

**MINISTRY OF CULTURE, SPORTS  
AND TOURISM**

**TOURISM MINISTRY OF  
EDUCATION AND TRAINING**

**HANOI UNIVERSITY OF CULTURE**

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**DANG THI HONG HANH**

**CULTURAL RESOURCES  
FOR THE ECONOMIC DEVELOPMENT IN HANOI  
(THROUGH A RESEARCH IN BAT TRANG VILLAGE, GIA LAM  
DISTRICT AND MONG PHU VILLAGE, SON TAY TOWN)**

**Major: Cultural studies**

**Code: 62310640**

**SUMMARY OF PHD THESIS ON CULTURAL STUDIES**

**HANOI, 2017**

**The research work is completed at:  
HANOI UNIVERSITY OF CULTURE  
MIISTRY OF CULTURE, SPORTS AND TOURISM**

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*At: ...hours...minutes, on date: .../.../2017*

**The thesis can be referred to at:**

**- Vietnam National Library Library of Hanoi University of Culture**

## **PREAMBLE**

### **1. Urgency of the topic**

Today, the world is going on the shift in paradigm of development, towards an awareness of the role of culture in economic development of the communities (large and small size), particularly emphasizing the growth process and the change in the developing countries. The heart of this transformation is the reorientation of development thinking from a model of focusing on the model of economic and physical development, to people-centered model.

The Party and the State have also had a new awareness of the role of culture in development, while confirming the role of culture for socio-economic development as well as the close relationship between culture and economy.

Practical development of many countries in the world have also demonstrated that the dynamics of economic development has an important part in the culture.

Hanoi Capital is the center of politics, economy, culture and science and technology of the country holding a huge role, is the driving force in the work of national renovation.

To contribute to the construction and development of the capital in the opening period, Hanoi needs to mobilize the power of all resources, in which, cultural resources are seen as advantages of this civilized millennium land. Therefore, the study of the role of cultural resources of the capital is an objective and urgent requirement. So the research student has chosen the topic *Cultural resources for economic development in Hanoi (through research in Bat Trang village, Gia Lam district and Mong Phu village, Son Tay town)* as a thesis in Culture studies.

### **2. Aims and research tasks**

#### **2.1. Research purposes**

Clarifying the concept of cultural resources and do a research on promoting the cultural resources for the economic development of Bat Trang village, Gia Lam district and Mong Phu village, Son Tay town, the

thesis points out the role of resources cultural for the economic development in general in Hanoi today.

## **2.2. Duties**

- Based on the analysis of theoretical issues related to cultural resources to define the concept of cultural resources. Specifying the elements of cultural resources, characteristics and nature of cultural resources.

- Clarifying the cultural resources and the role of cultural resources for economic development in Hanoi (through research in Bat Trang village, Gia Lam district and Mong Phu village, Son Tay town)

- Identifying the issues to be addressed in order to promote cultural resources for economic development in Hanoi.

## **3. Object and scope of research**

### **3.1. Research object**

The role of cultural resources for economic development in Hanoi through research: the exploitation and promotion of the role of cultural resources in the economic development of Bat Trang village, Gia Lam district and Mong Phu village, Son Tay town.

### **3.2. Research scope**

Hanoi is the cultural center of the country, is a civilized millennium land. Hanoi's cultural resources are extremely large. The thesis focuses on understanding the current situation of the impact of cultural resources on the development of Hanoi through the cases in Bat Trang village, Gia Lam District and Mong Phu village, Son Tay town. Through these two cases, the research can provide an overview of the exploitation of cultural resources for economic development in Hanoi today.

- + Space: In Hanoi, the research especially focuses in Bat Trang village and Mong Phu village.

- + Time: The thesis focuses on assessing the situation of promoting cultural resources for economic development in Hanoi in the current renovation period.

## **4. Rationale and Research Methods**

### ***4.1. Rationale***

Conduct the thesis "*cultural resources for the economic development in Hanoi (through research in Bat Trang village, Gia Lam district and Mong Phu village, Son Tay town)*", the research student, based on methodology of dialectical materialism and historical materialism of the Marxist theory on the relationship between matter and spirit, between economy and culture. At the same time, the research student also use the views of the Communist Party of Vietnam in document of the fifth Central Committee conference, section VIII of the role of culture for socio-economic development in our country today: Culture is spiritual foundation of society, both the objective and the driving force of development (economic - social) in our country.

### ***4.2. Research Methods***

- Interdisciplinary approach in the research on Culture Studies
- Ethnology fieldwork method
- Sociology Method
- Method of analysis and synthesis

## **5. The contributions of the thesis**

- Systematize the concepts of cultural resources, offer the notion of cultural resources, analyze the role of cultural resources for economic development in Hanoi (through research in Bat Trang village, Gia Lam district and Mong Phu village, Son Tay town). Then the research raises the questions for the promotion of cultural resources for economic development in Hanoi.

- The results of the thesis can help leaders, economic managers, local culture to have necessary hints for policy-making, give the suitable policy of socio-economic development, promote cultural advantages of Hanoi. It also helps the community in Hanoi villages see that their cultural resources have a large role in the economic development to positively and actively look for solutions and method of promotion.

## 6. The contents of the thesis

Beside the introduction, conclusion, references and appendices, the thesis is divided into 3 following chapters:

*Chapter 1:* Overview of research situation, theoretical issues and an overview of the research area.

*Chapter 2:* Identify the impacts of cultural resources for the economic development in Bat Trang village and Mong Phu village.

*Chapter 3:* The problems faced by the promotion of cultural resources in the economic development of Bat Trang village and Mong Phu village today.

### Chapter 1

#### OVERVIEW OF RESEARCH SITUATION, THEORETICAL ISSUES AND OVERVIEW OF RESEARCH AREAS

##### 1.1. Overview of research situation

###### *1.1.1. The documents about the relationship between culture - economy and cultural resources*

To match the research content, the research student divides relevant documents into two large sections:

\* *The document about the relationship between culture - economy*

In this section, the research student only introduces the views of a large number of researchers attracting much interest of scholars, such as Karl Marx, Engels, Mi-chi-cell Mauritius-shi-ma (Japan), Alain Peyrefitte, Federico Mayor (Director General of UNESCO), Singapore Prime Minister Goh Chok Tong, former Prime Minister Vo Van Kiet, Pham Xuan Nam, Le Quang Thiem, Nguyen Van Huyen ...

\* *The documents about the cultural resources and the role of cultural resources for economic development*

The concept of cultural resources is used with many of the concepts that close to it in terms of meaning as "social capital", "cultural capital", "internal resources", "human resources" or "soft resources". .. of

the authors such as Pierre Bourdieu, James Coleman, Robert Putman, Francis Fukuyama. There's also plenty of other authors studying the problem of cultural resources in view of sociology such as: Tran Huu Dung (2003) - the cultural capital; Tran Huu Quang (2006), Le Minh Tien (2007), Hoang Ba Thinh (2009), Pham Nhu Ho (2013), Luong Van Hy (2010), Nguyen Anh Tuan (2011) and Khuc Thi Thanh Van (2012). ..

***1.1.2. The documents about the cultural resources of Hanoi and Bat Trang village, Mong Phu village***

*\* Document about the cultural resources of Hanoi*

Overview of research situation of cultural resources of Thang Long – Hanoi over the past 1000 years.

The research student is primarily interested in the documents about the cultural resources of Thang Long - Hanoi in the most generic and generalized terms.

*\* Document about the cultural resources of Bat Trang village and Mong Phu village*

***1.1.3. Comments on the research situation and issues that the topic needs further study***

In this section, the research student has 4 basic comments on research situation and issues that the topic needs further study.

*First is the discussion about the relationship between culture and economy:* views of researchers from the perspective of philosophy, sociology and anthropology are very clear. In spite of more or less difference, these views have confirmed the role of culture (ideas, knowledge, beliefs, religion ...) has tremendous impact on the economic life of mankind in general and of each country and region in particular (mainly promoting the development).

*Second is the rationale about cultural resources:* Although this new concept has appeared recently (80s of the twentieth century) derived from the research on the kinds of "capital" of economic development, the researchers have eventually discovered the endemism characteristic of this type of "capital", the cultural capital is different from other types of capital of resources, finance and technology in terms of origin,

establishment form and the role and impact of culture and cultural objects (human) on the economic development.

The third is the research papers on culture and cultural resources of Hanoi.

The fourth is the documents about Bat Trang village and Mong Phu village in general and the history, society and culture of the two villages.

## **1.2. The basic theoretical issues**

### ***1.2.1. The notion of cultural resources and structure, characteristics of cultural resources***

#### ***1.2.1.1. The concept of cultural resources***

The overview of the research situation related to the thesis topic shows that the concept of "cultural resources" has no consensus on the understanding in the scientific field in the world and in our country.

There are some scientists using this concept in uniformity with the concept of "capital", "social capital", "cultural capital", "human capital" that Pierre Bourdieu, James Coleman, Robert Putman and Tran Huu Dung have mentioned to specify the role and impact of culture on the economic development. There are a number of other researchers who have used the concept of "resources" (cultural resources, human resources, internal resources, software resources) or "cultural resources" to refer to the role and impact of culture on the economic development. So the question is how to use the concept appropriately.

According to the opinion of the research student, the research on this issue in culture studies using the concept of "cultural resources" is proper and appropriate.

The definition of the concept of "cultural resources" also has no unification. The research student acquires the notion of the author Le Quy Duc in the article titled *Cultural resources and the role of cultural resources for the socio-economic development* (quoted) launching the concept of cultural resources as follows:

*"Cultural Resources are the overall cultural factors having a role, direct or indirect impact on the socio-economic activities. With*



*visible and invisible strength, cultural resources promote the socio-economic sustainable development in the direction of humanity, cloning"* in research of the thesis, but deriving from defining the term to give further clarification as follows:

The concept of "*cultural resources*": Cultural resources are sources of immense powers of culture for the socio-economic development (here mainly for the economy) of humanity in general and of each community in particular. Cultural resources are the cultural capitals, human resources, internal resources of a community in both visible and invisible form which have promoted the economic development towards a sustainable and humane direction.

So, cultural resources are the cultural capitals being exploited to create the power for the socio-economic development in general or economic development in particular.

#### ***1.2.1.2. The structure of cultural resources***

The research student uses the method of dividing structure into the three elements (three resources) to elucidate the structure of resources:

*Cultural resources as human resources (internalization)*

*Cultural resources as social - cultural relations (institutionalization)*

*Cultural resources as cultural products (material goods)*

#### ***1.2.1.3. Characteristics of cultural resources***

To promote the role of cultural resources, we should be aware of the characteristics of cultural resources.

Firstly, cultural resources are ultimately human resources, as the result of practical activities of human society, as the expression of human's capacity.

Secondly, cultural resources can be transformed into each other and can be transformed into other resources during use, promotion and development.

Thirdly, cultural resources can impact directly or indirectly on the economic development and can be transformed into service flow to

meet immediate enjoyment (direct) or as raw materials for the production of other services to meet the indirect requirements of the society.

### **1.2.2. The applied theories**

#### ***1.2.2.1. The rationales about the cultural resources of the Communist Party of Vietnam***

Resolution of the Fifth Central Executive Committee VIII Congress (1998) of the Party on building and developing a Vietnam culture that is advanced and deeply imbued with national identity has confirmed the role of culture for the socio-economic development in our country today:

Culture is the spiritual foundation of society, both the objective and motivation for the socio-economic development (...). Economic building and development must aim to serve the cultural purpose, for a civilized and equal society with the comprehensive development of human. Culture is the result of economy and the driving force of economic development, cultural factors must be closely linked to the life and social activities in all aspects of politics, economics, legal discipline and turned into most the important endogenous resources of the development.

#### ***1.2.2.2. "Bright spot" or "example" theory by Marian Zeitlin***

"Bright spot" or "example" theory (Positive deviance - PD) in extraordinary cases bears positive meaning.

How is "Bright spot" theory applied for research in two typical villages in Hanoi while promoting its own resources according to the cultural characteristics of each village for economic development? What success? Since then, it gives suggestions for replication of "bright spot" or helps communities absorb the bright spot mapping to promote their internal resources for the economic development, here is the potential cultural resources of Hanoi within economic development of the capital.

### ***1.3. An overview of the study site***

#### ***1.3.1. About village Bat Trang***

Bat Trang village is a suburban ancient village (belongs to Thang Long in the past and Hanoi today), 10km from the center of Hanoi

through the waterways and roads. Unlike the vast majority of the villages of the Red River delta, Bat Trang village since its establishment until now only specializes in pottery-making (having no agricultural land and no agricultural activities as well). Because there is no land fund, every household in Bat Trang village on average only has about 200 square meters of land for residence and production.

Nearly thousand years gathering on the bank of the Red River, close to Thang Long - Hanoi capital, the Bat Trang people have experienced so many things in life that the core value is consensus of the villages, the hard work, creativity, wisdom in the production and business, life organization.

### ***1.3.1. Mong Phu village, Son Tay town***

Mong Phu is one of nine villages in Duong Lam commune, a commune in the west of Son Tay town, Hanoi suburb, about 45 km from the center. This area is formerly is a colony land of **Doai region** - half-mountain half-plain area connecting between Ba Vi mountain range and the Red River Delta. In the minds of many people, upon mentioning Duong Lam, people often associate to the landmark "Kẻ Mía", "**One village, two kings**". The values of architecture, customs and traditional cultural activities are still being maintained, stored and many cultural traits of an ancient village are still present.

Economic life of the people of Mong Phu village still depends much on agriculture, focuses on farming and ranching, famous for making soy-sauce. In addition, there are some additional jobs as carpentry, exploiting laterite, bamboo and rattan products or small retail.

The settlements, social relations are based on the relationship in the family line and between the family lines. The village relationship is very important. The village maintains the provisions of the old conventions (by word of mouth) in addition to compliance with the new regulations of cultural village as today.

### **Sub-conclusion**

Chapter 1 aims to give an overview the research situation of issues related to the topic and present the basic theoretical issues of the thesis.

The first content mentioned in Chapter 1 is the study of the relationship between culture and economy. Here the research student does not go into reciprocal relationship between economy and culture, just cares about the one-dimensional impact of the culture on the economy. The research student has presented the research of extraordinary scientists like Karl Marx, Engels, Pierre Bourdieu, James Coleman and UNESCO of the United Nations. The above extraordinary figures whether under the angle of Philosophy, Anthropology and Culture studies have confirmed a large role of the culture in the development of society in general and economy in particular.

The second content include the issues directly related to the topic of the thesis being the research on cultural resources and the structure of cultural resources. Although the name of cultural resources vary, the basic thing is that the researchers have interpreted this issue correctly and convincingly and the thesis does not need any further discussion, only introduce and re-synthesize the issue as a theoretical basis of the thesis.

The third content mentioned in Chapter 1 is the way the cultural resources in Hanoi and Bat Trang village, Mong Phu village are researched by senior authors. It can be asserted that many research works on Hanoi or Hanoi culture have outlined a cultural treasure of the Capital that is very rich and diverse. But no work focuses on Hanoi cultural resources under perspective of cultural studies and use the theory on cultural resources to consider cultural treasure of Hanoi.

The literatures about Bat Trang village and Mong Phu village less or more mention human cultural resources of the residents in the development of traditional crafts or village tourism. However, these literatures have not directly mentioned cultural resources for the economic development of Bat Trang village and Mong Phu village in a comprehensive, profound and specific form under a perspective of cultural studies. This is a gap in the study of cultural resources of Bat Trang village and Mong Phu village that the PhD thesis of research student will continue to study in the next chapter.

## Chapter 2

### IDENTIFYING THE IMPACT OF CULTURAL RESOURCES ON THE ECONOMIC DEVELOPMENT OF BAT TRANG VILLAGE AND BAT TRANG VILLAGE

#### 2.1. Cultural resources for economic development in Bat Trang village

##### 2.1.1. *Human resources (internalized cultural resources)*

The formation, existence and development of Bat Trang pottery village throughout history and until today are thanks to the relentless dynamism and creativity of the potters.

##### 2.1.1.1. *Creative capacities of the people of Bat Trang*

Looking at the history of Vietnam pottery, we can see that the most impressive pottery products originate from Bat Trang. The products of Bat Trang potters soon become commodities in international trade.

*The combination between traditional knowledge and modern technology in production and business* creates a turning point in the development of the pottery village of Bat Trang. The acquisition of new scientific and technological knowledge combined with traditional knowledge to develop production in Bat Trang is shown on the following aspects:

- + The first is the receipt of new techniques in creating molds, new enamels, burning techniques and kilns improvement to expand production scale, diversify product.

- + Second, the application of modern science and technology has contributed to environmental protection in production, business (bring to economic and environmental benefit)

##### 2.1.1.2. *The dynamism and sensitivity to the market of the Bat Trang people*

Bat Trang people are very flexible in their work, in life and in business. They are aware of the importance of the vital significance of this village as "adaptability to the circumstances."

### **2.1.2. Social - cultural resources (institutionalized resources)**

Social - cultural relation is an important resource for the economic development in Bat Trang village. Social - cultural relation is expressed vividly in relationship of family, clans, villages, guilds.

#### **2.1.2.1. Family relationship and pattern of household production and business**

In Bat Trang village, family relationship is an important resource for the economic development. Through the survey process of economic development in Bat Trang village, the research student see that the household economy based on the fundamental values as love, sharing and mutual assistance between people of the same blood is an effective model of economic development today.

Currently, the model of household economy is quite growing in Bat Trang.

#### **2.1.2.2. Community relation and economic development in Bat Trang**

According to the book titled *Bat Trang - village, cultural village*, in Bat Trang there have had 23 families living together. But now there is only 19 families, 4 families have moved to live elsewhere for unknown reasons. Overall, the families in Bat Trang live in a harmony, respect each other. The relationship of the family pillars is preserved with such a spirit, just sharing, and tolerance. All have created a friendly and open cultural environment. These are important prerequisites for the socio-economic development of Bat Trang village.

The social-cultural relation (family relation, village relation) has contributed an intangible capital in the economic development today.

Although the model of household economy is dominant in Bat Trang today, Bat Trang people do not confined pottery industry within the family. In other words, social-cultural relation, cultural resources of the economic development of Bat Trang village are being extended to all regions, providing an opportunity for both Bat Trang people and people coming from other places to develop pottery-making industry.

### **2.1.3. Resources of cultural products (material goods)**

#### **2.1.3.1. Pottery products - unique material cultural resources**

The first cultural product to be mentioned is Bat Trang pottery.

Bat Trang products currently include:

Household wares

Pottery products used in worship

Decorating pottery

Construction ceramics

Bat Trang is currently producing two major categories of pottery: antique imitation pottery and pottery with traditional materials and methods; Modern pottery is closer to porcelain technique.

#### *2.1.3.2. The other typical cultural products*

Beside pottery - cultural product making characteristic of Bat Trang village, there also has a system of other tangible and intangible cultural products:

Bat Trang village hall was built in 1720 under the reign of King Le Du Tong, with magnificent and superficial architecture.

Kim Truc Temple is also known as the Bat Pagoda.

Mau Ban Huong Temple was built in the late eighteenth century, located close to the temple.

Bat Trang **Văn chỉ** is just behind the village hall, looking south.

Currently Bat Trang tourism service is growing quickly and providing a significant source of income for local residents.

## **2.2. Cultural resources for economic development in Mong Phu village**

In Mong Phu village, the economic development of ancient village tourism, the role of physical cultural resources (landscapes, temples, pagodas, ancient houses, agricultural specialties...) is the most basic foundation.

### *2.2.1. Resources of cultural products (material goods)*

In the context of accelerating industrialization and modernization, urbanization, strongly international exchanges and integration as today, the existence of a pure Vietnamese ancient village is extremely rare. Therefore, the old village Mong Phu is a very unique cultural product.

#### *2.2.1.1. Cultural products, space, landscape, architecture*

Traditional residence space of residents in Mong Phu village has been formed during exploitation of jungles, hills to form a neighborhood or village. Mong Phu ancient village is located in the majestic foothill named Tan Vien, "belong to the quadrangle of water - surrounded by the Red River, Da River, Tich river and Day river".

The distributed architecture of traditional residence is almost intact.

The way to organize "order" in the planning of village road - Lane - neighborhood, the intact existence of a taciturn village gate under the old banyan, the walls built of laterite have created a unique space of village in half-mountain half-plain area.

Features of this ancient village with social institutions, religions and cultural space have quite fully reflected the formation of the land, residents here with lifestyles, ways of living in feudal society.

Mong Phu - a Vietnamese ancient village is a cultural tourist destination that is very glamorous. With a history of thousands of years, the system of sites, the traditional cultural activities, community lifestyles, customs have gave us the image of an ancient village of Mong Phu with ancient cultural space and living environment. This is an important basis for ensuring the development of tourist itineraries.

After being officially recognized by the Ministry of Culture, Sports and Tourism as architectural and artistic site at national level in 2006, the Vietnamese ancient villages in Duong Lam, including Mong Phu village are well-known to people at home as well as abroad and become an attractive tourist destination.

#### *2.2.1.2. The physical products, activities, experiences*

Coming to Mong Phu, if staying for a long time, visitors will experience the life of the people through the homestay program.

Coming to Mong Phu, we will enjoy the specific taste of the homeland gifts. The main dishes here often include chicken, braised fish, sour soup, fried pork, spinach boiled in soy sauce, rice cakes, salted eggplant; peanut candy, **kẹo dôi**, **chè lam**, **bánh tẻ**...



### **2.2.2. Human resources (internalized cultural resources)**

Until this moment, Mong Phu is still an agricultural village, the main income of the majority of the villagers still relies on agricultural activities.

#### *2.2.2.1. Qualities of "old village" people, specific tourist products*

People in Mong Phu village have the tradition of diligence, savings in life, unobtrusiveness and thrift.

The concession, meekness of Mong Phu people has created a peaceful atmosphere in the village, created a cultural environment rich in humanity, kindness.

Among people work hard, preserve and promote traditional handicrafts.

#### *2.2.2.2. Dynamic qualities revealed in relation to tourism*

With a gentle and naive nature, Mong Phu people are friendly with both and all pilgrims.

Enthusiasm, hospitality of the villagers will leave a good impression on visitors.

For international visitors, Mong Phu villagers have attracted international visitors by their openness, friendliness. It is also one of the reasons for Japan's JICA to fund for Duong Lam ancient village conservation project.

### **2.2.3. Resources of Social – cultural relation (institutionalized)**

Based on the research papers published, along with the fieldwork survey in Mong Phu, the research student acknowledges that Mong Phu has 7 families, until now 3 families still keep their family churches. The other families have their churches or no church, but the churches are used for both worship and residence.

When being asked about family relationship, and neighborhood relationship, a majority of people respond that the relationship is good and very good. The lifestyle is peaceful, avoiding collisions, unobtrusive to build the strong relationship.

The social - cultural relations (neighborhood affection) have been promoted in the economic development (helping each other, creating jobs to increase income for the community in Mong Phu village).

These are new social - cultural relations but very specific in the context of international exchange and integration today. These relations of international collaboration create new sources for the economic, cultural and social development of Mong Phu village.

### **2.3. General assessment**

Bat Trang and Mong Phu are the old villages with historical and cultural traditions of Hanoi Capital. Experienced many ups and downs of history, so far, the two villages retain core soul, making up the identity of the village, unmistakable in thousands of villages in North Delta. Bat Trang has traditional pottery; Mong Phu is a village with unique architecture and landscape. Along with that is the generation of the villagers who have continually kept the fire to create talented and unique pottery products, who have consistently maintained folds so that the peaceful old houses still imprinted time. From the human, from cultural - social relations to cultural products, all these factors have created cultural resources playing an important role in the economic development of Bat Trang village and Mong Phu village.

Human resource is the first element, and a cross-cutting element, bears a critical meaning to the economic development of the village.

In terms of social - cultural relations, both Bat Trang villagers and Mong Phu villagers are attentive to maintaining traditional relationships such as family relationship, neighborhood relationship. However, if Bat Trang villagers can exploit this relationship to serve the economic development, Mong Phu villagers mainly preserve this relationship as a fine cultural tradition. Although compared to Bat Trang village, per capita GDP of Mong Phu village is lower, the annual figures show that GDP of Mong Phu villagers has had changes in positive direction.

Cultural products are economic benefits that can be quantified by both Bat Trang village and Mong Phu village.

### **Sub-conclusion**

In Chapter 2, the thesis studies the role of cultural resources for the economic development of the two villages: Bat Trang village, Gia Lam District and Mong Phu village, Son Tay, Hanoi. Research content is limited to cultural resources for the village in Bat Trang village and cultural resources of ancient village in Mong Phu village. The role of cultural resources for economic development of the two villages is approached in terms of the economic development of handicrafts; economy, tourism and services; public economics, agriculture and service economy.

Through the survey of the current situation, the research student also notice certain differences in the impact of cultural resources on the economic development of the two villages. These differences are primarily due to the value and the impact of cultural resources and traditional and cultural characteristics of the villages. For Bat Trang village, the traditional pottery products have been developed with many rich, diverse designs and a lot of value. Pottery products of Bat Trang not only honor the village just in a souvenir, but also have been recognized as a sense of pride in national identity, while providing income for local community. For Mong Phu village, the system of cultural products from cultural and historic sites, intangible cultural heritage also meet cultural values of the Vietnam ancient villages. However, the exploitation of this cultural resource for the economic development remains limited compared to Bat Trang village.

The exploitation of resources of cultural products for the economic development through this survey suggests an important role of these resources in creating economic value in many ways. However, the effective exploitation of resources is raising many issues to be addressed both in theory and practice, especially in Hanoi capital. This issue will be studied further in the next chapter of the thesis.

**Chapter 3**  
**EMERGING ISSUES FOR PROMOTING**  
**CULTURAL RESOURCES IN THE ECONOMIC**  
**DEVELOPMENT OF BAT TRANG VILLAGE AND MONG PHU**  
**VILLAGE TODAY**

**3.1. The role of cultural resources for economic development in Hanoi**

From studying the role of cultural resources of Bat Trang village, Gia Lam District and Mong Phu village, Son Tay town, the thesis refers to the role of cultural resources for the economic development of Hanoi according to "bright spots" theory, we can see that:

First, an important factor of cultural resources of the Capital as well as a decisive factor for the economic development of Hanoi is the human factor. Hanoi is home to universities, research agencies and a powerful intelligentsia. This means that Hanoi owns high-quality human resources.

In terms of society, these relationships if being built on shared values, they will create coherence, consensus, and further community cohesion. In terms of economics, stable environment and society, healthy cultural environment are important condition for the economic development.

The research on the impact of cultural resources on the economic development of Bat Trang village and Mong Phu village above shows that the exploitation and promotion of cultural resources for the economic development in Hanoi Capital is a matter of great significance.

**3.2. The issues raised: Shortcomings and contradictions**

**3.2.1. Shortcomings in exploiting cultural resources**

*First*, the awareness of role of cultural resources for the economic development is insufficient.

*Second*, the space for the promotion of cultural resources is limited:

Bat Trang and Mong Phu are the ancient villages of Hanoi with great potential to develop the economic sector, namely tourism handicraft

industry, services. However, due to the inherent space, the two villages are experiencing the embarrassment of a reasonable allocation of space to develop tourism and services.

*Third*, human resources fail to meet the requirements of development

*Fourth* is cultural change and environmental pollution

### ***3.2.2. The contradictions in promoting the role of cultural resources***

*First* is the contradiction between interests in the exploitation of cultural resources;

*Second* is the contradiction between heritage conservation and the need to improve the quality of life of the people;

*Third* is the contradiction between economic development and conservation of the cultural heritage of the locality;

*Fourth* is the contradiction between development requirements and shortage of information about the market, the level of modern science and technology.

### **3.3. Discussion about the issues to be resolved in order to promote cultural resources in the economic development**

#### ***3.3.1. Raising the awareness of role of cultural resources in the economic development***

*Firstly*, awareness of culture and development

Awareness of the role of cultural resources for economic development of Hanoi today must be associated with the development orientation of the Capital related to the ancient villages, traditional villages.

Propagation and education to raise awareness of cultural subjects on the role of cultural resources for the socio-economic development need to be focused.

*Second*, it is necessary to renew mechanisms, supplement and perfect the policy.

### ***3.3.2. Construction and development of model of community-based economy and investment in human resources***

*Construction and development of model of community-based economy*

In essence, the construction and development of model of community-based economy is to ensure increased powers for the community to promote the role of the community in the creation, ownership and subject of development.

The aim of sustainable development is for the sake of the community, first and foremost is to reduce poverty, improve living standards and income and create a harmonious development between economy and culture.

*Human resources*

The effective training of local human resources will contribute significantly and decisively to promoting the cultural resources for sustainable development.

The training of human resources must derive from the actual needs, comply with certain steps, according to the target groups and can change over time and the actual needs. During the training, it is necessary to attract the participation of experts, leading researchers, artists ... The training of human resources needs the participation of state bodies, the organizations concerned, economic organizations and private sectors can participate in this process.

### ***3.3.3. The needs to combine conservation, promotion of cultural heritages and the socio-economic development***

*The planning of economic development space associated with cultural heritage*

To promote the cultural resources in development, it is primarily to focus on planning of economic development space, especially in the space associated with tangible and intangible cultural heritage.

*Make planning of economic development space associated with ancient villages, traditional villages;*

*Focus on investment in the villages welcoming tourists in the future;*

*Promote cooperation with related industries.*

### ***3.3.4. Promotion and propaganda to attract tourists***

First is to build tourist destination brand of Mong Phu ancient village.

To build the tourism destination brand "Mong Phu ancient village - live museum of rural culture in Vietnam", we should note that:

The tourist destination brand called Mong Phu ancient village must be identified as the only language, image that all agencies and units, **historic entrepreneurs** use to identify tourist destination. Brand development needs to emphasize the factors of history, culture, architecture, art, cuisine, scenery and other characteristics.

- Propaganda, promotion, promotion of tourism: building logo, logo image for tourism villages, developing specific tourism products, organizing and introducing new products; organizing major cultural-tourist events in the ancient village and locality, creating a link between cultural heritage and cultural activities.

#### **Sub-conclusion**

Exploitation of cultural resources is the way that most countries select to develop today. In this age of high technology, advanced industry, which position and power do we have to compete with the world, to be able to have self-improvement. Economic development of Hanoi and the country in general is posing opportunities and challenges.

Promoting cultural resources in the economic development of the two villages is indispensable in the current trend. However, the fact that both villages have not promoted fully the potentials of cultural resources. The process of implementation is spontaneous rather than thoroughly organized.

Compared to Mong Phu village, Bat Trang village performs more effectively in exploiting cultural resources of the ancient village. Manufacturing and trading of Bat Trang pottery is currently the main activity in the socio-economic life of traditional village residents. People in Mong Phu village face more difficulties, as either in the past or at present, they still try to survive in the village with very low values of agricultural products. Activities of the ancient village at present in

association with economic development are still strained "transplanting", do not bear the active nature as living activities, the livelihood of the ancient villagers.

Therefore, it is essential to raise the awareness of the society including the community of Bat Trang villagers and Mong Phu villagers in particular and Hanoi in general about the great role of culture and cultural resources for the socio-economic development of the locality. More important is to find ways to promote the role and impact of cultural resources of each village in accordance with cultural potentials, socio-economic characteristics, and advantages that each village has or can create. It also should pay careful attention to the role of cultural resources of the villagers and particularly to the economic benefits created by cultural resources toward the goal of improving the lives of people. Doing that will turn the culture into a resource for the socio-economic development and cultural development.

## **CONCLUSION**

1. Today there have more resources to accelerate the process of economic development of a country. They are natural resources, capital, science, technology, human and cultural qualifications of each community.

In these resources, cultural resources attract more concerns by their special role for sustainable socio-economic development. These resources not only resolve harmoniously the relationship between the economy and society, the living environment, but also contribute to preserving the cultural identity of the community in the development process. Cultural resources firstly include human just as the product and creative subject. Cultural resources mean the system of physical and spiritual cultural products - the result of human creativity with cultural and economic value. Cultural resources not only create a healthy environment for the creation of people, but also are the endogenous power of development.

2. Hanoi is a civilized millennium land, the place of converging and shining Vietnamese culture. Exploiting cultural resources for



economic development is the urgent problem of the Capital in the development and integration.

Hanoi, especially the traditional villages such as Bat Trang pottery village, Mong Phu ancient village and many other villages have great potential for development. The resources of cultural products play a special role in the economic and tourism development. However, the impact of the cultural resources has not promoted fully the inherent potential of Thang Long - Hanoi culture. Such resources have not been used adequately to cater for development, on the other hand, limitations and shortcomings have been revealed compared with the requirements of the process of promoting industrialization and modernization of the Capital today. The research on the actual situation in Bat Trang pottery village and Mong Phu village as above is an example.

3. Looking at the actual situation of cultural resources in Bat Trang village, Gia Lam District and Mong Phu village, Son Tay town of Ha Noi, the thesis has drawn some of the following issues.

The exploitation of the cultural resources to meet development requirements has initially been elucidated in both theory and practice. In fact, some localities and agencies have had interests and done, however, the efficiency is not high. Hanoi today is a city with great potential of cultural resources, including tangible and intangible cultural resources. Finding out the appropriate solutions remains an issue to be addressed in policy and management capacity, as well as the awareness of community in the development process.

In addition to the traditional culture and dynamism of the subject, the role of the State is very important. That is the formulation and promulgation of science policy system, in line with reality. The economic development policies must promote the role of local communities, the residents as the creators of cultural resources, and the subjects of ownership and exploitation of these resources in the economic development.

4. For cultural resources to become endogenous resources, the momentum of economic development of Hanoi capital, the awareness

and policy aspect, the role of community awareness, the appropriate solutions should be interested. First of all, it is necessary to specify economic policy in the culture, cultural policies in the economy and socialization policies so that the policies can become the bridge linking culture with economy in the development. Next is the application of scientific and technological advances in production, sales, management of cultural resources. Promoting cultural resources must be directed to market of cultural products and services.

5. The topic of the thesis also raises a number of issues to be researched in the future. The author of the thesis concurs with the views in the relevant research in recent times, stating that: the nature of promoting the cultural resources in the economic development must firstly be derived from economic issues rather than completely from cultural issues. Economic development for localities and local people having the cultural resources - first of all is a matter of livelihood. We need further research to clarify the issue.

*In theory:* The research clarifies the role of cultural resources in the economic development, the characteristics of cultural resources in the economic development of the socialist-oriented market in Vietnam; The relationship between the economy and culture in the process of exploitation and promotion of cultural resources for current development; The subjects involved in this process? The role of local communities, local people, businesses, the state? The basis for construction of policy system, to promote the role of cultural resources, create a harmonious development between economy and culture.

*In practice:* the research is needed to evaluate the cultural resources of each locality, accordingly give a macro evaluation of the system and the value of cultural resources of Hanoi capital in particular and the country in general. It is necessary to study, build and implement the planning of economic development space associated with cultural resources in a reasonable manner. The State must have appropriate management methods to promote the role of the subject, especially local people and businesses (the lesson of Hoi An).

## **LIST OF ANNOUNCED RESEARCH WORKS OF AUTHORS RELATED TO THE THESIS TOPICS**

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