

HO CHI MINH NATIONAL ACADEMY OF POLITICS

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**THE PARTY COMMITTEE OF CAN THO CITY IN
LEADING THE PRESERVATION AND PROMOTION OF
CULTURAL HERITAGE VALUES FROM 2004 TO 2020**

**SUMMARY OF DOCTORAL DISSERTATION
MAJOR: HISTORY OF THE COMMUNIST PARTY OF VIETNAM
Code: 9229015**

HANOI - 2026

**This research was completed at
Ho Chi Minh National Academy of Politics**

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**The dissertation was defended before the Academy-level
Dissertation Evaluation Council at Ho Chi Minh National Academy of Politics**

At: 8:30 AM on February 6, 2026

**The dissertation can be read at the National Library
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INTRODUCTION

1. The urgent nature of the topic

Cultural heritage is considered an extremely valuable treasure of each nation, containing both spiritual and material cultural values that have been passed down through many generations. Therefore, it serves as a bridge connecting the past, present, and future, and at the same time, it is the foundation for building and developing society. At the national level, preserving and promoting cultural heritage values is not just significant for maintaining national identity but also plays an extremely vital role in socio-economic development.

Cultural heritage comprises values expressed in both the material and spiritual realms, which are inherited and transmitted from the past to the present and future. According to the Law on Cultural Heritage passed by the National Assembly on January 29, 2001, and its 2009 amendment: "Vietnamese cultural heritage is a precious asset of the Vietnamese ethnic communities and is a part of human cultural heritage, playing a significant role in our people's cause of national defense and construction". Under Article 4, Chapter 1 of the 2001 Law, cultural heritage is a product of the community's spiritual essence with historical value, reflecting identity and passed down through generations. Cultural heritage objects include monuments, scenic spots, and various types of precious artifacts. Specifically, historical and cultural monuments refer to structures, sites, and artifacts with historical and cultural value, while scenic landscapes refer to natural scenery combined with architecture that have historical or aesthetic value.

Cultural heritage brings immense economic value and is a resource for economic development. If appropriately exploited and utilized, it will make a significant contribution to the socio-economic advancement of the country. Conversely, cultural heritage will quickly deteriorate if it is not preserved and promoted, representing not only a loss of physical property but also a loss of the nation's great spiritual values that cannot be compensated for.

This is because cultural heritage is the strong thread that connects the community by turning people back to their ancestors, their roots, and the sacred values of national culture. This connects individuals to the community, links the present with tradition, and creates the overall strength of the entire nation. However, the rapid development of information technology, social media, and the influx of foreign cultural values is creating significant pressure on maintaining traditional cultural identity.

In the Mekong Delta region, cultural diversity brings together numerous significant heritage values. This area preserves many tangible cultural values such as ancient architectural works and historical relics, while boasting a rich system of intangible cultural heritage like Southern Vietnamese folk music (Don Ca Tai Tu) and traditional festivals. Conserving and promoting heritage here is essential in maintaining regional cultural identity while investing into the potential of heritage tourism to boost economic development.

In this context, Can Tho City is identified as the economic and cultural center of the region. According to Resolution No. 45-NQ/TW of the Politburo in 2005, Can Tho is oriented to become a modern industrial and cultural center. The city bears the responsibility of maintaining and advocating traditional cultural values to ensure sustainable development.

Recognizing this importance, the Can Tho City Party Committee has designated the duty of safeguarding and encouraging the values of cultural heritage a priority in its leadership work. Heritage sites have been preserved and fostered via a variety of rich activities, facilitating cultural tourism - a promising sector for the city. However, challenges remain, including the invasion of modern culture, the process of urbanization, and the insufficient distribution of information regarding the importance of heritage.

A comprehensive study on the leadership of the Can Tho City Party Committee will contribute to summarizing the theory and

practice of leadership in the field of culture. For these fundamental reasons, the doctoral candidate has chosen the topic "The Party Committee of Can Tho in Leading the Preservation and Promotion of Cultural Heritage Values from 2004 to 2020" as the dissertation for a doctoral degree in the History of the Communist Party of Vietnam.

2. Research Objectives and Tasks

2.1. Research Objectives

Clarifying the process by which the Can Tho City Party Committee led the preservation and promotion of cultural heritage values from 2004 to 2020, and based on this, drawing some valuable lessons for reference and application in leading the conservation and advancement of these values.

2.2. Research Tasks

Analyze the factors impacting the Can Tho City Party Committee's leadership in preserving and promoting cultural heritage values;

Analyze and clarify the policies and directives of the Can Tho City Party Committee regarding the preservation and promotion of cultural heritage sites from 2004 to 2020;

Critiques and insights gained from the Can Tho City Party Committee's leadership in preserving and promoting cultural heritage values (2004 - 2020).

3. Research Subjects and Scope

3.1. Research Subjects

Research the leadership of the Can Tho City Party Committee in preserving and promoting cultural heritage values from 2004 to 2020.

3.2. Scope of Research

Regarding time: investigate the leadership of the Can Tho City Party Committee in preserving and promoting cultural heritage values from 2004 to 2020. The dissertation studies two periods: 2004-2014 and 2015-2020. 2004 was the year Can Tho City was recognized as a centralized governed city. 2015 was the year when

the tasks of the City Party Committee, as defined in the 13th City Party Congress for the 2015-2020 term, began to be implemented; 2020 was the year when the Can Tho City Party Committee conducted a review and evaluation of the results of the 5-year implementation of the 13th City Party Congress resolution for the 2015-2020 term. Additionally, to ensure systematicity and comprehensive evaluation, the dissertation addresses some content related to the conservation and promotion of DSVH values before 2004.

Regarding space: The dissertation studies the area of 5 districts and 4 counties in Can Tho City, including the districts of Ninh Kieu, Cai Rang, Binh Thuy, O Mon, Thot Not, and the counties of Vinh Thanh, Phong Dien, Co Do, and Thoi Lai.

Content Scope:

The dissertation focuses on researching the policies and directives of the Can Tho City Party Committee regarding the preservation and promotion of cultural heritage values across the following areas: (i). *Preserving cultural heritage:* State management of cultural heritage sites; preserving and restoring tangible cultural heritage sites; preserving intangible cultural heritage sites; training and developing human resources for conservation work; mobilizing resources for the preservation of cultural heritage sites. (ii). *Promoting the values of cultural heritage:* Propagating and promoting the values of cultural heritage; integrating the promotion of cultural heritage values into the national education system; promoting cultural heritage values thru tourism; and encouraging local communities to participate in promoting cultural heritage values.

4. Theoretical Basis, Research Methods and Resources

4.1. Theoretical Basis

The dissertation is based on the theoretical foundations of Marxism-Leninism, Ho Chi Minh's thoughts on culture, cultural heritage, and promoting cultural heritage values.

4.2. Research Methods

The thesis primarily uses historical and logical methods. At the same time, combine some other methods such as analysis, synthesis, statistics, comparison, etc.

- The historical method is primarily used to present the factors influencing the leadership of the Can Tho City Party Committee and the process of formulating policies and directives by the Can Tho City Party Committee regarding the preservation and promotion of cultural heritage values from 2004 to 2020.

- The logical method aims to clarify the cognitive development and guide the practical activities of the Can Tho City Party Committee regarding the preservation and promotion of cultural heritage values; ...

- Analytical, synthetic, statistical, and comparative methods are used to evaluate the process by which the Can Tho City Party Committee led the preservation and promotion of cultural heritage values over two periods: 2004-2015 and 2015-2020.

4.3. Resources

- Documents of the Party and State, National Assembly, Government, relevant ministries and sectors on culture and the preservation and promotion of cultural heritage.

- Documents of the Can Tho City Party Committee and government related to culture, preservation, restoration, and promotion of cultural heritage values;

- Documents, projects, plans, and reports from the Can Tho City People's Committee and the Department of Culture, Sports, and Tourism...

- Monographs, reference books, scientific topics, and articles published in journals, as well as studies on theses and dissertations related to the preservation and promotion of cultural heritage values.

5. New scientific contributions of the dissertation

- The dissertation systematically provides materials and documents to serve research on the conservation and promotion of

cultural heritage values during the period of renovation and international integration under the leadership of the Can Tho City Party Committee.

- Contribute to the reconstruction of the process by which the Can Tho City Party Committee led the preservation and promotion of cultural heritage values from 2004 to 2020.

- Summarize some experiences with practical significance in leading the conservation and promotion of cultural heritage values in the next phase.

6. Theoretical and Practical Significance

6.1. Theoretical Significance

The dissertation contributes to summarizing the Party's policies on preserving and promoting cultural heritage values based on the practical experience of Can Tho City from 2004 to 2020.

6.2. Practical Significance

- Conduct a comprehensive and objective assessment of the leadership results of the Can Tho City Party Committee in preserving and promoting the values of cultural heritage.

- Summarize historical lessons learned with practical application for the preservation and promotion of cultural heritage in the new development phase.

- The research results of the dissertation provide a scientific basis and useful reference materials for formulating policies and directing the implementation of the task of preserving and promoting the cultural heritage values of the Can Tho City Party Committee in the current context.

- The dissertation can serve as a reference source for research and teaching on local history in Can Tho city.

7. Structure of the dissertation

The dissertation consists of an introduction, four chapters of content, a conclusion, a list of the author's published research works, a bibliography, and an appendix.

CHAPTER OVERVIEW OF RESEARCH STATUS

1.1. RESEARCH STATUS RELATED TO THE DISSERTATION TOPIC

1.1.1. Research works by foreign authors

Cultural heritage and its role have attracted many researchers worldwide, with some notable works including the following:

The article by author Ashworth, G. J. (1997) "Elements of planning and managing heritage sites," in Nuryanti, W. *"Tourism and Heritage Management"*; Author Marta de la Torre (2002) with a fairly comprehensive research report on the value of cultural heritage sites titled *Assessing the Values of Cultural Heritage*; and McKercher & du Cros in their article *Cultural Tourism - The Partnership Between Tourism and Cultural Heritage Management* (2002), and the work by author Laurajane Smith (2006) - a lecturer in cultural heritage studies and archeology at the University of York, England, in the book *"Uses of Heritage." Research on "Revising the Concept for Cultural Heritage: The Argument for a Functional Approach"* by Tolina Loulanski (2006). In addition, author Marillena Vecco (2010), in the study *"A definition of cultural heritage: from the tangible to the intangible"*, *Journal of Cultural Heritage*, and author Tudorache Petronela (2016), with the article titled *"The importance of intangible cultural heritage in the economy"*; The book by the group of authors, including Sonkoly, Gábor, and Vahtikari, Tanja (2018), titled *"Innovation in Cultural Heritage: For an Integrated European research policy"*; Research by the authors Julia Vadimovna Nikolaeva, Natalia Mikhailovna Bogoliubova, Vladimir Ivanovitch Fokin, Elena Edouardovna Eltc, and Mariya Dmitrievna Portnyagina (2019), titled *"World Cultural Heritage In The Context Of Globalization: Trends, Issues And Solutions."* *World Heritage Sites in the Context of Globalization: Trends, Issues, and Solutions*)

1.1.2. Research works of national authors

1.1.2.1. Group of general research projects on the conservation and promotion of cultural heritage values

The relationship between conservation and promoting cultural heritage is a topic that has attracted the attention of many researchers, with the following studies being representative:

Author Nguyen Quoc Hung (2004) has a research work titled "*Future Vision for Cultural Heritage and the System of Monument Protection in Our Country*"; Author Ha Van Tan (2005) in the article "*Protecting Historical and Cultural Monuments in the Context of Industrialization and Modernization of the Country*"; Ngo Duc Thinh (2007), in the article "*Preserving and Promoting Intangible Cultural Heritage*"; The book "*Vietnamese Cultural Heritage - Identity and Management, Preservation Issues*" by author Nguyen Thinh (2012); Author Nguyen Danh Tien (2012), with the book: "*The Party's Leadership in Building and Developing Culture in the Renovation Period*"; Author Nguyen Thu Trang (2013) in the article "*Preserving and Promoting Cultural Heritage thru the Museumization of Cultural Heritage*"; The book by authors Nguyen Kim Loan (chief editor) and Nguyen Truong Tan (2014) with the title: "*Preserving and Promoting Vietnamese Cultural Heritage*"; Research work on "*Traditional and Changing Cultural Values of Vietnam*" by Ngo Duc Thinh (2014) as chief editor; Research by Nguyen Quoc Hung (2015) "*The Role of the Community in Preserving and Promoting the Value of Cultural Heritage*"; Author Bui Bach Dang (2019) in the book "*The Communist Party of Vietnam Leading the Promotion of National Cultural Identity in the Renovation Period (1998 - 2018)*".

1.1.2.2 Group of research projects on the conservation and promotion of cultural heritage values in localities

Author Hoang Luong (2004) in the book "*Customary Law and the Preservation and Promotion of Traditional Cultural Heritage of Some Ethnic Groups in Northwest Vietnam*"; Author Nguyen Thanh Rum (2011) with the book "*Journey of Cultural Heritage in Ho Chi Minh City*"; Research project "*Preservation and Promotion of the Value of Thang Long - Hanoi Tangible Cultural Heritage*" by Nguyen Chi Ben (2010); The book "*Preservation and Promotion of the Value of Intangible Cultural Heritage in Thang Long - Hanoi*", edited by Vo Quang Trong (2010); Author Nguyen Danh Tien (2014), with the article "*Preservation and Promotion of Hanoi's Traditional Cultural Values in the Context of Globalization and International Integration*"; The book "*Characteristics of Southern Culture*" (2016) by author Tran Phong Dieu.

Author Vo Thanh Hung (2017) with the article "*Preserving and Promoting the Cultural Values of the Southwestern Region in the Period of International Integration*"; Tran Thi Hong Minh (2014), in the doctoral dissertation topic: The Issue of Preserving and Promoting Cultural Heritage in Thua Thien Hue currently, Doctoral Dissertation in Philosophy; Doctoral Dissertation in History Hoang Van Van (2018), with the topic: "*The Nghe An Provincial Party Committee's Leadership in Preserving and Promoting the Values of Revolutionary Historical Sites from 1996 to 2015*"; Tran Thi Kim Ninh (2018), in the topic: "*The Ho Chi Minh City Party Committee's Leadership in Preserving and Promoting the Values of Cultural Heritage from 1998 to 2014*", Doctoral Dissertation in the History of the Communist Party of Vietnam; Tran Ba Tang in the doctoral dissertation: "*The Hanoi City Party Committee's Leadership in Preserving and Promoting the Values of Cultural Heritage from 1998 to 2014* (2020), specializing in the history of the Communist Party of Vietnam; The doctoral dissertation in Cultural Studies by author Ngo Quang Duy (2020), from the Vietnam National Institute of Culture and Arts, with the topic: "*Promoting the Value of Cultural Heritage in Tourism Development in Quang Ninh*"; Doctoral dissertation in Vietnamese Studies by Tran Thi Thuy (2020), Institute of Vietnamese Studies and Development Sciences, Hanoi National University, with the topic: "*Promoting the Cultural Heritage Values of the Thai People in Community-based Tourism Development in Con Cuong, Nghe An*"

1.1.2.3. Group of research projects on Cultural Heritage, Conservation, and Promotion of Cultural Heritage Values in Can Tho City

The book "*Cần Thơ Gazetteer*" (2002), published by the Provincial Party Committee and People's Committee of Can Tho Province; the Department of Culture and Information of Can Tho Province (2003), "*Famous People and Historical and Cultural Relics of Can Tho Province*"; the book "*History of the Can Tho City Party Committee*" by the Executive Committee of the Can Tho City Party Committee (2015); the History of the Thot Not District Party Committee (1975-2010); the History of the Cai Rang District Party Committee (1975-2015); the History of the Ninh Kieu District Party

Committee (1975-2015); Dao Ngoc Canh and colleagues (2017) with the article "*Current Status and Solutions for Exploiting Historical and Cultural Artifacts for Tourism Development in Binh Thuy District, Can Tho City*"; the Can Tho City Relic Management Board, 2019, "*Historical and Cultural Relics of Can Tho City*"; Nguyen Trong Nhan (2020), "*Preservation and Exploitation of Floating Markets for Tourism in the Mekong Delta*"; the book "*Intangible Cultural Heritage in Can Tho City*" by the Can Tho City Museum and Department of Culture, Sports and Tourism.

1.2. RESEARCH RESULTS OF EVALUATED SCIENTIFIC WORKS AND ISSUES FOCUSED ON IN THE DISSERTATION

1.2.1. Summary of the results of the evaluated scientific works

1.2.1.1. Regarding materials

Research works on cultural heritage, conservation, and promoting cultural heritage values are fairly diverse in genre, including books, newspapers, magazines, dissertations, research topics, and conference proceedings; which provide a rich and diverse source of materials related to the field of cultural heritage, as well as information on the Party's leadership in preserving and promoting cultural heritage values in some localities.

1.2.1.2. Regarding the research approach and methods

Research works related to the conservation and promotion of cultural heritage values are approached from various perspectives such as the History of the Communist Party of Vietnam, Cultural Studies, Cultural History, Cultural Management, Museum Conservation, Tourism, Philosophy, Public Policy, etc. These works utilize numerous research methods including analysis, synthesis, comparison, statistics, historical, logical, and other approaches.

1.2.1.3. Regarding content

First, domestic and international research has clarified the basic theoretical issues regarding cultural heritage, its value, and the importance of its conservation and promotion. *Second*, many works affirm that preserving and promoting cultural heritage is an essential requirement for cultural development, maintaining national identity, and promoting sustainable development; *Thirdly*, the studies also shed light on the objectively necessary leadership role of the Party in the cultural field in general and in the preservation of cultural heritage in

particular; *Fourth*, regarding cultural heritage in Can Tho, the studies are mainly introductory, with no comprehensive and systematic analysis of the policies of the Party Committee and the city government on preserving and promoting the value of cultural heritage during the period 2004-2020.

1.2.2. Issues the dissertation focuses on

First, the factors influencing the preservation and promotion of the cultural heritage values of the Can Tho City Party Committee; *Second*, the policies and directives of the Can Tho City Party Committee on preserving and promoting cultural heritage values from 2004 to 2020; *Thirdly*, the dissertation clarifies the advantages, limitations, and analyzes the causes of these advantages and limitations in the process of the Can Tho City Party Committee leading the preservation and promotion of cultural heritage values in terms of awareness, planning, policies, implementation organization and direction, and practical results achieved; *Fourth*, summarize some experiences gained through the practical leadership of preserving and promoting the cultural and historical values of the Can Tho City Party Committee from 2004 to 2020.

CHAPTER 1 CONCLUSION

Preserving and promoting cultural heritage values is a topic that attracts many scientists both domestically and internationally with a rich and diverse range of research works from various perspectives. From the perspective of Party History, Philosophy, Social Sciences and Humanities, and Cultural Studies. The studies have provided valuable guidance on methods and approaches to the conservation and promotion of cultural heritage values.

Although there are numerous works addressing the conservation and restoration of historical-cultural relics and intangible cultural heritage, including some studies on Can Tho's cultural heritage, no work has focused on the leadership of the Can Tho City Party Committee in conserving and promoting the values of cultural heritage during the period 2004-2020. This gap serves as the basis for the author's selection of the dissertation topic, aiming to study the policies, leadership process, and experiences of the Can Tho Party Committee in this field.

CHAPTER 2
POLICIES AND GUIDELINES OF THE CAN THO CITY
PARTY COMMITTEE ON THE PRESERVATION AND
PROMOTION OF CULTURAL HERITAGE VALUES
(2004 - 2014)

2.1. FACTORS AFFECTING THE LEADERSHIP OF THE CAN THO CITY PARTY COMMITTEE IN PRESERVING AND PROMOTING CULTURAL HERITAGE VALUES

2.1.1. Global, regional, and domestic situation

In the early 21st century, world peace, scientific and technological advancement, and globalization created opportunities for international development and cooperation in the preservation of cultural heritage. However, economic competition, moral decline, the risk of backward, and sabotage by hostile forces pose challenges to protecting and promoting national cultural identity.

2.1.2. Geographical location, natural, economic, socio-cultural conditions, and cultural heritage of Can Tho City

2.1.2.1. Regarding historical background

Can Tho, formerly known as Tran Giang, was established in 1739 during the reign of King Vo Nguyen Phuc Khoat. Through numerous administrative changes, from being merged with Soc Trang (1976), being divided into two provinces (1991), to becoming a centrally-governed city (2004), Can Tho has always maintained its role as the central hub for water and land transportation in the South and a crucial link between the Mekong Delta and key economic regions.

2.1.2.2. Geographical location, natural, economic, and socio-cultural conditions

Can Tho the center of the Mekong Delta - holds a strategic position with a diverse transportation system connecting provinces and the entire country. The diverse terrain with three main landforms, the tropical monsoon climate, and the rich river system create the cultural characteristics of a riverine society. In 2004, Can Tho achieved GDP growth of 14.93%, with an average income of 647 USD, with the economy developed strongly in many sectors, laying the foundation for the preservation of cultural heritage. The population is 97% Kinh, along with Khmer and Chinese people living in harmony, creating a

unique cultural exchange and forming the distinct identity of the "people of the Western Capital," deeply rooted in the civilization of the riverine orchards.

2.1.2.3. Overview of Cultural Heritage in Can Tho

Can Tho culture shares the general characteristics of the Mekong Delta while also possessing the unique features of the land of Tay Do, as reflected in its architecture, cuisine, rituals, and lifestyle. The people of Can Tho are known for their dynamic, open, generous, righteous, and affectionate nature - a typical representation of the people of the Mekong Delta, where the Hau River and the Can Tho River converge. The city has developed a unique "water civilization" with traditional villages and floating markets, creating a cultural identity of the Western region that needs to be preserved and promoted.

2.1.3. The current State of preserving and promoting Cultural Heritage values in Can Tho City before 2004

Before 2004, cultural heritage conservation efforts in Can Tho were implemented according to the 8th Central Committee Resolution 5 (1998) and the Cultural Heritage Law (2001). The Provincial Party Committee issued Action Program No. 123-CTr/TU and the Provincial People's Committee issued Directive No. 18/2002/CT-UB to strengthen the management of historical and cultural relics. These policies require all levels of the population to participate in protecting the heritage, encourage agencies and organizations to organize visits and activities at the monuments, and establish management boards while increasing investment.

2.1.4. Party's policies, State's laws and regulations on preserving and promoting the values of cultural heritage

The process of industrialization, modernization, and deep international integration has had a strong impact on Vietnamese traditional culture, putting many cultural heritage sites at risk of fading away. The Party and State have identified the preservation and promotion of cultural heritage as a strategic task, contributing to the building of an advanced culture with a strong national identity, and creating internal resources for sustainable development. The legal system, from the Law on Cultural Heritage to related decrees and

decisions, has clearly defined the responsibilities and methods for preserving cultural heritage.

2.2. CAN THO CITY PARTY COMMITTEE'S DIRECTION ON PRESERVING AND PROMOTING CULTURAL HERITAGE VALUES

In 2004, Can Tho was newly established and faced many difficulties in terms of economy, society, organizational structure, and human resources. In the field of culture, the city focuses on promoting national cultural identity, preserving traditional values, developing cultural institutions, and building a team of dedicated officials. During the period 2004-2014, the Can Tho Party Committee strongly implemented the Party's policy on preserving cultural heritage, honoring the traditional values of the Mekong Delta region, linking cultural heritage preservation with tourism and economic development, and improving the mental life of the citizens.

2.3. THE GUIDANCE PROCESS OF THE CAN THO CITY PARTY COMMITTEE ON PRESERVING AND PROMOTING CULTURAL HERITAGE VALUES

2.3.1. Directing the conservation of cultural heritage

2.3.1.1. State management of cultural heritage

During the period 2004-2014, the Can Tho People's Committee issued Decision 254/2004/QD-UB to establish a legal framework for heritage conservation, identify protected objects, decentralize management, and encourage community participation, thus accomplishing the Party's direction on preserving historical sites.

2.3.1.2. Preservation and restoration of tangible cultural heritage

Plan 76/KH-UBND (December 14, 2005) of the Can Tho People's Committee on socio-economic development for 2006-2010 directs a focus on the restoration of historical sites and the preservation of cultural heritage to maintain the identity of the Southwest region.

2.3.1.3. Preservation of intangible cultural heritage

Special art forms and traditional crafts in the city are directed to be given special attention for preservation, restoration, and transmission, such as Du ke singing and dancing, the Quan Thanh Đe Festival, etc. At the same time, it is directed to conduct an investigation of intangible cultural heritage in districts and counties.

2.3.1.4. Training and development of human resources for conservation work

The emphasis on human resource development is reflected in Decision 107/QĐ-UBND (January 14, 2009) of the Can Tho People's Committee regarding the Cultural Development Program until 2020, which focuses on developing human resources by adding specialized staff, planning until 2015, and organizing training on cultural heritage conservation knowledge for local management officials.

2.3.1.5. Recruiting resources for the preservation of cultural heritage values

Resolution No. 67/2006/NQ-HĐND of the People's Council and Decision No. 76/2005/QĐ-UBND of the Can Tho City People's Committee on socio-economic development for the 5-year period (2006-2010) have requested the promotion of socialized cultural heritage conservation, simplification of administrative procedures, creation of an equal investment environment among economic sectors, and diversification of resources through BOT, BTO, and BT models to attract development investment.

2.3.2. Directing the promotion of cultural heritage values

2.3.2.1. Disseminating and promoting cultural heritage values

The Can Tho City Party Committee and People's Committee have directed the implementation of communication to promote the values of cultural heritage in the city, serving as a basis for districts to implement and accelerate this effort, with Ninh Kieu and Cai Rang districts being notable examples.

2.3.2.2. Integrating the promotion of cultural heritage values into national education programs and content

Since 2007, the city museum has conducted traditional education in schools, attracting thousands of visitors to the historical site annually. In addition, the Department of Culture, Sports and Tourism and the Department of Education and Training of Can Tho City are implementing plans to bring cultural heritage into schools by integrating it into subjects, organizing visits to historical sites, and programs such as "Fun Learning Vietnamese History" and "Discovering Heritage"...

2.3.2.3. Promoting cultural heritage values via tourism

The People's Council and People's Committee of Can Tho City have developed the direction "Developing tourism to increase the

value of folk culture and unique historical relics," proposing solutions to promote cultural heritage through the restoration of historical and cultural relics, the preservation of traditional festivals, craft villages, and environmental landscapes.

2.3.2.4. Encouraging the local community to participate in promoting the values of cultural heritage

The Can Tho People's Committee identifies cultural heritage sites and scenic spots as invaluable assets of the country. According to Decision 254/QĐ-UBND (2004), the responsibilities of all citizens in protecting historical sites are clearly defined, while maintaining the management rights of long-standing individual and family owners under the guidance of specialized agencies.

CHAPTER 2 CONCLUSION

During the period 2004-2014, the Can Tho City Party Committee clearly identified the important role of cultural heritage in socio-economic development. The city party committee is concretizing the Party's strategies and the State's strategies in accordance with local realities. Can Tho is implementing the restoration of historical and cultural relics, preserving intangible heritage such as folk songs, customs, and traditional crafts; at the same time, it is training a team of cultural officials, combining state budget with social activism. Promotional and heritage education activities, linking conservation with tourism development, have been strengthened, contributing to preserving cultural identity during integration.

CHAPTER 3

THE PROCESS OF THE CAN THO CITY PARTY COMMITTEE LEADING THE PRESERVATION AND PROMOTION OF CULTURAL HERITAGE VALUES (2015 - 2020)

3.1. NEW FACTORS AFFECTING THE LEADERSHIP OF THE CAN THO CITY PARTY COMMITTEE REGARDING THE PRESERVATION AND PROMOTION OF CULTURAL HERITAGE VALUES

3.1.1. Global and domestic situation

In 2015, globalization, international integration, and the Industrial Revolution 4.0 has a profound impact on the economy, culture, and

society. Vietnam faces challenges from climate change, disease, political instability, and the influx of foreign cultures, while still needing to preserve its national cultural identity. UNESCO and international organizations promote community involvement in heritage protection. Opportunities for sustainable cultural development require a combination of technology, economics, and flexible cultural management policies.

3.1.2. Party's policies and State's laws on preserving and promoting the values of cultural heritage (2015-2020)

In the period 2015-2020, the Party and State continued to affirm the important role of cultural heritage in sustainable development. At the same time, the authorities continue to implement the Party's Resolution 33/NQ-TW from 2014 in encouraging the entire society to preserve and promote cultural heritage, linking it with economic and tourism development, focusing on training cultural personnel, promoting the value of heritage, strengthening socialization, and improving the efficiency of cultural management in the new era.

3.1.3. New requirements for the preservation and promotion of cultural heritage values in Can Tho

The Fourth Industrial Revolution and digital transformation have created both opportunities and challenges for the preservation of cultural heritage in Can Tho. The Can Tho City Party Committee manages the digitization of heritage using modern technology, developing online platforms, applying management technology and training human resources, while continuing to raise community awareness.

3.2. DIRECTIVES OF THE CAN THO CITY PARTY COMMITTEE

During the 2015-2020 period, the Can Tho City Party Committee clearly defined the goals and directions for preserving and promoting cultural heritage, considering this a key task. Conservation efforts focus on both tangible heritage (restoration, artifact preservation) and intangible heritage (Đờn ca tài tử - Southern Vietnamese folk music, lullabies, festivals, etc.). Promoting heritage linked to traditional education, tourism development, and cultural promotion. The Party Committee directed the entire political system to participate together.

3.3. THE CAN THO CITY PARTY COMMITTEE STRENGTHENS GUIDANCE ON PRESERVING AND PROMOTING CULTURAL HERITAGE VALUES IN THE NEW CONTEXT

3.3.1. Directing the preservation of cultural heritage values

3.3.1.1. State Management of Cultural Heritage

The Can Tho City Party Committee issued directives on cultural heritage preservation, such as Instruction 23-CT/TU (2018) on "strengthening the management and preservation of historical and cultural sites" and Official Letter 1235-CV/TU (2019) on "promoting cultural activities." These directives were integrated into the conference, disseminated to departments, and served as the basis for the People's Committee to develop an implementation plan.

3.3.1.2. Preservation and restoration of tangible cultural heritage

On January 8, 2015, the Can Tho City People's Committee issued Plan 01/KH-UBND to implement Program 52-CTr/TU on cultural development according to Resolution No. 33/NQ-TW of the 11th Party Congress (2014). The plan identifies key tasks, with a focus on preserving iconic historical sites such as the Red Flag Cell, the Horseshoe Road, the Ong Dua battle, and the Chau Van Liem Memorial Area.

3.3.1.3. Preservation of intangible cultural heritage

The preservation of intangible cultural heritage in Can Tho City not only involves inventorying but also thorough research, collection, and evaluation of intangible cultural values. The completion of the dossier for the recognition of national intangible heritage such as Cai Rang Floating Market and Can Tho Folk Songs is being prioritized, which demonstrates the efforts to preserve and enhance the value of local heritage.

3.3.1.4. Training and development of human resources for conservation work

The Can Tho City People's Committee focuses on training and developing cultural and artistic personnel in a modern and integrated manner; building an intellectual and artistic team; and providing material and spiritual support to artists. In 2016, a project was issued to enhance the capacity of artists, meeting the requirements of cultural development, including the preservation of cultural heritage.

3.3.1.5 Recruiting resources for the preservation of cultural heritage values

The Can Tho City Party Committee identifies culture as an objective for every citizen, promoting socialization and public investment in cultural activities, balancing the local budget, lottery tickets, government bonds, and capital from national target programs. The city calls on organizations and individuals to participate in the preservation of heritage, art, libraries, and museums, contributing to the preservation and promotion of traditional cultural values.

3.3.2. Directing the promotion of cultural heritage values

3.3.2.1. Disseminating and promoting the values of cultural heritage

Directive 23-CT/TU of the City Party Committee (2018) requires intensified propaganda and awareness-raising on monument conservation, linked to traditional education and tourism development. View this as a regular task for party committees, governments, and the entire society.

3.3.2.2. Integrating the promotion of cultural heritage values into the national education system

The Can Tho City Party Committee and People's Committee have directed the integration of heritage education into extracurricular activities, taking students to visit historical sites, traditional craft villages, and traditional festivals. By means of practical experience, students gain a clear understanding of cultural values, contributing to the promotion of heritage.

3.3.2.3. Promoting cultural heritage values by tourism

Plan 117/KH-UBND (2018) sets forth the key task of promoting historical sites, intangible heritage, and craft villages in conjunction with tourism development. The three main pillars are: heritage conservation, promoting intangible heritage, developing traditional crafts villages, and creating unique tourism products.

3.3.2.4. Encourage the local community to participate in promoting the values of cultural heritage.

Resolution No. 17/NQ-HĐND of Can Tho City (2015) has encouraged the community to participate in promoting the values of

cultural heritage, organizing traditional festivals, religious activities, and coordinating the care and promotion of the value of historical sites, creating conditions for the local community to participate in the process of promoting the values of cultural heritage.

CHAPTER 3 CONCLUSION

During the period 2015-2020, the Can Tho Party Committee issued numerous comprehensive policies in line with the actual situation to preserve and promote cultural heritage. Conservation work is being implemented synchronously, focusing on both tangible and intangible heritage, and combining human resource training. Simultaneously, the Party Committee promotes the development of heritage values through education, tourism, festivals, and community participation, contributing to socio-economic development. Many heritage sites such as Đờn ca tài tử (Southern Vietnamese folk music), festivals, and traditional craft villages are being effectively preserved and promoted.

CHAPTER 4 REFLECTIONS AND EXPERIENCES

4.1. OPINIONS ON THE PROCESS OF THE CAN THO CITY PARTY COMMITTEE LEADING THE PRESERVATION AND PROMOTION OF CULTURAL HERITAGE VALUES (2004-2020)

4.1.1. Advantages and Reasons

4.1.1.1. Advantages

First, the Can Tho City Party Committee has a fairly comprehensive understanding of the position and importance of preserving and promoting cultural heritage values, and has therefore put forward correct and appropriate policies based on the local reality.

Second, the Party Committee has been proactive and creative in directing the preservation and promotion of cultural heritage values in the city.

Thirdly, the close leadership of the City Party Committee has brought about significant achievements in preserving and promoting the values of cultural heritage.

4.1.1.2. Reasons for Advantages

Can Tho City is centrally located in the Mekong Delta region, with convenient transportation, modern infrastructure, a highly educated

population, and investments in science, technology, tourism, and culture. Can Tho also receives close guidance from the Central Government, close coordination from the local authorities, relevant departments, and the consensus of the community in preserving and promoting the values of cultural heritage.

4.1.2. Limitations and Reasons

4.1.2.1. Limitations

First, the awareness of some Party committees, governments, and people regarding the importance of the task of preserving and promoting cultural heritage values is still limited.

Second, in the process of implementing the Party's policies and the State's policies, there are times and places where there remains confusion and passivity.

Thirdly, some activities to preserve and promote the values of cultural heritage have not yet met requirements or been effective in connection with tourism development.

Fourth, mobilizing resources for conservation and promoting the values of cultural heritage has not yet met requirements.

4.1.2.2. Reasons for limitations

Rapid urbanization has led to the invasion of heritage landscapes and the decline of traditional craft villages due to their inability to compete with industrial products. Urban planning can shrink cultural and festival spaces, and traditional activities may decline.

4.2. SOME EXPERIENCE FROM THE PROCESS OF THE CAN THO CITY PARTY COMMITTEE LEDING THE PRESERVATION AND PROMOTION OF CULTURAL HERITAGE VALUES FROM 2004 TO 2020

4.2.1. Focus on raising awareness among Party committees, government agencies, and the public about the importance of preserving and promoting cultural heritage values

Raising public awareness, especially among those directly involved with the heritage, plays an essential part in conservation efforts. Practice shows that preserving cultural heritage is not only a cultural duty but also a driver of sustainable development and an important "soft power."

4.2.2. Preserving and Promoting Cultural Heritage Values Linked to Socio-Economic Development

The conservation and promotion of cultural heritage values must focus on both good heritage conservation and the commercial utilization of cultural heritage sites; an imbalance or disharmony between heritage conservation and socio-economic development will lead to unpredictable consequences in the development process.

4.2.3. Diversify and effectively utilize human and financial resources for the conservation and promotion of cultural heritage values

Experience shows that the effort to preserve and promote heritage values linked to sustainable development is most effective when it encourages the intelligence, effort, and initiative of the entire society from many sides: managers, the community, media agencies, etc., in the field of heritage. Reasonably allocate and effectively manage investment resources for the protection and promotion of cultural heritage values.

4.2.4. Correctly understanding and promoting the role of the citizens and socio-political organizations in preserving and promoting cultural heritage values

Community involvement helps improve efficiency, sustainability, and practicality through indigenous knowledge and traditional skills. Reality shows that even if policies are comprehensive, they are difficult to achieve results without public support.

CHAPTER 4 CONCLUSION

From the leadership practices of the Can Tho City Party Committee in preserving and promoting the values of cultural heritage from 2004 to 2020, it can be seen that the Party Committee has shown special attention to this work. The Party Committee has clearly recognized the importance of preserving and promoting cultural heritage values, and has since implemented directives that are closely aligned with local realities, yielding many positive results. However, the implementation process still faces some limitations such as a lack of close coordination between departments and some activities not meeting requirements.

CONCLUSION

The leadership of the Can Tho City Party Committee in preserving and promoting cultural heritage values from 2004-2020 has achieved significant results in both theoretical and practical aspects. Cultural heritage plays a foundational role in shaping and maintaining national cultural identity, while also serving as an important resource for sustainable development. The cultural heritage system in Can Tho City is deeply marked by the culture of the river, being both rich in quantity and diverse in type. This is not only a resource for economic development but also a source of pride for the people regarding their historical and cultural traditions. Preserving, enhancing, and promoting cultural heritage values reflects the spirit of "when drinking water, remember its source" and contributes to building a solid spiritual and cultural foundation during the development process. Developing Can Tho City into a civilized and modern urban center in the Mekong Delta, while still preserving the unique cultural values of the southwestern riverine region, is the responsibility of the City Party Committee, government, and people.

The period from 2004-2020 marked significant changes in the leadership of the Can Tho City Party Committee. Implementing Resolution No. 45-NQ/BCT of the Politburo, the City Party Committee issued many important documents to direct the construction of Can Tho City during the period of industrialization and modernization, including guidelines for the conservation and promotion of cultural heritage values. As the center of the Mekong Delta, Can Tho faces significant challenges in ensuring harmony between modern urban development and the preservation of the region's unique riverine cultural heritage values. The Party Committee has paid special attention to planning, restoration, and the integration of cultural heritage conservation factors into the urban development process. The dialectical relationship between cultural heritage conservation and socio-economic development strategies has been affirmed through practical experience, especially in the context of strong international integration and digital transformation.

From 2004-2015, the focus was placed on raising the awareness of Party committees and the public regarding the value of tangible and

intangible heritage amidst rapid urbanization. Leadership during this phase was oriented toward inventorying and ranking monuments, and successfully integrating culture into economic development resolutions to avoid conflict between infrastructure development and traditional values. A major shift in leadership thinking was linking cultural heritage preservation with the strategy for Class I urban development and regional tourism. This led to the decisive preservation of representative heritages, such as the Art of Don Ca Tai Tu music and traditional festivals, which have become tourism products contributing directly to the city's growth.

While achieving notable successes, such as demonstrating a comprehensive understanding of cultural heritage and formulating correct policies appropriate for local realities, some limitations remain. The awareness of a portion of Party committees and the public is not yet high, and the implementation of policies is sometimes confused and passive. Furthermore, the mobilization of financial and social resources for conservation has not yet met the set requirements.

Based on 16 years of experience, four key lessons can be summarized: (1) Focus on raising awareness among all levels of leadership and the people; (2) Associate heritage conservation with socio-economic development; (3) Diversify and effectively utilize human and financial resources; and (4) Recognize and promote the role of the people and socio-political organizations in these efforts. These results provide a scientific basis for policy-making in the cultural sector for Can Tho City and the Mekong Delta region in the current context of integration and sustainable development.

LIST OF THE AUTHOR'S RESEARCH WORKS RELATED TO THE DISSERTATION

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