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Cultural Heritage Value in Cultural Industry Development in Hanoi

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Abstract

Hanoi - the capital of a thousand years of civilization, is not only the political, economic and cultural center of Vietnam but also a treasure trove of cultural heritage. Hanoi's heritages are witnesses of time, reflecting the ups and downs and heroic stories of the nation. With 5,922 relics, 1 world cultural heritage, 1,793 intangible cultural heritages; of which 3 heritages are recognized by UNESCO as representative intangible cultural heritages of humanity, 1 world documentary heritage (Hanoi Department of Culture and Sports), Hanoi has great advantages to exploit heritage values in developing the cultural industry. The article introduces the potential of cultural heritages, analyzes the value of heritages in promoting the cultural industry in Hanoi. From there, the article proposes solutions to promote the value of heritages to develop the cultural industry in Hanoi today.

Keywords: Heritage, Culture, Cultural Industry, Hanoi.

Introduction

As a place where “the soul of the mountains and rivers of a thousand years has settled”, converging and crystallizing the valuable cultural heritage of the Vietnamese people, Hanoi is a major cultural center with a diverse, rich and unique system of tangible and intangible cultural heritages that have been built up over thousands of years of history. The historical imprint of this land of thousands of years of civilization is present in every relic, on every street, every ancient, mossy roof or in the customs, habits and festivals that have been preserved through many generations.

With more than a thousand years of history, Hanoi contains many valuable heritages such as historical sites and famous cultural works. Among them is the Imperial Citadel of Thang Long - the mark of the Dai Viet empire. The Imperial Citadel of Thang Long is one of the most important historical sites of Hanoi, and is also a World Cultural Heritage recognized by UNESCO. Located right in the heart of the city, the Imperial Citadel of Thang Long is a symbol of power and the quintessence of Vietnamese culture for more than 13 centuries. This historical site in Hanoi includes many unique architectural works, from majestic palaces to solid underground tunnels, all of which demonstrate the brilliant development of Dai Viet culture during the Ly, Tran and Le dynasties. Or the Temple of Literature, which is considered a symbol of Vietnamese intelligence, this is the first university in Vietnam, where Confucianism and the country's talented people are honored. This historical site was built in 1070 under the reign of King Ly Thanh Tong, and was the place where the Huong, Hoi, and Dinh examinations were held to

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select talents for the country. The architectural complex here includes: Van Lake, Van Mieu - Quoc Tu Giam area and Giam arden. In which, the main architecture is Van Mieu and Quoc Tu Giam. With more than 700 years of operation, having trained thousands of talents for the country, Quoc Tu Giam is considered a symbol of the feudal examination system. Each Doctor's stele is a stone stele engraved with the names of doctors who passed the Dinh examinations from the 15th to the 18th century, showing the honor and recognition of those who contributed to the education and management of the country. One Pillar Pagoda, also known as Dien Huu Pagoda, is one of the unique architectural symbols of the capital Hanoi. Built in 1049 under the reign of Ly Thai Tong, One Pillar Pagoda is marked by a single pillar supporting the entire pagoda. This structure is considered a symbol of peace of mind and compassion. Tran Quoc Pagoda is one of the oldest pagodas in Vietnam, with a history of more than 1,500 years. Located on a small island on West Lake, Tran Quoc Pagoda is not only a place to worship Buddha but also an important historical and cultural relic. The unique architecture and peaceful space of the pagoda attract many tourists to worship and visit. In addition, there are Quan Su Pagoda, Voi Phuc Temple, Bach Ma Temple, Quan Thanh Temple, Turtle Tower - Ngoc Son Temple, Huong Pagoda, Tay Phuong Pagoda, Thay Pagoda, Co Loa Citadel Relic Site, President Ho Chi Minh Relic Site... In particular, the attractive cultural characteristics of Hanoi are clearly shown through the Old Quarter - a "living museum" of the formation and development process of Thang Long - Hanoi through many ups and downs of history. This place still preserves houses with ancient, unique architecture, reflecting the geographical characteristics and living conditions of the people of the capital in particular, the Vietnamese people in general for thousands of years, expressing religious and belief characteristics, with a blend of diverse and rich cultures, the interweaving of architecture from many periods as well as Eastern and Western architecture. The Old Quarter is not only an economic center, but also a diverse cultural center, rich in the cultural identity of Hanoi, and is also the area with the highest density of relics in the city with hundreds of historical and cultural relics such as communal houses, pagodas, temples, shrines, historical and revolutionary relics...

Along with historical relics, Hanoi also has a system of massive intangible cultural heritages, containing long-standing historical stories, imbued with humanity. With 1,793 intangible cultural heritages identified and inventoried, preserved and promoted in value, it can be said that few localities are as "rich" in intangible cultural heritages as Hanoi. Among them, the Giong Festival in Soc Temple and Phu Dong Temple was recognized as a Representative Intangible Cultural Heritage of Humanity, Ca tru singing was recognized as an Intangible Cultural Heritage in Need of Urgent Safeguarding by UNESCO; 26 heritages of various types were recorded in the National List of Intangible Cultural Heritages (Hanoi Department of Culture and Sports). Hanoi's intangible cultural heritage includes many forms: oral literature, traditional performing arts, traditional festivals, traditional crafts and folk knowledge. The heritages are distributed throughout 30 districts, towns and cities. Some localities own a large number of heritages, such as: Thuong Tin district has 129 heritages, Dong Anh district has 128 heritages, Ba Vi district has 126 heritages (Hanoi Department of Culture and Sports). These cultural heritage values are not only being promoted in daily life in village communities but also gradually being introduced to domestic and international friends.

The attraction of traditional festivals is a highlight in the intangible cultural heritage of Hanoi. Traditional festivals are considered an indispensable spiritual life for the people of Hanoi in particular and the whole country in general. Cultural beliefs in traditional festivals are a long-standing beauty of the people of Hanoi. In addition, each festival has its own typical features

and contains many beautiful cultural values, imbued with national identity. According to statistics, Hanoi has more than 1,000 festivals with different themes (Hanoi Department of Culture and Sports), scales and forms. Traditional festivals bear the mark of the capital's thousand-year-old culture, clearly expressing the spirit, characteristics of cultural and historical origins as well as the aspirations of the Vietnamese people and of the ancient Thang Long people. One of them is the Giong Festival (Soc Son District) on the 6th to 8th of the first lunar month, with the legend of Saint Gióng from Phu Dong village who defeated the An invaders, bringing peace to the country. This unique folk festival has been preserved and passed down by the people through thousands of years of history with many generations of preservation. The most beautiful meaning of Gióng Festival is the spirit of educating patriotism, martial arts tradition, indomitable will and the desire for independence and freedom of the Vietnamese people. Another prominent festival is the Co Loa Festival, which takes place from the 6th to the 16th of the first lunar month in Co Loa Commune, Dong Anh District, Hanoi, commemorating Thuc Phan An Duong Vuong - the one who built the Au Lac state - a strong mark on the history of the country in the early days of the dawn of building and defending the country. Another folk festival, reflecting the history of Thang Long - Hanoi, is the Thap Tam Trai festival to commemorate Nguyen Quy Cong, a native of Le Mat village (Gia Lam) who reclaimed the wasteland west of Thang Long citadel, creating a prosperous agricultural area on the outskirts of the city with the name Thap Tam Trai. The festival is held on the 21st day of the first lunar month every year. Besides, there are many other famous festivals known to the people of the whole country and international tourists such as: Huong Pagoda Festival opens on the 6th day of the first lunar month every year - a unique religious festival with the intersection of Buddhism, Confucianism, Taoism and a part of folk beliefs. Dong Da Mound Festival is held annually on the 5th day of Tet at Dong Da Mound, Dong Da District (Hanoi). The festival reflects the respect of all classes of people towards King Quang Trung - Nguyen Hue, the outstanding hero of the nation who defeated the Qing invaders, protecting the country... Along with the space of long-standing festivals, behind the old village gates, traditional festivals have blended to create the cultural identity of each Vietnamese village, which are also good values that have the meaning of connecting the community, becoming an indispensable part of the spiritual life of Hanoi people. Dong Da Mound Festival is held annually on the 5th day of Tet at Dong Da Mound, Dong Da District (Hanoi). The festival reflects the respect of all classes of people towards King Quang Trung - Nguyen Hue, the outstanding hero of the nation who defeated the Qing invaders, protecting the country... Along with the space of long-standing festivals, behind the old village gates, traditional festivals have blended to create the cultural identity of each Vietnamese village, which are also good values that have the meaning of connecting the community, becoming an indispensable part of the spiritual life of Hanoi people.

Hanoi City with its treasure trove of valuable cultural heritage is also home to the largest number of craft villages and artisans in the country. The traditional craft villages in Hanoi were left by our ancestors as a unique feature of this land of outstanding people. These villages are hundreds of years old, playing the role of a witness to history, witnessing many ups and downs, and events of the leading cultural center of the country. Each craft village contains impressive beauty, its own unique characteristics that create the cultural value of the Thang Long civilization. This is the reason why traditional craft villages in Hanoi always appear in countless poems and literature and leave unforgettable memories in many generations of Vietnamese people. Of the nearly 5,400 craft villages in Vietnam, Hanoi accounts for 1/3 with about 1,350 craft villages, of which 48 villages are recognized as Traditional Craft Villages, 270 villages are recognized as Craft Villages (Hanoi Department of Culture and Sports). Hanoi's craft villages are highly creative

with diverse, unique handicraft products rich in cultural identity, such as: Bat Trang pottery village, Chuong conical hat village, Quang Phu Cau incense village, Quat Dong embroidery village, Thu Thuy bamboo village, Kieu Ky gold and silver inlay and sewing village, Vinh Thinh conical hat village, Ha Thai lacquer village, Phu Yen leather shoe village, Phung Xa mechanical metal village, Minh Khai vermicelli and rice paper village, Tay Tuu flower village, Van Phuc silk village, Phu Vinh bamboo and rattan weaving village, Son Dong carved carpentry village, Thuong Hiep sewing village, Thanh Thuy mechanical village, Ha Thai lacquer village, Van Diem high-class carpentry village, Lai Xa photography village, ... have become famous both domestically and internationally. In particular, the products of Van Phuc silk village, Bat Trang pottery village or Me Tri green rice village... have been recognized as national brands. The products of Hanoi's traditional crafts have clearly shown and preserved the unique features and nuances of the nation. The cultural values of the nation represent the thinking of the Vietnamese people, unique customs, national traditions, lifestyles... all expressed through the drawings, models, decorations and structures of the products. That can only be achieved in traditional crafts that fully express human values and cultural values. Handicraft products all contain the feelings and love for the country's nature through the talented hands of people. This is also the advantage of traditional Vietnamese products when expanding exchanges in the international market and expanding cultural and artistic relations with countries around the world.

All the above-mentioned cultural heritages have become valuable human resources, one of the advantages for Hanoi to develop cultural industries, especially cultural tourism, performing arts, handicrafts, design...; thereby, contributing to affirming the position of the development driving force of the Red River Delta and the whole country.

Methodology

This study uses a combination of qualitative and quantitative research methods to assess the role of cultural heritage in the development of the cultural industry in Hanoi. The research method is descriptive and analytical to synthesize and assess the potential of cultural heritage as well as the influence of heritage on the development of the cultural industry in Hanoi. Qualitative research is conducted through document analysis, while quantitative research is conducted based on a survey of stakeholders.

The study collects and analyzes documents from official sources of the Hanoi Department of Culture and Sports, Hanoi Department of Tourism, academic studies of researchers, press articles, information on cultural heritage and cultural industry. The study also explores and evaluates policies, strategies for developing the cultural industry, preserving and developing cultural heritages of Hanoi City. Qualitative data from documents are analyzed using the Content Analysis method, thereby identifying trends and relationships between cultural heritage and the development of cultural industry.

The study also conducted a field survey using a questionnaire designed to collect opinions from tourists and local residents on the role of cultural heritage in the development of the cultural industry. Quantitative data from the survey will be processed using statistical software such as SPSS or Excel, using descriptive statistical analysis methods to assess the impact of cultural heritage on the development of the cultural industry.

The application of the combined research method will help the article have a more comprehensive and profound view of the value of cultural heritage in the development of the

cultural industry in Hanoi, thereby proposing appropriate solutions to effectively exploit heritage values.

Results

Cultural heritage not only has conservation value but is also an important resource for developing the cultural industry in Hanoi. With the attention, investment and reasonable exploitation of Hanoi city, cultural heritages are making important contributions to Hanoi's cultural industry, helping the city to both preserve its identity and create sustainable economic value, making Hanoi a cultural and creative center in the region and the world. The value of cultural heritages in promoting the cultural industry in Hanoi is demonstrated through the following contents:

Promoting Cultural Tourism

Hanoi - the thousand-year-old capital of Vietnam is assessed to have unique and distinctive cultural resources in the region and the world. Cultural resources based on the 1,000-year history of the capital are prominently demonstrated in 4 aspects: relics - heritage, festival culture, culinary culture and folk art. With these values, Hanoi has all the conditions to develop professional, modern cultural tourism activities, with a brand name in the region and the world.

Based on the available potential advantages, together with the drastic participation of the entire political system, under the leadership and direction of the City Party Committee, People's Council, and People's Committee, Hanoi Tourism has gradually affirmed its role and position as a major economic sector, with a stable growth rate, an increasingly expanding scale of operations, and effectively contributing to the economic restructuring of the City. Decision No. 1259/QĐ-TTg, dated July 26, 2011, of the Prime Minister approving the "Master Plan for Hanoi Development to 2030, with a vision to 2050" has set the goal of building Hanoi Capital to develop sustainably, with a synchronous and modern social and technical infrastructure system, harmoniously developing culture, preserving heritage, historical relics and economic development. Accordingly, on October 16, 2012, the Hanoi People's Committee issued Decision No. 4597/QĐ-UBND approving the "Hanoi City Tourism Development Plan to 2020, with a vision to 2030" affirming the viewpoint of developing Hanoi tourism in a professional and sustainable direction, associated with preserving and promoting national cultural values. Implementing this policy, Hanoi has focused on promoting cultural heritage values in tourism development, considering this one of the top important tasks to establish the spearhead position of the "smokeless industry", as a foundation for and to help Hanoi maintain its position as a major tourism center of the country.

Implementing this policy, in recent years, Hanoi has focused on attracting social resources to invest in developing the tourism infrastructure system, exploiting human resources to develop cultural tourism. State management of culture and festivals has been strengthened, contributing to improving the quality of tourism services. Hanoi is one of the first localities in the country to complete a general inventory of relics, effectively implementing cultural heritage education, successfully mobilizing hundreds of billions of VND each year for restoration, embellishment, and promotion of heritage values, contributing to sustainable tourism development. The city has implemented many projects to develop technical facilities and tourism products.

Some tourism products have left their mark on visitors, such as the walking space around Hoan Kiem Lake and its vicinity, Phung Hung mural street, Hanoi book street, double-decker buses, the live performance program "Quintessence of the North" ... Cultural tourism is considered the

basis and foundation for developing other types of tourism. The city has focused on directing the development of effective tourist routes, including: the Thang Long Imperial Citadel heritage site associated with Ba Dinh Square, Ho Chi Minh Mausoleum, Ho Chi Minh Museum with the Temple of Literature - Quoc Tu Giam, which are important products of the capital Hanoi.

In addition, the city also focuses on exploiting the type of art tourism associated with heritage (typical products such as: Dao Thuc water puppetry associated with Co Loa relic, Dong Anh; Hai Ba Trung temple area associated with Tien Phong flower growing village, Me Linh). Developing products in Ba Vi area with the historical relic system of Ha temple, K9 relic area temple, Da Chong; natural landscape of Ba Vi national forest...

The city has also proactively deployed many experiential cultural tourism products, cultural products applying technology on the basis of exploiting the traditional values of the Capital and receiving the response of domestic and foreign tourists such as: Night tourism products with the theme "Sacred Night" at Hoa Lo Prison Relic Site, night tour "Decoding Thang Long Imperial Citadel" at Thang Long Imperial Citadel Relic Site, night tour "Ngoc Son - Mysterious Night", experiential tourism products applying Mapping, 3D, and lighting technology at the Temple of Literature - Quoc Tu Giam...

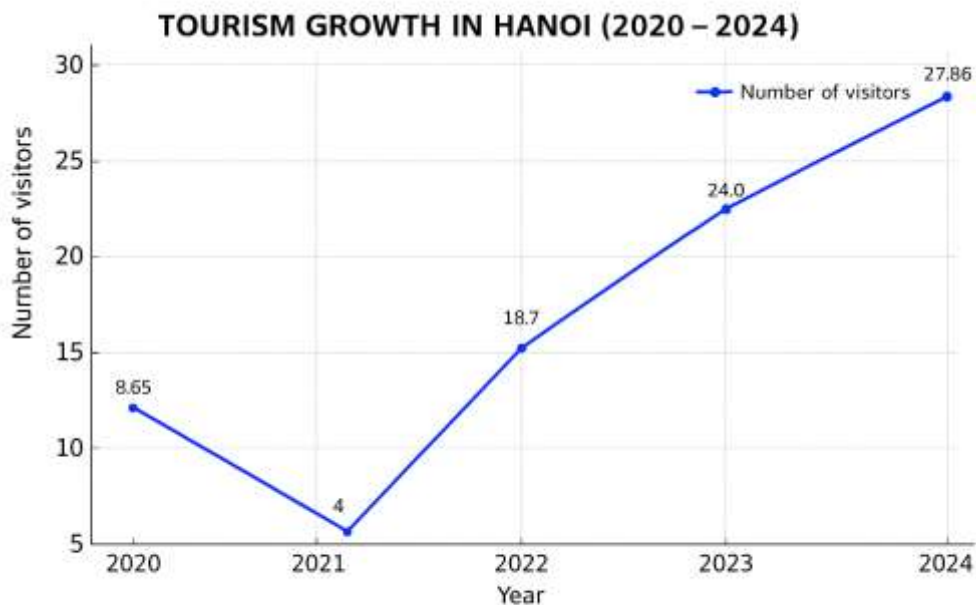
In addition, Hanoi also actively promotes the development of craft village tourism, typically Thuong Tin district organizes tourism activities in Ha Thai lacquer craft village, Hong Van ornamental plant craft village; Gia Lam district has Bat Trang pottery craft village; Ha Dong district has Van Phuc silk craft village. Some craft villages have received synchronous investment (transportation infrastructure, tourism infrastructure, signboard system, construction of craft village introduction center, development of experiential activities for visitors, training of tourism knowledge for local people), becoming tourist destinations meeting national and international standards, attracting a large number of tourists. Identifying cultural products as the most sustainable products, Hanoi has a policy of reinvesting in cultural products, directing travel companies to operate tours and routes to historical sites, and systematically investing in gift designs with the identity of the capital.

In addition, cultural and artistic activities also create highlights for cultural tourist attractions in the capital. On average, each year, Hanoi has more than 300 art programs organized by licensed agencies and units; more than 2,500 art performances organized by theaters in the city, thousands of film screenings (Hanoi Department of Tourism) ... The city also focuses on exploiting cultural tourism combined with organizing international events, developing conference tourism; thereby promoting the image of the friendly, peaceful capital Hanoi, rich in cultural traditions around the world. Many cultural and sporting events are held annually in Hanoi, such as the Japanese Cherry Blossom Festival, Vietnam Airlines Classic - Hanoi Concert, Hanoi Heritage International Marathon Day, Hanoi Traditional Rowing Festival, etc.

The Capital Tourism Department has proactively and creatively built a Night Tourism Development Plan, leveraging the unique and special cultural elements of the Capital and considering it as a new and key tourism product. Up to now, Hanoi has launched more than 20 night tourism products, forming seven themed night tourism spaces, according to the Hanoi Department of Tourism. Walking streets, combined with night services and cuisine, attract hundreds of thousands of visitors each year, such as Walking Street in the Hoan Kiem Lake area and vicinity, and Tran Nhan Tong Walking Street. Many tourism product models have been replicated by domestic localities.

In November 2019, Hanoi was recognized by UNESCO as a Creative City. Hanoi plans to soon concretize the city's commitments in its candidacy to join the UNESCO Creative Cities Network with a long-term action program, with specific strategies to raise awareness, connect the public with the cultural and creative "pulse" of the city, develop more creative cultural spaces, organize many cultural and artistic activities, complete more than 20 new parks, including many spaces for artists to freely create... This activity has contributed significantly to promoting the development of tourism in the capital.

With the efforts of Hanoi city, cultural tourism has developed strongly, the number of tourists to Hanoi has maintained a stable and rapid growth rate, each year is higher than the previous year, total revenue from tourists also has high growth, contributing significantly to the City's GRDP.



Source: Statistics from Hanoi Department of Tourism

In 2020, due to the impact of the Covid-19 epidemic, Vietnam's tourism industry in general and Hanoi tourism in particular were severely affected by the decline in international arrivals and domestic tourism demand. In particular, in 2021, the number of tourists to Hanoi decreased sharply, reaching only 4 million visitors (Hanoi Department of Tourism) because Hanoi did not welcome international visitors due to travel restrictions and entry and exit measures of countries around the world.

In 2022, the total number of tourists to Hanoi reached 18.7 million, an increase of more than 4.7 times compared to the previous year. Total revenue from tourists reached over 60,000 billion VND, an increase of 5.3 times compared to 2021 (Hanoi Department of Tourism).

In 2023, the total number of tourists to Hanoi will reach 24 million, an increase of 27% compared to 2022 (an increase of 9.1% compared to the Plan). Including: 4 million international visitors (including 2.82 million international visitors staying), an increase of 266.7% compared to 2022 (an increase of 33.3% compared to the Plan) and 20 million domestic visitors, an increase of 16.3% compared to 2022 (an increase of 5% compared to the Plan). Total revenue from tourists

is estimated at VND 87.65 trillion, an increase of 45.5% compared to 2022 (an increase of 13.83% compared to the Plan) (Nguyen L.).

In 2024, Hanoi's tourism industry will recover and develop. The industry's development indicators all have high growth rates, exceeding the set goals and plans. Specifically, the total number of tourists to Hanoi will reach 27.86 million, an increase of 12.7% compared to 2023, including 6.35 million international visitors (including 4.47 million international visitors staying), an increase of 34.4% compared to 2023 and 21.51 million domestic visitors, an increase of 7.5% compared to 2023. Total revenue from tourists will reach about 110.52 trillion VND, an increase of 18.3% compared to 2023 (Hanoi Department of Tourism).

The accommodation system (especially 4-5 star high-end accommodation), shopping, dining and entertainment facilities that meet tourist service standards continue to ensure both quantity and quality. In 2024, the average room occupancy rate of the hotel sector will reach 62%; an increase of 2.9% over the same period in 2023 (Hanoi Department of Tourism).

The Ministry of Culture, Sports and Tourism stated that Hanoi plays a leading role in the country's tourism. Revenue from tourism accounts for one-eighth of the country's total revenue; the number of international visitors accounts for 35% of the total number of international visitors nationwide. The capital's tourism industry has seen remarkable growth with many new tourism products that are lessons for many other provinces and cities to learn from, such as: Night tours, the application of digital technology in management and tourism product development.

In recent years, after the tourism industry showed signs of recovery, Hanoi has been continuously highly appreciated by international tourism press organizations, ranking among the most attractive destination cities in the world. In 2023, Hanoi was honored with many international awards, which are encouragement and affirmation of the position and role of the Capital's tourism in the country, region and internationally. Specifically, Hanoi was honored to receive 3 awards from the World Travel Awards: Asia's Leading City Destination 2023; Asia's Leading City Break Destination 2023; Asia's Leading City Tourist Board. In particular, Hanoi has... Hanoi received the award "World's Best Golf City Destination 2023" for the first time from the World Golf Awards Organization.

In terms of cuisine, Hanoi is honored to have 48/103 restaurants selected by the Michelin Guide - the world's most prestigious culinary guide, including 3 restaurants with 1 Michelin star (Gia Restaurant, Hibana by Koki Restaurant of Capella Hanoi Hotel and Tam Vi). In 2024, the capital city of Hanoi continues to affirm its position, image and brand as one of the leading attractive and unique tourist destinations in the region as well as in the world. Hanoi is honored to receive many major and outstanding awards such as the award "Asia's Leading City Tourism Destination"; "World's Best Golf City Destination 2024" awarded by the World Travel Awards; in the group of "100 most attractive city destinations in the world 2024" voted by the research site Euromonitor International... thereby affirming the attractiveness and brand of Hanoi to domestic and foreign tourists...

With the development of many tourism products, especially heritage tourism, the capital Hanoi continues to affirm itself as one of the two largest tourist distribution centers in the country, a locomotive in promoting tourism development in the North as well as the whole country.

Inspiring Creative Arts

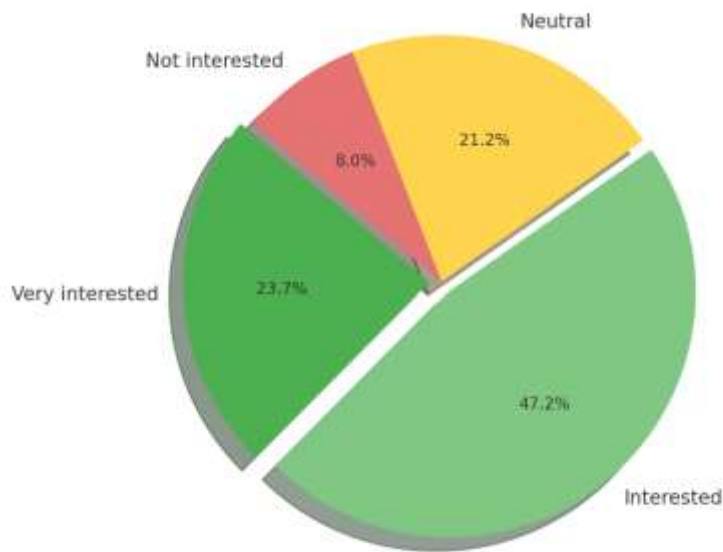
Located in the heart of Hanoi, cultural heritages are not only symbols of the past, but also a rich source of inspiration for creative spaces, where modern art meets and interacts with tradition. A typical example is the exploitation and promotion of cultural heritage resources for the construction of creative spaces at the city's destinations, which has contributed to positioning Hanoi's creative brand and promoting the development of the capital's cultural industry. Hanoi's cultural heritage is a source of inspiration for many artistic products such as Dong Ho folk paintings, ca tru, cheo, water puppetry and cinema, music and literature works imbued with the identity of Thang Long - Hanoi. This helps develop creative industries such as cinema, fine arts, music, design, etc.

Since Hanoi joined the UNESCO Creative Cities Network (October 2019), Hanoi has committed to UNESCO to implement 6 initiatives at both local and international levels. One of the three initiatives that Hanoi committed to implementing at the local level is "Building and strengthening creative spaces". To implement the committed initiatives, in 2022 and 2023, Hanoi issued plans to implement initiatives to participate in the UNESCO Creative Cities Network with 8 tasks, including the task of expanding the model of conversion, renovation, reproduction, and development of cultural heritages (industrial heritage, urban heritage, architectural heritage, memory heritage, cultural institutions, etc.) into creative spaces. Implementing the plan, Hanoi focuses on building creative spaces at many destinations based on cultural institutions such as Hanoi Museum, Temple of Literature - Quoc Tu Giam, Thang Long Water Puppet Theater, Hoa Lo Prison, etc. In recent years, the city has been actively implementing many activities to expand creative spaces associated with cultural heritages. Ancient architectural works such as the Temple of Literature - Quoc Tu Giam, Thang Long Imperial Citadel or Hanoi Cathedral are not only symbols of Hanoi but also creative works of art. Each brick, each pattern carries a part of history, a part of the creative passion of the artisans, creating a special and new attraction for the heritages in Hanoi. At the Temple of Literature - Quoc Tu Giam relic, many rich and lively activities such as heritage education programs, exhibitions, displays, competitions to learn and compose about the Temple of Literature - Quoc Tu Giam... have contributed to making the heritage value breathe the breath of contemporary life. Some activities include: Calligraphy and Graffiti Dialogue (2022); Talkshow "Application of cultural materials in artistic creation" (2023); "Vietnam Design Week 2023" (4th time in 2023); Temple of Literature - Imperial Academy Night Tour: "The Quintessence of Confucianism" Program (3D Mapping technology application activity, 2023); Painting Exhibition "Folklore in Gen Z" (2024); Painting Exhibition "Lion" with workshops and experiential talkshows (2024); Exhibition "The Source of Confucianism" (2024) etc.

Or at the Thang Long Imperial Citadel heritage site, many creative activities also take place such as: Night tour "Decoding Thang Long Imperial Citadel" (2021 - 2024); Hanoi Ao Dai Tourism Festival (2023, 2024); Exhibition space "Treasures of Thang Long Imperial Citadel" (using 3D mapping projection technology to simulate the unique patterns of artifacts of the heritage site) (2023, 2024); Lacquer painting exhibition "Sacred Mark" (2024); Thematic exhibition "Thang Long - Hanoi, a thousand years of history from underground" (3D mapping projection technology, 2024) etc.

Survey of tourists visiting creative spaces At the Temple of Literature - Quoc Tu Giam relic site, at the Thang Long Imperial Citadel heritage site... most tourists are interested and excited about the novelty and creativity of the heritages.

Level of Interest in Creative Activities at Historical Sites in Hanoi



Source: Survey conducted by the authors' group

Hanoi's creative cultural spaces, together with the system of museums, art institutes, and cultural centers, have created a diverse artistic picture. Through that, creative cultural spaces are currently playing the role of a dynamic, open, and accessible educational and inspirational platform for art and culture for many segments of society: from children, adults, people with disabilities, etc. Educational and artistically inspiring activities in these spaces include exhibitions, workshops, training and advanced training programs, networking activities, etc. with many different topics. Through artistic activities in creative cultural spaces, everyone can observe, feel, immerse themselves in imagination, enjoy, and create without being limited by classrooms, gallery walls, museums, and exhibition rooms. There, the public can see the values of art and also be inspired by artistic creations. These activities also contribute to preserving and spreading traditional cultural values, from music, dance, to painting and handicrafts. This helps the younger generations understand and appreciate the national cultural heritage, helping the public recognize the value of art, increasing the need for aesthetics, enjoyment, and more artistic and cultural creation in life.

Using folk culture elements is becoming a strong trend in contemporary creative activities. National culture is always a source of creativity and folk materials are a valuable resource, especially in the context of Vietnam promoting the development of cultural industries associated with tourism promotion. These traditional values are not only national pride but also an endless source of inspiration for contemporary artists; they are constantly creating and exploring to bring heritage into art, contributing to enriching the national cultural identity.

A typical example is in Music, the harmonious combination of folk materials, indigenous elements and modern music genres such as rap, rock, EDM music... creates many "made in Vietnam" cultural products with a new breath. Hanoi's famous intangible cultural values such as music, dance, festivals are also a rich source of inspiration and creative materials for modern works of art. Many artists have composed new arrangements, combining traditional and modern

music, creating unique and attractive music products. Remixes or creative performances have attracted the attention of young people, bringing new vitality to national music. Many artists such as Hoang Thuy Linh, Den Vau, Ha Myo, Phuong My Chi, Hoa Minzy... have left their mark with works with contemporary folk influences. Many works that blend modern music styles and folk melodies have received strong support from the public. Images in the MVs incorporate Vietnamese cultural elements such as non quai thao, ao tu than, khan chit mo qua, and at the same time introduce historical and cultural relics... These works not only convey the spirit of national culture but also arouse and strongly spread pride in the beauty of national culture. The diversity of popular cultural products combining traditional and modern elements not only creates an attractive artistic playground but also shapes Vietnamese culture in the context of globalization. Many artistic products have conquered international audiences, spreading to many countries in the region.

In addition, it can be seen that folk culture and traditional art are a rich source of inspiration for artists working in applied arts in film, music, fashion, and graphic design projects. In terms of fashion, young designer Nguyen Thi Quynh Nga is one of the pioneers in researching and bringing the value of ancient Vietnamese costumes into contemporary life. By founding the ancient Vietnamese costume brand Thuy Trung Nguyet and initiating the event "Bach Hoa Bo Hanh", Quynh Nga has been persistent in her journey to honor ancient Vietnamese costumes. In the field of fine arts, young artist Nguyen Xuan Lam has made a name for himself through the project "Redrawing folk paintings", aiming to revive traditional cultural values with modern technology. Or artist Nguyen Thanh Vu spent 2 years creating the Tu Tinh Tu Linh collection from his great passion for the culture and history of his country, this is a continuation of the collection Ky An Viet Nam. To create that collection, artist Nguyen Thanh Vu spent a lot of time researching many documents and conducting field surveys at historical sites to understand traditional art and culture such as: Hue ancient capital, Thang Long Imperial Citadel... In modern life, it is very meaningful for young artists to return to find inspiration from folk culture and tradition. For them, folk culture is not only a creative subject but also a way to connect with their roots, to find themselves in the common flow of the nation. The works bring the breath of the past into the present, creating a new breeze for Vietnamese art.

The fact that young artists seek inspiration from folk culture also shows their respect and love for national traditions. Their works not only bring artistic value but also serve as a bridge between the past and the future, between tradition and modernity. This combination not only helps preserve cultural values but also creates artistic products that are highly attractive to the young generation, containing profound social messages, contributing to raising public awareness of preserving cultural heritage. With the rich and unique folk cultural treasure of the nation, this trend truly makes a positive contribution to the country's cultural and artistic foundation, contributing to the formation of unique cultural products, affirming the mark and identity of Vietnamese culture.

It can be affirmed that Hanoi's cultural heritage is an invaluable resource, not only enriching cultural life but also an endless source of inspiration for artistic creation. The combination of heritage and modern art not only helps preserve cultural values but also promotes creativity, opening up new directions for Vietnamese art in the context of globalization. With its rich history and culture, Hanoi will always be a source of inspiration for artists, a place to preserve traditional and modern cultural values in a colorful artistic picture.

Support for the Development of Handicrafts

Holding the position of the political, economic, cultural and social center of the whole country, Thang Long - Hanoi converges and shines not only in the typical cultural values of Vietnam but also in its own unique values in the "sacred land of all generations", "the elegance of all people" and "the uniqueness of all professions"... Handicrafts in Hanoi are considered to be an industry that plays an important role in the economic growth of the City, has great export potential and has a high profit margin. The export turnover of this item is currently bringing great added value and is considered a handicraft industry for the Capital to focus on developing in the coming years. In fact, handicrafts are expected to be an industry that "inspires", creates motivation, has a pioneering role in leading and promoting the development of other cultural industries. For industries that require a lot of innovation, aesthetic sense, and artistic inspiration such as handicrafts, the capital Hanoi has many factors for development, with a large heritage system, many traditional craft villages and a large team of artisans. By the end of 2021, Hanoi had 318 typical traditional craft villages recognized in 23 districts, towns and cities, of which 48 villages were recognized as traditional craft villages, 270 villages were recognized as craft villages (Hanoi Department of Tourism). Hanoi's traditional craft villages are highly creative with diverse, unique handicraft products rich in cultural identity, such as Ngu Xa bronze casting, Dinh Cong jewelry, Phu Vinh bamboo and rattan weaving, Thach Xa bamboo dragonflies, Chuong conical hats, Ha Thai lacquerware, Chang Son fans, Dao Thuc water puppets, Tay Tuu flowers, Quat Dong embroidery, Xuan La figurines, Chuon Ngo mother-of-pearl inlay... which are famous throughout the country. Many products are recognized as national brands. Products of Hanoi's traditional craft villages are a combination of culture and technical skills of craftsmen, the crystallization of aesthetic values, talented hands and minds of artisans through many generations; not only having economic significance for the people, but also vividly reflecting the lifestyle, customs, habits and aspirations of Thang Long people from the past to the present. Hanoi has a great advantage in possessing a large team of hard-working, talented and dynamic artisans and craftsmen. According to official statistics, Hanoi is the locality with the largest number of artisans, accounting for 47/52 handicrafts nationwide, including: lacquer, mother-of-pearl inlay, lace embroidery, silk weaving, ceramics, rattan and bamboo weaving... Many products are recognized as national brands. Products of Hanoi's traditional craft villages are a combination of culture and technical skills of craftsmen, the crystallization of aesthetic values, talented hands and minds of artisans through many generations; not only having economic significance for the people, but also vividly reflecting the lifestyle, customs, habits and aspirations of Thang Long people from the past to the present. Hanoi has a great advantage in possessing a large team of hard-working, talented and dynamic artisans and craftsmen. According to official statistics, Hanoi is the locality with the largest number of artisans, accounting for 47/52 handicrafts nationally, including: lacquer, mother-of-pearl inlay, lace embroidery, silk weaving, ceramics, rattan and bamboo weaving...

Hanoi has a thousand-year history of civilization with a treasure trove of valuable cultural heritage. Since being chosen as the capital, Thang Long has had many handicrafts such as weaving, making ceramic tiles, casting bronze statues, brewing wine, carving gold and silver, and even specialized craft villages such as growing mulberry, raising silkworms, and growing ornamental plants. Studying the craft villages and streets of Ke Cho, folklore researchers have shown that the majority of the capital's crafts originated from the four towns of the East, South, West, and North, but have become more sophisticated in the largest and most difficult market, Thang Long - Hanoi. Traditional handicrafts of Thang Long - Hanoi were formed mainly from

three sources. One is the crafts that existed in the villages and hamlets before Thang Long became the capital of the whole country. Second, due to historical events, craftsmen from other places moved to the suburbs, finding convenient places to establish villages to practice their trade (Bat Trang pottery, Ngu Xa bronze casting, etc.). Third, craftsmen from other places moved to the inner city to do business, bringing with them the unique features of their hometowns, both producing and selling their products right on the streets (To Tich street is where Nhi Khe lathe village produces and sells products; Hang Bac street is where Dong Xam (Thai Binh), Chau Khe (Hung Yen), Dinh Cong (Thanh Tri, Hanoi) silversmiths practice and trade... Since 2008, when Hanoi merged with Ha Tay - the place known as "the land of hundreds of trades", the treasure of traditional craft village heritage in Hanoi has become even richer.

With unique cultural products, cultural tourism in craft villages has become a strength of Hanoi. Even more special when Hanoi officially became a member of the UNESCO Creative Cities Network, the cultural space of craft villages and unique handicraft products in the capital's craft villages have become more attractive to international and domestic tourists. When experiencing cultural tourism in craft villages in Hanoi, tourists can visit production sites, interact with craftsmen, directly participate in some production stages and buy diverse, rich and national-identity handicraft products. Therefore, developing cultural tourism in traditional craft villages in Hanoi is of great significance in preserving and promoting national identity and promoting the development of cultural industries, making culture an important driving force for the socio-economic development of the capital.

Thoroughly grasping and applying the Party's guidelines and the State's policies to the actual conditions of the locality, in recent times, the Party Committee and the Hanoi City Government have issued many guidelines and policies to develop cultural tourism in craft villages, promote cultural industries, considering this an important driving force for the socio-economic development of the Capital. Typically, the Master Plan for the development of occupations and craft villages in Hanoi City to 2020, with a vision to 2030, was issued under Decision No. 14/QĐ-UBND, dated January 2, 2013 of the Hanoi People's Committee; Plan No. 112/KH-UBND, dated May 29, 2017, of the Hanoi People's Committee on the Implementation of the Strategy for the Development of Cultural Industries in Hanoi Capital to 2020, with a vision to 2030; Resolution No. 09-NQ/TU, dated February 22, 2022, of the Hanoi Party Committee on the development of cultural industry in the capital for the period 2021-2025, orientation to 2030, vision to 2045... Through the resolutions and documents issued, Hanoi has become the first locality in the country to have a specialized resolution on cultural industry; demonstrating the political determination of the Party Committee, the government and the people of the Capital to pioneer the development of cultural industry; a priority in the socio-economic development strategy of the Capital on the basis of promoting comparative advantages; aiming to achieve the dual goal of both preserving and promoting cultural values, and making cultural industry a spearhead economic sector, contributing more and more to the socio-economic development of the Capital. In which, it is affirmed that handicrafts are one of the important elements of culture and the foundation for innovation, development of creative design industries and cultural tourism. With 17 projects to develop craft villages associated with tourism, developing cultural tourism of craft villages, preserving traditional crafts and cultural heritage, aiming at the goal of sustainable development is the core content of cultural industry development in the Capital.

Thanks to the right policies and drastic solutions, Hanoi has achieved important results in developing cultural tourism in craft villages, thereby strongly promoting the development of the handicraft industry. Taking advantage of the advantages of craft villages located along traffic

routes and associated with historical, cultural and festival relics, the city government has implemented many solutions to support industries and localities in the area to promote the development of craft village tourism. The Hanoi Department of Industry and Trade organizes a showroom to introduce Hanoi craft village products; supports many craft village handicraft production establishments, consults on product design with hundreds of new models created, including tourism products; organizes a Hanoi handicraft product design contest, creating over 200 new products in the field of handicrafts each year. The Hanoi Department of Tourism also coordinates with the Department of Agriculture and Rural Development to focus on implementing the direction of the City Party Committee and the City People's Committee on the One Commune One Product (OCOP) Program. Hanoi currently has 15 groups of tourism service industries associated with new rural development. Travel businesses build programs and tours to introduce and promote products, the potential and strengths of cultural tourism in Hanoi's traditional craft villages.

Craft village cultural tourism plays an important role in attracting tourists to the capital. Foreign and domestic tourists, when experiencing craft village cultural tourism, have learned about the long-standing cultural values and the creativity of skilled craftsmen through each typical handicraft product. Tourists have the opportunity to visit, learn about the profession, buy utensils, souvenirs, learn about the lifestyle in traditional craft villages, witness and explore the customs, habits, and cultural quintessence of the Vietnamese people in each countryside.

Nowadays, e-commerce is opening up great opportunities for exporting Hanoi's handicraft products. Platforms such as Amazon, Etsy, eBay, etc. have helped Hanoi's handicraft producers directly reach international customers without having to go through traditional distribution channels. The use of technology and online retail platforms not only helps save costs but also makes it easier for Vietnamese handicraft products to be promoted and sold to the world. One of the reasons why Vietnamese handicraft products, especially those from Hanoi, are highly competitive in the international market is thanks to the high skills and meticulousness of the craftsmen. Moreover, labor costs in Vietnam are quite reasonable, helping to make product prices competitive while still ensuring quality. These factors create a great advantage for Hanoi when facing competition from other countries in the region. Hanoi also possesses unique products with high aesthetic value, suitable for global consumption trends, such as lacquerware, ceramics, wooden furniture, handmade decorations, etc. These items meet the consumer demand in demanding markets such as the US, Japan, Europe and Australia.

Thanks to the strength of many resources, especially human resources, in recent years, handicrafts in Hanoi have achieved many positive results. The US is one of the largest consumer markets with sales accounting for about 35% of annual export turnover. In addition, there are other markets such as: Japan, European Union (especially Germany, UK, France, Netherlands), Australia, South Korea. Ceramic and wooden products are consumed in increasing quantities in Taiwan (China), Australia, Japan, while mother-of-pearl inlay, shell, rattan and bamboo products are widely consumed in Europe (Hanoi Department of Culture and Sports). Thanks to that, craft villages in Hanoi have all seen growth in revenue, production value and export value over the years, of which about 100 craft villages have revenue from 10 to 20 billion VND/year, nearly 70 craft villages have revenue from 20 to 50 billion VND/year and about 20 craft villages have revenue over 50 billion VND/year (Hanoi Department of Culture and Sports), contributing significantly to the local budget. Handicrafts in Hanoi are considered an industry that plays an important role in the economic growth of the city, has great export potential and high profit

margins. The export turnover of this item is currently bringing great added value and is considered a handicraft industry for the Capital to focus on developing in the coming years.

The development of craft villages associated with cultural industry not only contributes to preserving and enriching the craft but also promotes cultural development, contributing to creating the identity and brand of the capital Hanoi. Through that identity and brand, it will contribute to positioning Hanoi in the international arena, the Capital of a thousand years of culture, the City for Peace, the Creative City.

Contributing to Building Hanoi's Cultural Brand

As a major cultural center of the country, Hanoi identifies maximizing the potential, strengths, and cultural values that bear the identity of the capital and the nation to serve socio-economic development and promote its image as a strategic task. The city has had orientations and steps to position its cultural brand and establish the Thang Long mark in the hearts of international friends.

The Hanoi Party Committee's Resolution on the development of cultural industries in the capital for the period 2021-2025, with a vision to 2030 and a vision to 2045 (Resolution 09-NQ/TU) has provided a strong driving force in realizing the policy of developing cultural industries. The Resolution is the driving force to build the cultural brand of Hanoi, helping the culture of Thang Long - Hanoi to shine, creating conditions for the development of Hanoi in particular and the country in general, while creating momentum for the capital's cultural export activities to the world.

As early as 2016, the first contract worth 2 million USD for one year of cooperation between Hanoi and CNN was signed to produce reports and programs promoting the image of the capital and broadcast in the Asia-Pacific region, Europe, the Middle East, North America, and South Asia, demonstrating the right strategic orientation of Hanoi. The event caused a stir in public opinion at that time not only because of the large financial scale but also because Hanoi was the first city in the country to build a communication plan on a television channel with the world's leading coverage. That affirmed that the city government has paid special attention with the aspiration to create a breakthrough in bringing the unique beauty of the more than a thousand-year-old capital to international friends.

Hanoi aims to be a city in the group of cities with leading cultural development industries, with brands, competitiveness and the formation of a number of new cultural works of symbolic significance, regional and world stature. Determining that building Hanoi's cultural brand is an important factor for culture to become a "soft resource" in the current trend, Hanoi focuses on developing a number of industries with existing advantages and potentials such as: Cultural tourism, handicrafts, performing arts, cinema, design, cuisine, etc. Cultural resources are hidden in every corner of the city with a dense heritage system, widespread traditional craft villages, rich folk festivals, diverse and attractive cuisine and especially a new creative community forming in many fields. This is a resource, an invaluable asset for Hanoi to shape the Hanoi cultural brand and quality products for the cultural market in the integration period. In particular, the system of policies and mechanisms is a solid foundation for Hanoi to achieve the goal of being in the group of cities with leading cultural development industries, with brands, competitiveness and forming a number of new cultural works of symbolic significance, of regional and world stature.

Based on an open and practical policy, the city has many practical and effective activities to bring the cultural identity of Thang Long - Hanoi to tourists through promotional programs and festivals such as: Hanoi Cultural Week in Toulouse (France), Hanoi Days in Moscow (Russia), Vietnam - Hanoi Festival in Fukuoka (Japan)... Trade promotion programs in the US, Italy, Japan, China are held regularly, also opening up opportunities to introduce traditional and creative cultural products of Hanoi to friends around the world... At the same time, the city also pays attention to creating cultural spaces to serve the entertainment needs of people and creating an environment to promote creative activities. Many cultural spaces that have been established and put into operation in recent times have established their position in the public.

With its own unique appeal, in recent years, Hanoi has continuously been listed as the world's top attractive tourist destinations by prestigious travel magazines and organizations such as: Top 10 leading cities in Asia ranked by Travel + Leisure Luxury Awards Asia Pacific; 1 of the 10 most beautiful cities in Southeast Asia announced by The Travel (Canada); Top 27 in the list of most favorite cities voted by readers of the Telegraph newspaper worldwide; Top city tourist destination in the world in 2022 ranked by BuzzFeed news site (USA)... The appeal of cultural and historical tourism has helped Hanoi be ranked and voted by many world tourism organizations in major awards such as: Leading city tourist destination in Asia in 2023; Best Golf City Destination in the world. Most recently, TripAdvisor Magazine voted it the 4th most attractive destination in the world and the world's leading culinary destination...

Statistical Table of Awareness of Hanoi Cultural Brand

(Research team survey of international visitors to Hanoi)

Survey content	Percentage (%)
1. Before coming to Hanoi, did you know about Hanoi's culture?	
- Yes	80%
- No	20%
2. If yes, through which channel did you know about it?	
- Newspaper/TV	22%
- Social media	71,5%
- Introduction from acquaintances 5%	5%
- Previous personal experience 1.5%	1,5%
- Other	0%
3. When mentioning Hanoi's culture, what do you think of first?	
- Cuisine	24%
- Architecture, historical relics	41%
- Traditional arts (ca tru, water puppetry, etc.)	18%
- Lifestyle, customs and practices	13%
- Other	5%
4. Did you participate in cultural activities when you came to Hanoi?	
- Yes	90%

Survey content	Percentage (%)
- No	10%
5. If yes, what activities did you participate in?	
- Visiting historical sites	82%
- Enjoying traditional arts	75%
- Experiencing Hanoi cuisine	87%
- Participating in festivals and cultural events	85%
- Other	5%
6. How would you rate your satisfaction with the cultural experience in Hanoi? (Scale 1-5)	
- 1 point	1,5%
- 2 points	5%
- 3 points	18%
- 4 points	57,5%
- 5 points	18%

Thus, according to the research team's survey of international visitors to Hanoi, 90% of visitors have learned about and known about Hanoi's cultural brand before visiting and traveling, and mainly through social networks; most visitors to Hanoi are interested in historical relics, traditional arts and cuisine of Hanoi. In addition, the level of satisfaction of visitors with Hanoi is quite high, accounting for 75.5%. This shows that the efforts to position Hanoi's brand in the eyes of foreign visitors have brought encouraging success when Hanoi itself has now become an international brand for tourism.

With its position as the cultural center of the country, Hanoi has been developing cultural and historical tourism routes to attract tourists such as: Thang Long Imperial Citadel Heritage Area associated with Ba Dinh Square, Ho Chi Minh Mausoleum - Ho Chi Minh Museum and Temple of Literature - Quoc Tu Giam; connecting the chain of Thang Long Tu Tran relics, West Lake area, especially the Old Quarter, Old Town, Hoan Kiem Lake area and vicinity. In addition, Hanoi is linking art tourism with heritage such as: Dao Thuc Water Puppetry associated with Co Loa relic (Dong Anh); Hai Ba Trung Temple area associated with Me Linh flower growing village; developing and connecting the chain of relics in Ba Vi...

Regarding the handicraft industry, Hanoi has many brand positioning strategies. Many programs to bring artisans, craftsmen and typical products of the city abroad to participate in international fairs have contributed to making handicrafts one of the key cultural export products of Hanoi and Vietnam, helping to spread the image of the capital and the country in the international arena. The success of these activities affirms that Hanoi has taken the right direction in the journey to promote the cultural values of the thousand-year-old capital, creating a new movement to develop the cultural industry, and promote cultural exports. That builds the foundation to enhance the city's capacity for international cultural integration.

In addition to handicrafts, design, performing arts, cuisine, etc. are also areas to develop the cultural industry and contribute strongly to the socio-economic development of the capital. The fact that Hanoi has a series of restaurants introduced and holds 3 out of 4 Michelin-starred

restaurants in Vietnam has helped the city continue to be named on the world culinary map. With many names such as La Vong fish cake, Giang egg coffee, Huong Lien vermicelli with grilled pork, Pho Thin, etc. continuing to be famous, becoming special "ambassadors" to bring Hanoi closer to international friends and tourists in the culinary field.

The policies on cultural development in the capital in recent times have not only effectively promoted cultural promotion but also contributed to inspiring creativity, making Hanoi a land to nurture and develop new and attractive trends of expression, cultural products inspired by the treasure trove of heritage and folk knowledge. A typical example is the live performance "Quintessence of the North" which brought overwhelming emotions to the audience in front of the immense water stage at the foot of Tay Mountain, which realistically and subtly portrayed the beauty of the cultural life of the residents of the rice civilization. The special feature of the performance is not only the vast cultural space, the simple and engaging storytelling style, the ability to optimize the strengths of projection technology, but also the appearance of a cast of artists who came entirely from the fields of the Doai region. The American media has commented that this live performance with the largest water stage and the largest number of peasant actors "converges all the elements to reach international standards". Or the play "Tu Phu" by director Viet Tu - exploiting a symbol in the spiritual life of the Vietnamese people through contemporary stage art with unique sound, light and costume effects - has also caused a stir on many stages in the country and internationally, multiplying the pride of the Vietnamese people in one of the representative cultural heritages of humanity, the Mother Goddess Worship. In 2023, artist Nguyen Quoc Trung has devoted much effort to staging and directing the Monsoon Music Festival in the pedestrian area of Hoan Kiem Lake and surrounding areas, preparing to launch with the theme "Hang Nhac Street", inspired by the names of the 36 streets of Hanoi. The event brings together more than 40 domestic and international artists with more than 70 performances that will last from October 14 to 22, 2023, contributing to promoting the image of Hanoi, Vietnam, along with the roadmap to build a prestigious and classy music festival in the region and internationally... These are just a few typical success stories. There are many other unique creations that help affirm the fact that, with a new strategic vision, Hanoi has been creating valuable products bearing the Hanoi cultural brand and promoting them to the world.

Conclusions and Solutions

Cultural heritage is not only a historical treasure but also an important driving force for the cultural industry in Hanoi. The preservation and reasonable exploitation of these heritages will help Hanoi develop sustainably, both preserving its identity and creating high economic value. The rich heritage capital is truly Hanoi's strength to develop the cultural industry. In addition, Hanoi also has human resources with over 51.7% of the population being young, concentrating the country's talents and intelligence with over 70% of universities, research centers, and academies; the number of leading scientists, professors, associate professors, doctors and doctors of science living and working in Hanoi, accounting for over 65% of the total number of scientists in the country; 80% of the country's key scientific research laboratories are located in the area; There are 2 high-tech industrial parks, more than 3,000 businesses operating in the fields of design, art, culture, fashion, average income per capita in 2023 reaching 6,000 USD/person/year (Nguyen V. P.)... Hanoi is becoming a dynamic and developing city. These are great potentials, important premises creating favorable conditions for Hanoi to develop the capital's cultural industries. In addition, with its position as the capital, Hanoi also has the strength of being a major center of science and technology, economics and international transactions, having cooperative relations with more than 100 capitals of countries, trade relations with over 200

countries and territories... These are favorable conditions for development, an open market for production and consumption of products from the cultural industry.

With positive changes in policies, on the basis of exploiting and promoting comparative advantages, unleashing cultural resources with a long history, on the foundation of rich and diverse cultural heritage, a place of convergence, crystallization, and shining, a place to nurture and promote cultural creativity, a place to create quality cultural products and services, in recent times, Hanoi City has issued mechanisms and policies to develop culture in general and cultural industry in particular. Thereby, the cultural industries of the capital have gradually developed and achieved many remarkable results. However, the results achieved are not commensurate with the potential and strengths of Hanoi. In the coming time, to improve the effectiveness of promoting the value of cultural heritage in developing cultural industries of Hanoi, it is necessary to focus on synchronously implementing the following solutions:

Firstly, promote propaganda work, raise awareness of linking cultural heritage with the development of cultural industry at all levels, sectors and people of the capital. The development of cultural industry needs to be placed in the general context and based on the foundation of developing culture, Vietnamese people in general and Hanoi capital in particular, on the principle of preserving and promoting traditional cultural values of the nation and the capital, contributing to building the cultural value system of Thang Long - Hanoi, building elegant and civilized Hanoi people. Because cultural heritage is not only the mark of history but also an endless source of inspiration for creativity in the cultural industry. Linking heritage with cultural industry helps to preserve and promote traditional values while creating new cultural products with economic value and strong influence. Promoting the dissemination and raising awareness of the connection between cultural heritage and the cultural industry is an urgent task, not only helping to preserve traditional values but also opening up many opportunities for creativity and economic development. When the community, businesses and creators are aware of the role and potential of heritage, they will make more positive contributions to turning heritage into a resource for the modern cultural industry, creating cultural products of high value and sustainability in the future.

Second, improve the effectiveness of state management in preserving and promoting cultural heritage. Strengthen close coordination between relevant departments and sectors in promoting activities to preserve, restore and promote the cultural values of historical relics and cultural works. Upgrade destinations belonging to cultural and historical relics. Implement detailed plans for preserving relic spaces (cultural spaces, in the social environment and landscapes that create the overall and unique values of relics). Increase investment in capital (State capital, socialized capital) and human resources for conservation work to ensure the preservation of ancient architectural identity during the restoration and restoration process. Effectively implement projects and planning schemes for preserving and promoting the values of world heritages, special national relics, and national relics; build new cultural works, creating new cultural symbols for the Capital and having the potential to develop the cultural industry. Resolutely resolve and handle cases of violations of legal regulations in the activities of preserving and promoting the cultural heritage values of the Capital. Only when the effectiveness of state management is improved can heritage conservation work maximize its value, not only protecting the national cultural identity but also contributing positively to the sustainable development of the cultural and tourism industry.

Third, diversify and improve the quality of cultural industrial products on the basis of effectively exploiting the value of cultural heritages in a number of strong industries, such as cultural

tourism, performing arts, design, handicrafts, architecture, etc. Focus on creating complete products and exploiting them more effectively in the area of President Ho Chi Minh's Mausoleum, President Ho Chi Minh's Relic Site at the Presidential Palace, Ho Chi Minh Museum, the world cultural heritage site of Thang Long Imperial Citadel, the Temple of Literature - Quoc Tu Giam Relic Site, the Old Quarter area, Hoan Kiem Lake, the area around West Lake and its vicinity, Co Loa Relic Site, Soc Mountain tourist area, Huong Pagoda area, Ba Vi area, Duong Lam ancient village, Thay Pagoda, Tay Phuong Pagoda, Bat Trang ceramic craft village, Van Phuc silk, Ha Thai lacquerware, etc. Preserving and developing traditional craft villages combined with developing cultural tourism, developing handicrafts, design... associated with innovating souvenir products towards improving quality and cultural value. Strengthening the application of modern science and technology in activities of preserving and promoting the value of relics, such as establishing a cultural heritage data bank, digitizing cultural heritage management activities, using modern technology in integrating and integrating heritage values into cultural products... Diversifying and improving the quality of cultural industrial products on the basis of heritage not only helps preserve traditional values but also creates a driving force for economic development, bringing Vietnamese culture closer to domestic and international audiences. It is important to have a methodical investment strategy, combining creativity, technology and market development to ensure the sustainable development of the cultural industry.

Fourth, improve the effectiveness of organizing cultural festivals in Hanoi in conjunction with cultural promotion activities, especially large-scale festivals such as Dong Da Mound Festival, Co Loa Festival, Giong Festival, Soc Temple Festival, Hai Ba Trung Temple Festival, Huong Pagoda Festival... Focus on exploiting the culinary culture advantages of Hanoi, developing culinary centers, creating attractiveness for cultural tourism destinations in Hanoi. Continue to effectively implement the Code of Conduct in public places in Hanoi and the Code of Conduct for officials, civil servants, public employees and workers in agencies under Hanoi city, contributing to regulating behavior, preserving Hanoi's culture, promoting the fine traditions of Thang Long - Hanoi.

Fifth, encourage tourism businesses to directly invest in cultural destinations and creative spaces to develop cultural tourism as well as to stimulate the creativity of many artists, etc.; thereby, creating unique and valuable cultural products. Strengthen training and improve professional qualifications and awareness of cultural tourism (reception skills, on-site guidance and food, accommodation, transportation, performance skills and cultural introduction, indigenous tourism products, cultural and artistic performances, communication skills and behavioral culture, etc.) for the community in the capital. It is necessary to emphasize that the development of the cultural industry is the responsibility of the entire political system, all levels, all sectors, and the whole society in the spirit of "investing in culture is investing in sustainable development".

Sixth, strengthen international cooperation, acquire experience, methods and specialized knowledge in the conservation of cultural heritage values in conjunction with the development of cultural industries, especially in some advantageous sectors of the capital. Many countries in the world have had successful models in the conservation and promotion of heritage values, while effectively exploiting cultural resources to develop creative industries. Strengthening international cooperation not only helps Vietnam access advanced conservation standards, but also opens up opportunities to promote heritage and cultural products to the global market. Learning from the experiences of countries with developed cultural industries such as France,

the UK, Korea, Japan or China will help Vietnam apply modern conservation methods, combining digital technology and traditional restoration techniques to preserve the originality of heritage. In addition, through professional exchange programs, research cooperation and joint conservation projects, domestic experts can improve their capacity and update new trends in cultural heritage management and development. At the same time, connecting with international cultural organizations such as UNESCO, ICOMOS or global cultural support funds will create conditions for Vietnam to mobilize financial, technical and communication resources to protect and promote heritage values in a sustainable manner. Strengthening international cooperation also opens up many opportunities to develop heritage-based cultural industries, bringing Vietnamese cultural identity to the world in a more professional, creative and sustainable way.

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