoration of adverse environmental impacts as part of the conservation of cultural heritage. Develop mandatory policies to ensure that the benefits brought by cultural heritage tourism will directly contribute to the regeneration of the environment and the preservation of heritage sites.

At the economic level: mainstreaming the community into the development of the local tourism economy by means of training, financial incentives, business incubators, etc. Open a local destination marketing organization or link the community with a destination marketing organization to create economies of scale for residents. Spatial and functional analysis of tourism business advantages allows the maximum number of businesses that can benefit economically from the heritage. Plan and monitor the development of small businesses carefully to avoid dropping out in the first 3 years after organizing the local tangible or intangible cultural heritage tourism activity.

At the socio-cultural level: ensure at the planning and feasibility study level that the outstanding values of cultural heritage do not conflict with the interests and principles of local people and even give rights

for them. Use the preservation and preservation of heritage values as a lever for cultural revival (mainly involving the local young generation). Use the cultural heritage recognition process as a tool to appreciate local cultural heritage to strengthen connections with the community. Allowing local people to set their own agendas so that they have a socio-cultural exchange and they are ready to receive a large number of visitors to visit. Establish a monitoring system through research and recording of socio-cultural changes to create awareness of heritage management and facilitate flexible and dynamic visit policies. Enabling all elements of the local community to participate in planning, development, and operations.

Third, about building tourism products:

It is necessary to ensure the principles in the construction of tourism products. These are: (1) Tourism products must bring the soul of traditional culture, have many unique and special elements for each ethnic group, each region, and different regions (specialty in space, time, etc.) ethnic history, etc.), thereby enhancing the value, increasing the attractiveness and competitiveness of tourism products; overcome the current situation of similar tourism products; (2) Harmoniously combine the diversity of many types of products and the specificity of a cultural tourism product package (whether or not cultural tourism products are attractive or need to convey a common message towards truth - goodness - beauty, at the same time also bring strange and attractive nuances); (3) Resolutely fight against fake goods in building ethnic minority cultural tourism products. Cultural programs, performance ceremonies, and cultural activities of ethnic minorities must respect the objectivity and authenticity of ethnic cultural nuances; absolutely do not fake traditional cultural activities for the purpose of attracting tourists.

Fourth, steps and practices in the process of building local community participation in tourism development in cultural heritage. Building community participation in the development of tourism at World Cultural Heritage in particular and cultural heritage, in general, requires active participation starting from the planning stage until the actual operation of this site. as a cultural tourist attraction. These stages are part of the planning process. The correct implementation will ensure that the interests of the community are well integrated into the entire process of building and developing cultural heritage tourism.

Fifth, on building a mechanism for coordination and distribution of resources from heritage tourism:

Building heritage tourist sites is a completely new job for people, and at the same time a complex business field. Therefore, building heritage tourism requires a combination of four "houses":

Local people who are the owners of tourist attractions should be encouraged to voluntarily participate in heritage tourism activities in a creative way. It is necessary to build heritage tourism management boards with practical and democratic operating regulations to ensure effective tourism activities; local people benefit appropriately, contributing to hunger eradication and sustainable multi-dimensional poverty reduction.

Enterprises are partners that bring tourists to tourist destinations. Thanks to the business, the new heritage tourist destination can be developed. Enterprises play the role of providing visitors and also play a role in supporting capital for the community, training the community on how to organize and do business in

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heritage tourism activities. Therefore, there should be a mechanism to encourage enterprises to invest in heritage tourism.

The consultants are scientists, research organizations on culture, ethnicity, heritage, etc. play the role of research and advice for people, local authorities, and businesses to build models. heritage tourism works effectively and sustainably.

Local state management agencies play an important role in orienting and proposing specific mechanisms and policies for heritage tourist destinations in ethnic minority areas, and at the same time playing harmonize interests between people and businesses.

Thus, the close cooperation between people, businesses, scientists, and state management agencies is an organic and intimate relationship. Practices in heritage tourist sites in ethnic minority areas have shown that, without one of these four "houses", heritage tourism cannot "take off".

CONCLUSION

UNESCO (2004) has warned that preserving heritage without benefiting the community will not be sustainable. However, mining that disregards the preservation of the heritage will itself lose resources. Because heritage sites not only bring benefits when developing sustainable tourism but also bring cultural values, images of the country, and people who own the heritage to international friends.

Therefore, in order to develop sustainable tourism on the basis of exploiting heritage and cultural values, Vietnam needs an appropriate development strategy. The tourism industry needs to select tourism products on the basis of cultural heritage values; responsible tourism development associated with community culture. Tourism products need to respect cultural diversity, uphold the role of indigenous culture, on the other hand, contribute to raising awareness, protecting interests, and promoting the role of local communities in tourism development. cultural calendar.

Localities need to have practical activities to exploit heritage and culture towards sustainable tourism development. It is still important to create awareness and correct actions from each indigenous people where cultural heritage is exploited to develop tourism. At that time, each citizen and community themselves will have a way to behave in accordance with the heritage; control the capacity, type of activities to protect the ecosystem at the heritage; attach the interests of the local community to the preservation and promotion of heritage values.

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