

**HO CHI MINH NATIONAL ACADEMY OF POLITICS**



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**CULTURAL RESOURCES FOR THE  
DEVELOPMENT OF CULTURE INDUSTRY IN  
HANOI CAPITAL TODAY**

**SUMMARY OF DOCTORAL THESIS**

**MAJOR: CULTUROLOGY**

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## **PREAMBLE**

### **1. Rationale**

Culture is the general material and spiritual values created and accumulated by the human throughout the history, the result of interactions between the human and the natural environment, the social environment and themselves. As the society develops, the role of culture is increasingly recognized in a more comprehensive and profound way. Culture is not only the spiritual foundation of society but also makes great contributions to promoting the economic growth. The emergence and development of culture industries is a testament to the increasingly close relationship between culture and economy. The culture industry (CI) has contributed significantly to the economic prosperity and brought the unique experiences to the people. Cultural resources (CR) are one of the important factors which determine the development of CI. In the context of globalization and international integration, the exploitation and promotion of CR for the development of CT is an urgent requirement for each country and each locality.

Grasping the above trend, the Communist Party of Vietnam always attaches importance to the role of culture in the country's development. The Resolution of the 9<sup>th</sup> Plenum of the Party Central Committee, 11<sup>th</sup> Tenure on Building and developing Vietnamese culture and people meeting the demand for national sustainable development affirmed that culture is an important endogenous strength to ensure sustainable development and firmly protect the Fatherland for the goal of a rich people, strong country, democracy, fairness and civilization. Also at this Plenum, the Party set out the task of building culture in politics and economics; developing CI in parallel with building and perfecting the market for cultural services and products. The Resolution of the 13<sup>th</sup> National Congress of the Communist Party of Vietnam has inherited, supplemented and developed the policy of building culture in politics and economics; building and perfecting the market for cultural services and products: “Urgently and focusedly deploy the CI and cultural services on the basis of identifying and promoting the soft power of Vietnamese culture...” [30, p.145].

Hanoi, the capital city of a thousand years of culture - "where the soul of mountains and rivers of a thousand years has settled", where the cultural quintessence of the whole country converges, is the center of multidimensional cultural development. This has helped bring abundant values and resources for Hanoi to develop its CI, making culture truly become the driving force for the Capital's development. In the process of increasingly strong urbanization and globalization, the preservation and promotion of cultural resources (CR) to serve the development of CI in Hanoi not only ensures the sustainability of economic and social development, but also makes an important contribution to maintaining the unique cultural identity of the City. In the socio-economic development strategy of the Capital, the Party Committee and the City Authority have determined the goal that by 2025, the Capital's CI will become an important economic sector, creating a new driving force to promote economic, cultural and social development; maintain and develop the brand of the thousand-year-old Capital, "City for Peace", "Creative City"; strive to contribute about 5% of the City's GRDP. By 2030, the Capital's CI will basically become a spearhead economic sector, strongly promoting the development of other sectors and fields. Hanoi is an influential "Creative City" in Southeast Asia, among the cities with leading developed CI, prestigious brands and products, regional and international competitiveness, on par with the capitals of highly developed countries in the region. Strive to gradually increase revenue from the CI sectors, contributing about 8% of the City's GRDP.

To realize this goal, Hanoi needs to mobilize the strength of all CR for the development of CI. This content has attracted the attention of many managers, researchers, and people working in the cultural field. Therefore, recently, there have been many researches highlighting the diversity, richness, uniqueness and distinctiveness of CR as well as affirming the importance of CR for the development of CI in Hanoi. However, the existing researches have not yet clarified the current status of promoting CR for the development of Hanoi's CI. Therefore, the research to promote the role of the Capital's CR for the development of CI is an objective and urgent requirement today. First of all, any theoretical research and cognitive unity are

required. Thereby, recommendations on correct policies are given to create the development momentum for a rich, beautiful, civilized and modern Capital. Therefore, the postgraduate chose the topic of Cultural resources for the development of culture industry in Hanoi capital today as the thesis in Culturology.

## **2. Purpose and tasks of the thesis**

### ***2.1. Purposes of research***

The research aims to clarify theoretical and practical issues related to the promotion of CR to promote the development of CI in Hanoi, creating diverse, quality, branded cultural services and products, meeting the market demand; also, the thesis will give recommendations on specific solutions to optimize the promotion of CR in the current context of integration and development, contributing to the construction of a rich, beautiful, civilized and modern Hanoi.

### ***2.2. Tasks of research***

To accomplish the above objectives, the thesis will implement the following specific tasks:

- Give an overview of research situation related to the promotion of CR for the development of CI in Hanoi;
- Clarify theoretical and practical issues on the promotion of CR for the development of CI in Hanoi;
- Survey on the current status of the promotion of CR for the development of CI in Hanoi Capital in recent years;
- Identify problems and recommend solutions on the promotion of CR for the development of CI in Hanoi Capital.

## **3. Object and scope of the thesis**

### ***3.1. Object***

The object of the topic is the CR for the development of CI in Hanoi Capital today. The thesis chooses to research three cultural resources: human resources (HR),

cultural heritage resources (CHR), institutional and policy resources - which are the most important resources for the development of Hanoi's CI.

### ***3.2. Scope***

- Contents of research: The thesis focuses on three basic contents: promoting HR, CHR and institutional and policy resources for the development of CI in Hanoi on three typical CT sectors of Hanoi: handicrafts, performing arts, cultural tourism. These three CI sectors have the development advantages in Hanoi and have achieved many outstanding achievements, making many positive contributions to the development of the Capital's CI in the recent years.

+ Research space: Hanoi City.

+ Duration: The thesis focuses on assessing the current status of the promotion of CR for the development of CI in Hanoi in the 2017 - 2024 period. The thesis started in 2017 when Hanoi implemented Plan No. 112/KH-UBND on the strategy for development of CI in Hanoi Capital to 2020, with a vision to 2030.

## **4. Methodology and methods of research**

### ***4.1. Methodology***

The thesis has been conducted on the basis of the methodology of dialectical materialism and historical materialism of Marxist doctrine on the relationship between matter and spirit, between economy and culture. At the same time, the thesis has applied the viewpoint of the Communist Party of Vietnam on the role of culture in the country's sustainable development: Culture is the spiritual foundation of society, the goal, the driving force, and an important endogenous resource for the rapid and sustainable development of the country.

### ***4.2. Methods of research***

The thesis uses the following methods of research:

- Interdisciplinary approaches to Culturology studies
- Field survey and professional solution

- The thesis materials also come from notes on the thoughts and feelings of the individual postgraduate after going to cultural tourist attractions and traditional craft villages, directly observing and participating in the production of handicraft products, purchasing, displaying and using handicraft products; directly attending performances, festivals, exhibitions, etc.

- Sociological survey through questionnaire

- Analysis, comparison and synthesis

## **5. New contribution of the thesis**

In general, the theoretical and practical contributions of the thesis not only help supplement the knowledge of CR research for the development of the capital's CI but also provide reliable scientific bases that can be used as references for policy making to build and develop Hanoi's CI, opening up the City's sustainable development opportunities.

## **6. Theoretical and practical significance of the thesis**

### ***6.1. Theoretical significance***

The thesis contributes to supplementing theoretical understandings of CR, especially HR, CHR and institutional and policy resources and the relationship between HR and the development of CI.

### ***6.2. Practical significance***

The research results of the thesis may help leaders and local economic and cultural managers with necessary suggestions when formulating policies, making policies for the development of CI in particular and the suitable socio-economic development, promoting the cultural advantages of Hanoi Capital.

The thesis can also be used as a reference for teaching and researching culturology studies in general.

## **7. Structure of the thesis**

In addition to the preamble, conclusion, published scientific works, and list of references, the thesis consists of 4 chapters and 10 sections.

Chapter 1: Overview of related research status and issues that need further research.

Chapter 2: Theoretical issues, research theory and generalization of cultural resources of Hanoi.

Chapter 3: Current status on promotion of CR for the development of CI in Hanoi

Chapter 4: Problems and recommended solutions on the promotion of CR for the development of CI in Hanoi.



## **Chapter 1**

### **OVERVIEW OF RESEARCH STATUS RELATED TO THE THESIS TOPIC**

#### **1.1. RESEARCH ON CULTURAL RESOURCES**

The thesis has approached and classified research documents on the role of culture in development and learned about cultural capital and cultural resources in socio-economic development in particular and sustainable development of the country in general. This group of research works is very rich, spanning from Europe to Asia, from the world to the country, and the research content is diverse, including concepts, classification of cultural resources, the relationship between cultural resources and economic development, promoting the role of cultural resources in the development of culture industry. Thereby it helps the postgraduate research culture as a resource for development.

#### **1.2. RESEARCH ON CULTURE INDUSTRY AND CULTURAL RESOURCES FOR THE DEVELOPMENT OF CULTURE INDUSTRY**

The thesis has focused on an overview of research on CI, human resources, cultural heritage resources and cultural institutional and policy resources in the development of culture industry. Although they have not yet been completed, many of the above works have presented the concept of culture industry and the structure of the culture industry in Vietnam, analyzing the role of culture industry in building an advanced Vietnamese culture imbued with the national identity.

#### **1.3. RESEARCH ON CULTURAL RESOURCES FOR THE DEVELOPMENT OF CULTURE INDUSTRY IN HANOI CAPITAL**

The thesis has accessed an extremely large and massive source of documents to see that Hanoi's cultural resources are extremely diverse, rich, unique and distinctive. The authors have analyzed and demonstrated deeply that these resources are becoming increasingly important during the development of Hanoi's culture industry today.

#### **1.4. RESULTS AND ISSUES THAT NEED FURTHER RESEARCH**

##### **1.4.1. General assessment of research results by overview**

##### ***1.4.1.1. Theoretical research results***

Through an overview of the research situation on issues related to the thesis topic, it can be seen that the group of research works on cultural institutions, policies and culture industries in the world is very rich. This topic is also increasingly interested by researchers in Vietnam with the emergence of many domestic works on CI over the past 10 years.

The issue of "cultural diversity" has also been studied by scientists around the world for a long time and formed the theory of multiculturalism. This theory refers to the recognition, respect, and promotion of the presence of diverse cultures, values, and identities within a society or community. The theory of multiculturalism has become an important part of contemporary culturology and sociology. Researchers have developed concepts and models to understand and explain phenomena related to cultural diversity, from identifying aspects of culture to analyzing interactions among groups of different cultures.

The overview research works have initially discussed the issue of CI development and the cultural products market in our country on the main aspects, such as: economic issues in culture, the nature of spiritual cultural goods and the market of spiritual cultural goods; cultural market management and cultural market management mechanism. Although they have not yet been completed, many of the above works have presented the concept of CI and the structure of the CI in Vietnam, analyzing the role of CI in building an advanced Vietnamese culture imbued with the national identity. In addition, the works have initially studied CR, the relationship between CR and economic development, and promote the role of CR in the CI development.

The works also show the content of CR and the basic elements of CR. These are extremely important contents that need to be absorbed to identify CR and evaluate the promotion of CR for socio-economic development in general, and the development of CI in Hanoi in particular.

#### ***1.4.1.2. Practical research results***

Many research works on CR, CI in the world and in our country, at different levels: overall research, research on each resource and each CI; research on a national scale or a local scale.

On the basis of affirming the role of CR in the development of CI, there have been a number of works focusing on analyzing models of managing cultural heritage resources to serve the socio-economic development, the impact of policy mechanisms on the development of CI, the role and impact of HR, mainly exploiting the field of tourism development, especially in the scope of localities in the world and in our country.

An overview of the works also shows that Hanoi's CR is extremely diverse, rich, unique and distinctive; CI in Hanoi in the recent years has also received attention and has developed. It can be said that compared to other localities in the country, Hanoi has been and is leading in the CI development. Therefore, these resources are becoming increasingly important in the development process, especially in the context of increasingly strong demands for the development of CI today.

#### **1.4.2. Research gaps by overview**

##### ***1.4.2.1. Theoretical research gaps***

The reviewed research works are all based on the established concepts of CI and creative industry. However, in the recent years, the concept of CI has been widely used, becoming the main trend for theoretical research as well as practical research. Therefore, the connotation of this concept has still been a matter of discussion both in theory and practice.

Regarding the cultural HR factor, most of the research works only mention local HR, while, with the current globalization trend, HR is still "open", with factors "imported" from outside through many different ways: signing contracts, hiring artists, inviting artists.....

The research works have not focused on clarifying the role of CR factors in the development of CI. The researches are emphasizing the cultural capital factor of CR, so there is no proper and comprehensive response to CR.

##### ***1.4.2.2. Practical research gaps***

Research on CR in CI development is still very scarce. Some works referring to this content mainly focus on HR for cultural tourism development, but cultural tourism is only a specific industry, not generalizing all HR in the current CI,

especially in some emerging industries today: performing arts, creative spaces, crafts...

At the local level, researches on CI have still been limited. In which, research on CR in CI development is even more limited. Researches on this content mainly exploit the factor of CHR, and focus on intangible CHR.

The works have not yet clarified the exploitation of CR in the development of CI in Hanoi Capital in the recent times with specific quantitative results: has not yet provided a comprehensive system of statistics on CHR, HR, institutional and policy resources for the development of the Capital's CI.

#### **1.4.3. Issues that need further research**

Firstly, on the basis of research, inheriting the results of the overview to clarify more theoretical issues on CR, CI, and CR in the development of CI.

Secondly, on the basis of research theories, the postgraduate has applied them into practice to clarify the current status on the promotion of CR for the development of CI in Hanoi Capital today. Because it is impossible to comprehensively research all the fields of CI, the postgraduate will focus on three fields that are of interest and the strengths of the Capital at present: performing arts, cultural tourism and crafts. In which, we try to clarify the influence and impact of CHR, HR and institutional and policy resources on these sectors in Hanoi in the past time.

Thirdly, using basic research methods, comparing the theoretical issues that have been clarified and the reality that has been analyzed, from a personal perspective, the postgraduate discusses the issues raised in exploiting CR for the development of CI in Hanoi Capital, thereby commenting on a number of solutions to better promote CR for the development of CI in Hanoi Capital in the coming time.

## Chapter 2

# THEORETICAL ISSUES, RESEARCH THEORY AND GENERALIZATION OF CULTURAL RESOURCES OF HANOI

## 2.1. THEORETICAL ISSUES

### 2.1.1. Some basic concepts

#### 2.1.1.1. *Cultural resources*

Cultural resources are tangible cultural values, intangible cultural values and human capacities, of endogenous and exogenous origin, to create surplus value in the process of production, business and cultural services, contributing to economic growth and meeting the increasingly high spiritual and cultural needs of the people.

#### 2.1.1.2. *Culture industry*

Culture industry is the economic sector that creates, produces, distributes and consumes cultural products and services. CI includes many different industries, such as cinema, television, radio, books, newspapers, magazines, performing arts, visual arts, applied arts, cultural tourism, entertainment.

### 2.1.2. Components of cultural resources

#### 2.1.2.1. *Human resources*

HR in the development of CI are people with physical strength, intelligence, skills and awareness who directly or indirectly participate in CI processes and sectors.

#### 2.1.2.2. *Cultural heritage resources*

Cultural heritage as a resource for the development of CI includes tangible CH and intangible CH.

#### 2.1.2.3. *Cultural institutional and policy resources*

The postgraduate believes that cultural institutions and policies are a set of viewpoints, policies, and guidelines of the Party and policies of the State to build and develop CI. The purpose of cultural institutions and policies is to promote the development of CI, improve the material and spiritual life of the people on the basis of mobilizing and effectively using HR.

### 2.1.3. The role of cultural resources in the development of culture industry

Firstly, CR promotes the development of CI in the right direction, ensuring humanity and humanism.

Secondly, CR is a resource for creating and forming cultural products and services.

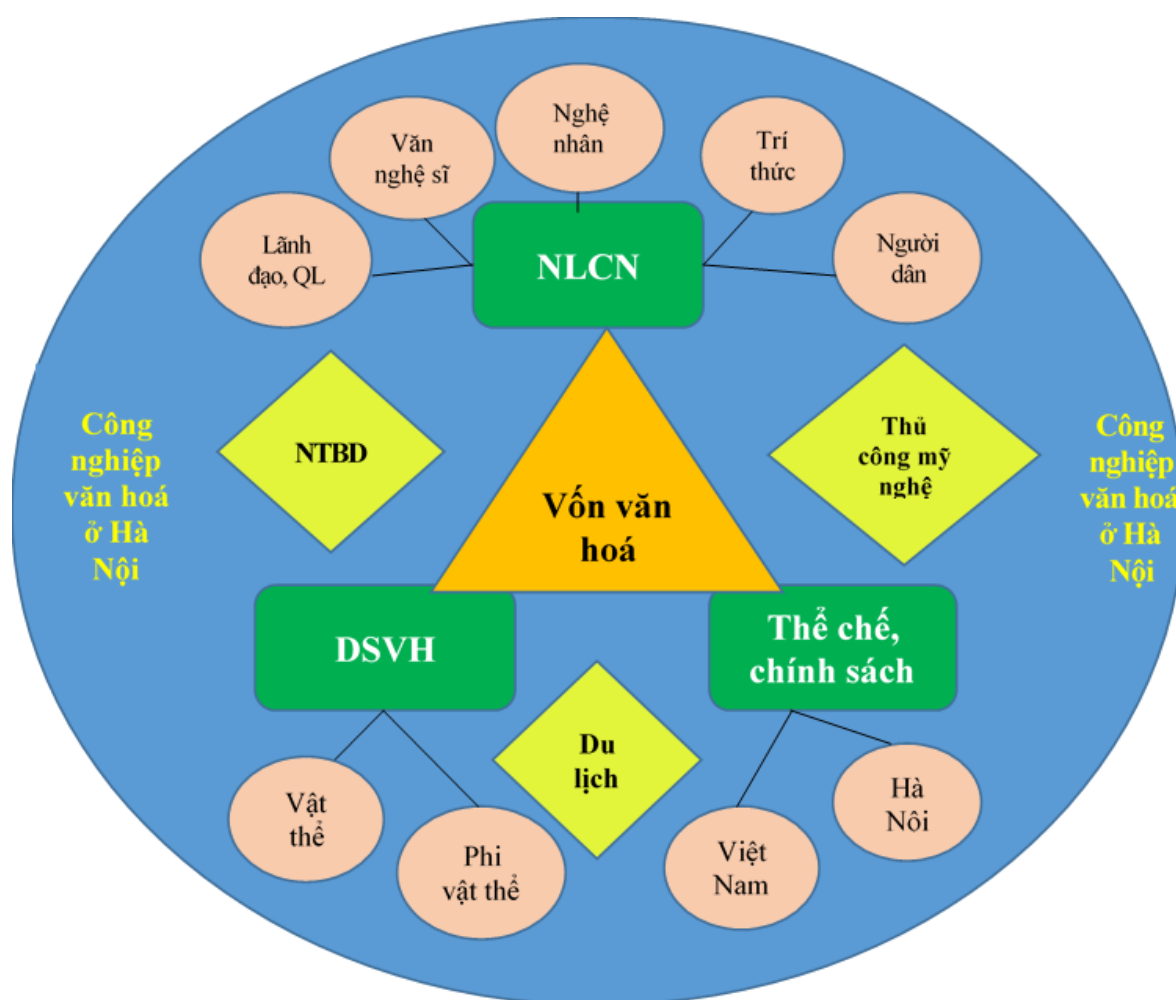
Thirdly, CR creates creative inspiration to enrich and diversify cultural products and services, cultural spaces, and increase competitiveness in the CI development.

## 2.2. RESEARCH THEORY AND THESIS ANALYSIS FRAMEWORK

### 2.2.1. Research theory

To conduct research on CR in the development of CI in Hanoi Capital, the postgraduate chose Cultural Capital as the theory for the research. The Party's viewpoint on culture is an important endogenous resource for the country's sustainable development.

### 2.2.2. Thesis analysis framework



## **2.3. Overview of Hanoi's cultural resources**

### **2.3.1. Overview of Hanoi Capital**

Hanoi carries within itself the proud beauty of its diverse and rich cultural heritage and traditions, containing strong endogenous resources that help Hanoi have new momentum, creating an important premise to successfully implement cultural goals, economic and social development in new stages, contributing to building a civilized, rich and beautiful Hanoi, worthy of being the capital and heart of the whole country.

### **2.3.2. Hanoi's cultural resources**

Human resources: The postgraduate researches on HR in the fields of CI in the current Hanoi Capital, including the following departments: cultural leaders and managers; artists; artisans; intellectuals and experts; people of the Capital.

Hanoi's cultural heritages include: 5,922 historical and cultural relics, including 21 relics - relic clusters ranked by the Prime Minister as special national relics; 1,182 relics ranked as city-level relics; 1 world-ranked cultural heritage; 1 documentary heritage recognized by UNESCO. Hanoi also has enormous resources including 1,793 inventoried intangible cultural heritages with many rich and diverse categories, 03 intangible cultural heritages recognized by UNESCO.

Cultural institutional and policy resources: To ensure the implementation of the Government's Strategy for CI Development, Hanoi has proactively applied the practical situation and requirements for the development of the Capital at each stage to concretize the policies of the Central Government and the Government, initially shaping the direction and identifying resources for the CI development.

### **Chapter 3**

## **CURRENT STATUS ON PROMOTION OF CULTURAL RESOURCES FOR THE DEVELOPMENT OF CULTURE INDUSTRY IN HANOI**

### **3.1. PROMOTION OF HUMAN RESOURCES FOR THE DEVELOPMENT OF CULTURE INDUSTRY IN HANOI**

#### **3.1.1. Promote resources of leaders and managers in the cultural sector**

The City-level cultural sector leadership and management team shall be responsible for shaping the City's strategy and development direction regarding the following contents: develop policies, plans and key budget resources to support major cultural projects and events; Manage CH and preserve the national and international cultural values. The number of leaders and managers in the cultural sector at all three levels gradually decreased from 2017 to 2021 and the structure is uneven. However, the common characteristics are that at the three levels of the City management, the rate of officials who obtain university and postgraduate degrees accounts for the majority (approximately 90%). In general, the team of leaders and managers in the cultural sector has performed the role of advising and consulting leaders at the same level and superiors in planning, building and promulgating mechanisms and policies, creating a complete, synchronous and modern legal corridor to speeding up the development of CI in general as well as promoting resources for the development of CI in particular.

#### **3.1.2. Promote resources from artists**

The team of artists working in specialized associations of Hanoi Union of Literature and Arts Associations such as literature, photography, dance, music, theater, folk literature and art, fine arts, architecture... have promoted their talents and creativity, contributing to improving the quality of artistic activities, playing a role in conveying and preserving the traditional cultural values of the Capital. For the team of professional artists, the tireless dedication of the team of professional artists of Hanoi with high professional qualifications, deep understanding of culture and art



helps create high quality cultural and artistic products, attract audiences, and generate revenue for units and businesses operating in the CI sector.

### **3.1.3. Promote resources from artisans**

The Hanoi folk artisans have played an important role in preserving, conserving and promoting the CH values of the Capital. They are skilled, experienced and dedicated people in preserving and passing on traditional techniques of Hanoi in particular and the nation in general.

### **3.1.4. Promote resources from intellectuals and experts**

Hanoi is possessing high quality HR. This is a great advantage of the Capital for the CI development. The team of intellectuals and experts in Hanoi has made important contributions to the CI development in the Capital. Their presence is not only a source of knowledge but also brings important creative ideas and strategies for the development of culture and art.

### **3.1.5. Promote resources from the Capital people**

Hanoi's large, diverse, rich population, high proportion of working age, high demand for cultural enjoyment have created a large market for cultural products and services of the CI sector. In addition, Hanoi residents have contributed to creating creative inspiration for artists, writers, and designers.

## **3.2. PROMOTE CULTURAL HERITAGE RESOURCES FOR THE DEVELOPMENT OF CULTURE INDUSTRY IN HANOI**

First of all, a very important achievement is the change in thinking of promoting cultural heritage resources for the development of Hanoi's culture industry.

A very important achievement is to create a unique cultural product.

Next is to create jobs and increase income for people and budget revenue for Hanoi.

Cultural heritage is a resource for Hanoi to build creative spaces with its own characteristics.

### **3.3. PROMOTE CULTURAL INSTITUTIONAL AND POLICY RESOURCES FOR THE DEVELOPMENT OF CULTURE INDUSTRY IN HANOI**

Hanoi City proactively researches and consults for professional opinions as a basis for issuing resolutions, guiding documents, and coordination.

Institutions and policies to respond to the conservation and promotion of cultural heritage resources

Institutions and policies for human resource development

## **Chapter 4**

# **ISSUES AND SOLUTIONS ON PROMOTION OF CULTURAL RESOURCES FOR THE DEVELOPMENT OF CULTURE INDUSTRY IN HANOI**

## **4.1. ISSUES**

### **4.1.1. Human resources**

Lack of full and comprehensive awareness of HR for the development of the Capital's CI sectors

Human resources are still lacking, weak, and have not yet fully promoted their role in the CI development

Investment of financial resources in human resource development

### **4.1.2. Cultural heritage resources**

The entire resources of the heritage and cultural values of the Capital have not been fully exploited.

Contradiction between conservation and effective promotion of CH resources

### **4.1.3. Institutions and policies**

The system of institutions and policies on the development of Hanoi's CI are not complete and consistent.

Institutions and policies have not created a favorable environment for businesses, organizations and individuals to participate in the CI development

## **4.2. GOALS AND SOLUTIONS**

### **4.2.1. Goals for development of culture industry of Hanoi City**

To promote the Capital's socio-economic development, the Party Committee and the City Authority have determined the goal that by 2025, the Capital's CI will become an important economic sector, creating a new driving force to promote economic, cultural and social development; maintain and develop the brand of the

thousand-year-old Capital, "City for Peace", "Creative City"; strive to contribute about 5% of the City's GRDP.

Focus on developing some industries with existing advantages and potential, including: Cultural tourism, Crafts, Performing arts, Cinema, Design, Cuisine, Software and entertainment. At the same time, pay attention to develop the following industries: Advertising, Architecture, Television and Radio, Publishing, Fashion...

The goal by 2030 is that the Capital's CI will basically become a spearhead economic sector, strongly promoting the development of other sectors and fields. Hanoi is an influential "Creative City" in Southeast Asia, among the cities with leading developed CI, prestigious brands and products, regional and international competitiveness, on par with the capitals of highly developed countries in the region. Strive to gradually increase revenue from the CI sectors year by year, contributing about 8% of the City's GRDP.

Hanoi maintains the stable and sustainable development of the following industries: Cultural tourism, Crafts, Performing arts, Design, Cuisine, Software and entertainment. At the same time, the City promotes the development of the following industries: Advertising, Architecture, Cinema. Continue to develop the following industries: Photography and Exhibitions, Fashion, Television and Radio, Publishing...

The goal by 2045 is that the Capital's CI will be a spearhead economic sector, develop comprehensively, and be the driving force for the development of other sectors and fields; be the premise for building Hanoi with a high standard of living and quality of life; develop economy, culture, and society comprehensively, uniquely, harmoniously, and sustainably; become a globally connected, cultured, civilized, modern, and creative city, on par with leading capitals and cities in the region. Form a number of new cultural works of symbolic significance of regional and world stature. Strive to contribute about 10% of the City's GRDP.

#### **4.2.2. Recommended solutions on promotion of cultural resources for the development of culture industry in Hanoi**

##### ***4.2.2.1. Recommendations for promotion of cultural heritage resources***

- Build a specific mechanism to turn Hanoi's CH into CR. First of all, there needs to be specific policies for developing heritage networks and considering them as a type of cultural resource with potential for the CI development in particular and socio-economic development in general. To do this well, it is necessary to carry out a good inventory of CH, have a firm grasp of CH in the city, create profiles of CH, correctly assess the values of each CH, and avoid missing CH.

- Develop CH subjects

For creative subjects, first of all, it is necessary to fully and comprehensively research the communities that are the CH owners.

For the CH owners, perhaps what is stated in the Heritage Law and other management documents is not enough. The most important thing is to have appropriate policies and solutions to help them fully and deeply understand the value of the heritage they own, improve their management capacity and especially the capacity to transform heritage value into CR during the sustainable development.

- Preserve cultural space and cultural environment of Hanoi

This is one of the great and difficult challenges in the practice of the CR development in Hanoi as well as in many localities and countries around the world. In fact, many of the “original” environments where CH were born have now completely disappeared.

- Strengthen the application of modern science and technology in exploiting and promoting CH resources

Deploy digitalization and complete the database on tangible and intangible CH, documentary heritage, Hanoi street names, information on the Hanoi Creative City Network to manage, connect, share, and promote information with agencies, organizations, businesses, and communities at home and abroad.

#### ***4.2.2.2. Recommended solutions on promotion of human resources***

- Perfect the apparatus and organization, ensure HR for the Capital's CI development

To ensure the Capital's CI sustainable development, ensuring sufficient quantity and constantly improving the quality of HR for the CI development is indispensable.

- Train and retrain to improve the level of HR in the Hanoi City's CI sector

Training and retraining to improve the level of HR in the Hanoi City's CI sector is one of the important solutions for the Capital's CI development in a modern and sustainable direction.

- Raise awareness of HR in the CI development

It is necessary to raise awareness on the implementation of the Capital's CI development. This is an important solution to better promote the synergy of CR in the CI development. This must be done first of all among officers, Party members, Party organizations and the City authority.

#### ***4.2.2.3. Recommendations for promotion of cultural institutional and policy resources***

Build specific mechanisms and policies for Hanoi

Hanoi possesses abundant CR with rich heritage, old houses and villas, urban heritage, memory heritage, traditional crafts, cultural institutions... These are the foundation for the CI development.

Develop and implement appropriate mechanisms and policies for CR.

First of all, focus on building and implementing specific policies for cultural management officials at all levels, on the basis of applying general regulations of the Government, Ministry of Culture, Sports and Tourism, and the City authority on regimes and policies for officials, especially the team of officials in the culture, sports and tourism sectors.

Establish and implement policies on cultural heritage preservation and promotion

Hanoi needs to establish and implement policies to preserve and promote the CH. This is extremely important to maintain and develop the City's cultural identity as well as contribute to the wealth and sustainable development of the community.

Develop the CI market, create the Capital's CI brand

The CI development requires the formation and perfection of cultural market. The good CI development also helps us regain and expand the cultural market.

## CONCLUSION

Culture is one of the basic elements of development and creates the characteristics of a society. CI is an emerging sector in a diverse and globalized world, contributing significantly to economic prosperity and providing unique experiences for people. CR play an important role in the CI development, are the basis and premise for the CI development; determine the quality and efficiency of production and consumption of cultural products and services; create added value for CI.

Many research works show that CR have been exploited to contribute to the Capital's CI development. CR for the CI development are first of all CR as creative subjects, production subjects, distribution subjects and consumption subjects. CH resources include the system of tangible and intangible CH which is an important source of "raw materials" to create many unique cultural products. Cultural institutional and policy resources not only create a healthy environment for people to be creative, but are also factors promoting the CI development.

Hanoi, the capital city of a thousand years of culture - has a rich and diverse culture, has been, is and will continue to be the center of multidimensional cultural development. This has helped bring abundant values and resources for Hanoi to develop its CI, making culture truly become the driving force and resources for the Capital's development. In the process of increasingly strong urbanization and international integration, Hanoi has promoted CR for the Capital's CI development and has achieved many important results. That not only ensures the sustainability for socio-economic development, but also makes an important contribution to maintaining the unique cultural identity of the City.

The promotion of CR for the Capital's CI development has attracted many subjects to participate in promoting the CI development. These subjects not only participate in the process of creation, production and promotion but also in enjoying unique and distinctive cultural products. The promoted CH resources has changed the thinking of subjects regarding the position and role of CH in the CI development in particular and the Capital's socio-economic development in general. CH resources



also help form unique cultural products, create jobs, increase people's income and budget revenue. In particular, CH has become an important factor in forming creative spaces, an indispensable factor for the CI development in Hanoi. Cultural institutional and policy resources have been promoted, creating the basis for forming specific policies to encourage and promote the CI development, meeting the preservation and promotion of CR for the CI development.

However, the promotion of CR for the CI development in Hanoi still has problems. The subjects do not have comprehensive skills when participating in the CI development, have not been properly trained in terms of both quantity and quality; when entering the deep development stage of CI, they are still lacking and weak. CH resources have neither been strongly promoted nor commensurate with potential; and the contradiction between preservation and promotion has not been well resolved. Cultural institutional and policy resources are on the one hand inadequate and inconsistent, on the other hand overlapping, thus not creating a favorable environment for businesses, organizations and individuals to participate in the CI development in Hanoi.

To make CR more effective for the CI development in Hanoi Capital, it is necessary to pay attention to both awareness and policy aspects, and appropriate solutions. First of all, it is necessary to specify more economic policies in culture, cultural policies in economy, socialization policies... so that policies become the linking between culture and economy in the development. Next is the application of scientific and technological advances in production, business and management of CR. The promotion of CR must target the market of related cultural products and services. In addition to HR and CH resources, the role of the State is very important. That is the construction and promulgation of a scientific policy system that is suitable practically. CI development policies must promote the role of local communities and people as creative subjects, users of CR, and also as subjects owning and exploiting such resources in economic development. Exploitation of CR for the CI development is not beyond the purpose of improving the material and spiritual living standards of the community, ensuring harmony between economic interests in the sustainable

development. Effective exploitation of CR needs to be recognized as an endogenous resource for the sustainable development.

Cultural resources and CI are entities that are always moving and developing in the modern society. Therefore, the promotion of CR for the CI development is always a topic that needs to be researched. From a Culturology perspective, this topic needs to be further researched in depth on the following contents: Promote CR to areas of CI that the thesis has not had the opportunity to study; promote financial resources, material resources and contemporary culture for the CI development; transform livelihoods in the promotion of CR for the CI development. Therefore, further researches are needed to clarify the contents related to this topic.

**LIST OF PUBLISHED RESEARCH WORKS BY THE AUTHOR  
RELATED TO THE THESIS**

1. Pham Thi My Hoa, *Creative space – Potential spearhead in developing Hanoi's cultural industry*, Culture and Arts, No. 476, October 2021, pages 53-56
2. Pham Thi My Hoa, *Need for a leap in institutional resources for Hanoi to develop the cultural industry*, Culture and Arts, No. 566, April 2024, pages 37-41
3. Pham Thi My Hoa, *Training and fostering a team of cultural leaders and managers – the key to developing the cultural industry in the capital*, Culture and Arts, No. 572, June 2024, pages 38-41
4. Pham Thi My Hoa, *Cultural market – potential and challenges On the “output” in developing the cultural industry in Hanoi*, Culture and Arts, No. 584, October 2024, pp. 52-55