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HOIAN, VIETNAM EFFICIENCY EXPLOIT POTENTIALS, CULTURAL ADVANTAGES, HERITAGE FOR LOCAL ECONNMIC GREE GROWTH AND SUSTAINBLE DEVELOPMENT

Nguyen Minh Tri

Politics and National Defense Education Center, Ho Chi Minh City University of Technology
(HUTECH), 475A Dien Bien Phu Street, Ward 25, Binh Thanh District, Ho Chi Minh City,
Vietnam.

E-mail: nm.tri@hutech.edu.vn

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ABSTRACT

Hoi An Ancient town is located in Viet Nam's central Quang Nam Province. Hoi An used to be a busy international trading port, a trading center connecting the North, Central and South. This has created for Hoi An, a land of diverse cultural convergence and convergence, with the mixture and interference of many different beauties. With its multi-layered cultural depth, the multicolored Hoi An has been recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) is "World Cultural Heritage" (December 4, 1999).

Over the past years, Hoi An has focused on effectively exploiting the potentials and advantages of culture and heritage, building a locality worthy of being a unique cultural and tourist center of the country and the world, contributing to an important part in the green and sustainable socio-economic development. However, Hoi An is facing great challenges in the context of globalization, international integration today.

INTRODUCTION

Hoi An city is located in the central of Vietnam, belong to Quang Nam province, has an area of 63.55 km², with a population of more than 95,000 people and is distributed across 9 wards, 4 communes, including 1 commune islands (Hoi An City Statistical Office, 2019:). Hoi An is located on the north bank of Thu Bon river, about 9 km east of National Highway 1A, about 25 km southeast of Da Nang city, about 50 km northeast of Tam Ky city. Hoi An was once a busy international trading port, a trading center connecting the North,

Central and South. This has created for Hoi An, a land of convergence and diverse cultural interference, with the mixture and interference of many different beauties. The architecture, religion, beliefs and cultural heritages of Hoi An are the most vivid evidence for the formation, development and decline of the old city. Assembly halls, temples are the typical works for the vestiges of the Chinese. With its multi-layered cultural depth, the multicolored Hoi An is considered a living museum of the architecture and urban lifestyle of Vietnam and has been recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as the "World Cultural Heritage" (December 4, 1999) and Cu Lao Cham officially recognized as the World Biosphere Reserve (May 26, 2009). This is the pride and self-esteem of our nation in the history of formation and development of the country.

Recognizing the inherent potentials and advantages, Hoi An City Party Committee determines economic development towards green and sustainable, with emphasis on effective exploitation of potentials and advantages of culture and heritage. This is not only an immediate goal but also a long-term strategy. In the renovation process, the Hoi An government always focuses on preserving and promoting cultural heritages by many measures, both in terms of promulgating management documents, as well as building support mechanisms relics repair degraded monuments with support from 40-75% of the total investment cost; propagate and mobilize the community to join hands in heritage conservation; create conditions and build mechanisms for more and more people to benefit from the heritage; research, value determination and restoration of some local intangible cultural forms...; the tasks of building "Hoi An - cultural city", the movement "All people unite to build cultural life" have been increasingly deepened, bringing practical effects, arousing social positivity. of each individual, family, collective and community; the care, preservation, conservation and promotion of the value of Hoi An ancient town and the world biosphere reserve; Cu Lao Cham is attentively implemented; The types of traditional art performances, folk performances are maintained regularly ... have contributed to accelerating the economic development of tourism in Hoi An, increasing economic life, culture and society of Vietnam. Hoi An people have been changed and improved markedly. The number of tourists coming to Hoi An is increasing rapidly. In 2008, only about 1.1 million visitors came to visit (of which: 570,000 international visitors, 535 thousand domestic tourists) and 81 hotels and motels (City Statistics Bureau An, 2019: 88), by 2018 this number had reached more than 5.01 million visitors (of which: 3.8 million international visitors, 1.2 million domestic visitors) and 638 hotels, motels, homestays, villas can be ready to welcome more than 21,000 guests a day (Hoi An Statistical Office, 2019), contributing to increasing the proportion of economic structure. The sector of services - tourism - trade in 2018 accounted for more than 71.28% of GDP. The economic life of the Hoi An people is developed and followed by a change in the enjoyment of the cultural, spiritual, and social welfare of the whole community (current per capita income) now nearly 46 million/year).

The face of urban and rural areas is increasingly spacious: green, clean, beautiful in the direction of building an eco - culture – tourism city (Hoi An Provincial Standing Committee, 2018). Not only that, the promotion and

propaganda of cultural heritages over the past time have contributed to the image of Hoi An city regularly appearing on television channels, news media, movies and cultural magazines, newspapers at home and abroad. Hoi An brand is more and more widespread when every year (from 2008 to present) is in the top of the polls of prestigious scientific, tourism and cultural organizations in the world today. Among the honors and awards of friends from all over the world to Hoi An over the years, notably: "The American news site CNN praised Hoi An as one of the most beautiful ancient cities in Southeast Asia; The leading famous travel magazine Travel and Leisure of the US has published a list of 15 most wonderful cities in the world, of which Hoi An topped the table with 90.39 points and said that their readers call Hoi An "the little gem of the land" (in the 2018 poll, Hoi An ranked 8th). On July 16, 2019, Hoi An became the center of attention for the beautiful image of the Japanese Covered Bridge, the symbol of more than four centuries of Hoi An honored by Google on the homepage, with a drawing by artist Shanti Rittger on the Google Doodle page "(Hoi An Culture, 2020). This article analyzes the current situation and solutions to effectively exploit the potentials and advantages of culture and heritage, bringing Hoi An's economy to green and sustainable growth.

THE STATUS OF EFFECTIVELY EXPLOITING POTENTIALS, ADVANTAGES OF CULTURE AND HERITAGE, BRINGING HOI AN'S ECONOMY TO GREEN AND SUSTAINABLE GROWTH

Achievement

Firstly, after Hoi An Ancient Quarter was recognized by UNESCO as a World Cultural Heritage, the City Party Committee and the people of Hoi An decided to choose the direction to strive, building Hoi An into an eco - culture – tourism city. In 2006, the city government of Hoi An implemented "Project of improving infrastructure in Hoi An Ancient Quarter" invested by Quang Nam Department of Culture and Information. At the same time, the People's Committee (People's Committee) of Hoi An city issued a Regulation on heritage management and conservation, and coordinated with the Hoi An Cultural Heritage Conservation Management Center to hold a seminar. with the theme "The management, conservation and promotion of the World Cultural Heritage of Hoi An - looking back ten years" with the participation of more than 100 experts, researchers, people - subjects of the heritage at the same time plays a direct role in using and managing a number of heritages in the city. The book "Hoi An Cultural Heritage - looking back on a journey" has recorded the results of 34 years of building and preserving the World Cultural Heritage of Hoi An. According to the survey data of Hoi An Cultural Heritage Conservation Management Center (as of the end of 2019), there are 1,432 monuments that have been ranked and included in the list of zoning protection in Hoi An. In which, there are 29 monuments at national level, 46 relics at provincial level and 240 relics outside the Ancient Quarter are included in the list of cities managed; has built up a ranking file of 44 provincial relics and renovated more than 224 monuments annually from the State budget, making an important contribution to combating the degradation of monuments (Nguyen, 2020).

The restoration, embellishment and promotion of the tangible and intangible cultural heritages of ethnic groups in the area are focused by the city government and achieved positive results. As for traditional craft and craft villages, Hoi An currently has 31 lantern production establishments, mainly in the Old Quarter; Cam Kim commune and Minh An ward area have nearly 300 households producing papyrus mat. Coconut painting profession in Cam Thanh is also developing. In addition to preserving and restoring historical and cultural heritages, the Hoi An city government is also very interested in restoring traditional folk culture festivals such as boat racing, Long Chu procession, Lion dance ceremony, Ong fish sacrifice, fishing ceremony, Ong pagoda festival, Ba Thien Hau Ceremony, Sinh Thai Tien Nuong ceremony... According to statistics of Hoi An City Party Committee, the traditional festivals of city residents Towns, rural areas, islands, of the Chinese people and most religions have been focused on restoration. Regulations, regulations on management of construction, repair, renovation, embellishment of monuments, signs, urban order, service business... in the Area the old town was adjusted to better meet the requirements of preserving and promoting world cultural heritages.

Second, propaganda and promotion of Hoi An cultural heritage. Although it is a small town, but Hoi An city has 1 general museum and 4 thematic museums (Museum of Hoi An commercial port city - Hoi An Museum for short; Sa Huynh Culture Museum; Bao Folklore Museum; Museum of Trading Ceramics) and 01 memorial house of comrade Cao Hong Lanh. Currently, the museum system in Hoi An keeps with “The total exhibits on display are 3,482 exhibits with 8,740 exhibits. These artifacts have been set up, built up full records from the artifact records, the initial inventory register, the classification book. In addition to written records, artifacts have been digitized, archived and linked to heritage management software” (Nguyen, 2018). The museums in Hoi An nowadays are not only places to display the heritage with the static form, but also introduce visual activities such as traditional craft performances at the Folklore Museum. From 1999 up to now, the above museums/souvenir houses, together with the relics of Cau Pagoda and Quan Cong temples, directly managed by the Center, have welcomed 8,302,537 visitors, of which international visitors are 5,664,080 arrivals, domestic tourists are 2,638,457 arrivals (Nguyen, 2020).

Along with that, big and small festivals are almost held all year round such as Bong bridge festival, craft death anniversary, Ngu bridge festival, coastal culture and sports festival, culinary festival... Many festivals has become a unique tourism product such as Heritage Journey festival, Hoi An festival - Summer emotion; Vietnamese - Japanese cultural exchange festival... In particular, the reenactment of "Old Quarter Night", "street for pedestrians and non-motor vehicles " is interested by many domestic and foreign tourists, actively contributing to promoting cultural heritage Hoi An to countries around the world.

In addition, in order to propagate, promote and promote cultural heritages, Hoi An city has deployed products, events and programs such as: “Vietnam

International Choir Competition in Hoi An; International Culinary Festival; Vietnam - World Silk and Brocade Festival; water puppetry”(Hoi An Provincial Standing Committee, 2018); construction of typical cultural - sport works in the past 10 years (2008-2018), such as: completing the infrastructure system of Hoi An ancient town, building Hoi An museum, Cao Hong memorial house Lanh, Hoai River Square, Hoi An statue garden, Kazic park, traditional art performance house ... renovate the outdoor theater, renovate comrade Nguy Duy Hieu monument park, exploit and promote the area. Dong Hiep Park, Cam An - Cuu Dai Coastal Park Cluster, Hoi An Impression Park, Hoi An Park, City Monument Park in Cam Thanh Commune”(Hoi An Standing Committee, 2018 : 47). Currently, Hoi An city has built and organized annual festivals and events, including: Ethnic New Year Festival, Lantern Festival, Nguyen Tieu Tet, Mid-Autumn Festival, the anniversaries of the profession, along with many cooperative activities, cultural exchanges, fellowship, art tour between Hoi An and many localities domestically and in countries such as China, Italy, Thailand, Germany, Japan, Korea... The city also regularly advises and acts as a permanent organizer of the province's cultural and sport events such as “Quang Nam - Heritage Journey” festival, International Choir Festival and Festival, national and international events such as Miss Vietnam contests, Miss Hoan Vu, Miss Earth, conferences APEC...

Third, perfecting the state management in order to preserve and promote Hoi An cultural heritage. After Hoi An Ancient Quarter was recognized by UNESCO as a World Cultural Heritage, with the special attention of all levels and branches at the central and provincial levels, Hoi An's Party Committee has continuously promoted internal strength in their conservation work and promotion of the local cultural heritages are reflected through resolutions of the Party Congress, People's Council resolutions, plans, projects, and projects of the City People's Committee, basically. These are: Preservation of Hoi An Ancient Town - World cultural heritage must be associated with conservation of natural landscapes (rivers, seas - beaches, islands and river dunes). At the same time, it is associated with conservation of ecological villages, trades - traditional craft villages. In addition, to associate conservation and promotion of cultural heritages with the goal of developing tourism economy and services, bringing benefits to the whole community to build and develop Hoi An into an ecological city - traveling culture.

To well implement the management, conservation and promotion of cultural heritages in general, cultural heritages in Hoi An in particular, Hoi An Cultural Heritage Conservation Management Center consulted the City People's Committee. Hoi An issued two important regulations, namely the Regulation on management, conservation and use of relics in Hoi An ancient town and the Regulation on management and conservation of Thanh Ha pottery village; at the same time, advising the City People's Committee to issue a support mechanism for relic protection, relic rehabilitation support, a 3-year interest-free loan scheme for privately owned relic owners are really difficult to repair monuments. In addition, Hoi An city has established a network of cultural heritage conservation collaborators in Hoi An Ancient Quarter and approved plans to preserve and promote cultural heritage in Cam Thanh commune.

At the same time, Hoi An city has promoted the research, promulgation and effective implementation of the management plan and regulations on the protection of world heritage in accordance with UNESCO's regulations and Resolution No. 109/2017 / ND- CP September 21, 2017, providing for the protection and management of world cultural and natural heritage. Formulate and implement investment projects and programs, research on conservation, take advantage of domestic and foreign assistance in resources, especially capital, technical solutions, and digital technology application of management, restoration and embellishment have made great achievements in the conservation and promotion of cultural heritages in the area.

Along with that, in order to bring the resolution to life, the cultural branch of Hoi An city has cooperated with localities and branches to promote propaganda, dissemination and legal education on relic management and conservation. This work is focused on performing through many forms of publishing, at the same time organizing the propaganda of the Law on Cultural Heritage, bylaws, regulations, publications such as reconstruction manuals, relics list; information on heritage conservation research; books, publications on research results ... disseminated to each household, relic owner. Therefore, the management, conservation and promotion of the cultural heritages of the AQ in particular, the entire cultural heritage system in Hoi An are generally accepted by the political system and authorities at all levels. , specialized agencies and the whole community of Hoi An people join hands. This has been recognized by Hoi An City Party Committee: "Culture - society has achieved many outstanding results, the spiritual life of the people has been multiplied" (Quang Nam Provincial Party, 2015).

In the specific condition is the World Cultural Heritage city with thousands of "living monuments", of which most of the monuments are owned by private and collective, so the city government has actively issued a the number of regulations supported by the community, contributing to raising awareness; enhancing the responsibility of the whole community, each functional agency, all levels of government, of the whole political system in preserving, preserving the integrity and using and promoting effectively the population of cultural heritage of humanity. Moreover, from the entrance ticket revenue, in order to contribute to the management and good conservation of the AQ, the city has established a team of collaborators (in 2019, 33 people are team leaders, block leaders. streets in the old quarter, supported with budget 120,000 VND/month/ person). The People's Committee of Hoi An city also issued a funding mechanism for the protection of community-owned relics, the State according to 3 levels: National ranked relic: 350,000 VND/month person; Provincial-level relics ranked: 300,000 VND/month/person; relics under the list of baits: city guard: 270,000 VND/month/person (Nguyen, 2020). Based on the support mechanism of the province, the city has also issued a management mechanism to support funds for repairing and embellishing monuments owned by private and collective in Hoi An. In Hoi An, relics are made to legal documents to serve the management, repair, repair, use, and promotion of the monuments. In addition to the monuments granted by national and provincial level monuments, the rest are certified

under the list of protected by the city. In addition to the work of making relic background files, making records of protected zoning, map extraction; building steles to introduce relics and markers of protected areas, especially state-owned and community-owned monuments are decided by the city to establish a management team (comprising representatives of the village/neighborhood blocks and local communities) and associated with the state management functions of the communes/wards where these monuments are located.

Limit

In addition to the above results, the promotion of the potentials and advantages of culture and heritage in the area is still limited.

Firstly, Hoi An city has great potentials and advantages, but the results brought in economic development are not yet adequate, the cultural identity of Hoi An has not been clearly shown. The relationship between economy and culture has not been clearly seen, not paying attention to economic development with cultural construction and development, between solving the relationship between conservation and development well, such as: infrastructure of major tourist transport routes is overloaded, and seriously degraded; The trained and qualified workforce in the service - tourism sector is seriously lacking, unable to meet the current development needs; The risk caused by global climate change that Hoi An is also a focal point in Central Vietnam, notably storms, floods with the risk of waves and sea level rise, riverbank and coast erosion, sedimentation, inundation, and the consequences of flood discharge in the upstream...

Secondly, the pressures of population, density and population composition in the urban area are increasing rapidly, difficult to control, especially in the AQ and the negative impact of urbanization and service development. Tourism causes the situation of buying, selling, stealing, jostling, displaying messy, offensive goods... This has seriously affected the integrity and authenticity of the cultural heritage, habitat landscape, relic landscape and social relations, family, clan, affect the virtuous lifestyle of ancient Hoi An people.

Thirdly, the lack or absence of traditional materials for restoring monuments in accordance with the principles of preserving authenticity; lack of or no longer traditional artisans/skilled to renovate monuments, "pass on" for folk performance activities... Management capacity of officials in functional departments, local authorities at all levels, especially in the limited communes/wards ... because of not keeping up with the speed of development, changing/changing rapidly due to the strong impact of development (especially tourism development), social evils, issues of social order - security, and safety arise daily, because inadequacies of legal documents have not kept up with many local changes (Nguyen, 2020).

Fourthly, in the current context of globalization and extensive international integration of Vietnam, the risk of fading and losing cultural values as well as in preserving and promoting cultural heritage in the area. Hoi An city, because

globalization has made new developments, along with the development of science and technology has promoted the formation of an information society in which negative information has been and is directly threatening to preserve and promote cultural heritage in Hoi An. A few big countries are taking advantage of globalization to find ways to spread their cultural values, languages, customs and lifestyles around the world, with the powerful support of tools, multi-platform media, carrying out its scheme of "cultural hegemony", fading the cultural values of the nation. Many factors of anti-value, anti-culture and harmful attitudes and ideas are easy to penetrate and distort traditional cultural heritages and ethics. This is an existing and increasing risk in Hoi An, as well as its negative impacts on young people, such as: following a way of cultivating ordinary material, deviating moral standards, a hybrid, pragmatic, personal lifestyle, selfishness, foreign dignity, and distance from the national traditional values. That is a big challenge for education and training in the city in preserving and promoting cultural heritage. In addition, the negative impacts in the process of globalization have reversed and deflected many cultural values in Hoi An. Some parts of the population, especially the young, do not attach great importance to culture, as well as preserve and promote cultural heritages, instead of enjoying, pragmatic, favoring Western, American and Korean... In that context, many types of cultural heritages of Hoi An are in danger of being lost with the impact of the foreign cultural wave increasingly strongly penetrating into Vietnam, which Hoi An is one of the large centers that gather many and quickly, make a great impact on the preservation and promotion of its cultural heritages. Years of renewal, the work of preserving and promoting cultural heritages in Hoi An city are facing great challenges, such as the fading, dissolution, dependence, and gradual loss of cultural identity has been and is happening. The conflicts between the traditional cultural values of the people in Hoi An and the cultural values from the outside are increasingly strong, requiring local authorities as well as the people of Hoi An (the subject culture) how to solve the conflict between preserving and promoting the local cultural heritage, between preserving and promoting the identity with integration and interference.

SOLUTIONS TO EFFECTIVELY EXPLOIT THE POTENTIALS AND ADVANTAGES OF CULTURE AND HERITAGE TO BRING HOI AN'S, VIETNAM ECONOMY TO GREEN AND SUSTAINABLE GROWTH

Firstly, to improve the State's forecasting capacity. In the current globalization context, major changes in the world both in economics, politics and culture have had a great impact on countries and regions, so it is necessary to promote work study timely and accurate analysis and forecasting of opportunities and challenges as well as developments of the impacting factors will be the basis for adjusting and supplementing the necessary content to successfully implement the independent path, the Party's autonomy, constantly improving the national status, bringing the country to rapid and sustainable development in the coming time. To do this, Hoi An city needs to improve the quality of forecasting staff by promoting specialized training; At the same time, creating the most favorable conditions for agencies and units engaged in forecasting work to have opportunities to exchange and learn from advanced countries'

experiences in order to improve the level of staff in analyzing and processing information. The ministry does the forecasting work. Promote cooperation activities between localities in the country, with other countries to have more diverse perspectives on the economic, political, social and cultural situation of the region and the world.

Secondly, urgently develop and submit to competent agencies for promulgation a number of specific policies for rapid and sustainable development of Hoi An on the basis of preserving and promoting World heritage and Hoi An cultural heritages. Specifically, issue specific criteria for the old quarter, an urban model suitable for Hoi An on the basis of preserving and promoting the value of Hoi An cultural heritages; implementing specific mechanisms and policies for Hoi An on the basis of closely and effectively combining central and local resources and socialization.

Thirdly, promote propaganda to preserve and promote cultural heritage in the process of globalization and international integration in Hoi An city through the mass media to propagate and disseminate guidelines, policies and orientations on the significance and importance of culture, the work of preserving and promoting the local cultural heritage.

Fourthly, to associate economic development with cultural development; consolidating the position of a unique cultural - tourist center of the country. Building an environment imbued with cultural identity in Hoi An associates with preserving and promoting cultural values, bringing about long-term comparative advantages to promote the development of tourism and service industries. Closely linking the task of tourism development with cultural development. Exploiting and promoting festivals; types of traditional cultures to serve the people and develop tourism. Diversifying and improving the quality of tourism products and services. Building synchronous products branded Hoi An. Improve the quality and professionalism in the organization of cultural associations associated with the development of tourism culture. To step up the movement "All people unite to build a cultural life", to build a civilized lifestyle in urban and rural areas.

Fifthly, fostering and promoting cultural values and people of Hoi An. Implementing a breakthrough strategy on fostering and developing Hoi An culture associated with Vietnamese culture. Have powerful solutions to overcome the deterioration of morality and lifestyle. To develop a contingent of cadres and civil servants in the cultural field of Hoi An city to meet the requirements of preserving and promoting cultural heritage. Strengthen political and ideological education, improve the bravery of cadres, help them be confident, dare to face difficulties and challenges; implementing well the management of cadres, thoroughly grasping so that each officer and party member can firmly grasp the Party and State's undertakings, views and policies on the conservation and promotion of cultural heritages; not subjective, hasty, pursuit of personal interests, immediate interests but neglect, caught off guard, especially for key leaders, for the party committee and the head of the agency, units. Well implementing the following parts: planning, training, fostering, arranging, using staff and policies for officers. In the

planning of cadres, it is necessary to attach importance to those who have the qualifications and qualifications, qualified for the titles of cadres

CONCLUSION

The effective exploitation of the potentials and advantages of culture and heritage that bring Hoi An's green and sustainable economic growth has become an attractive brand name for domestic and international tourists. The number of visitors to Hoi An has increased dramatically every year. Especially the ancient urban architectural complex in particular, Hoi An cultural heritage in general is better managed, preserved and promoted more effectively, highly appreciated by UNESCO and awarded many high awards. Every quarter and year, it is always voted by international organizations and magazines as one of the attractive tourist destinations in the region and in the world. With high determination and involvement of stakeholders to effectively exploit the potentials and advantages of culture and heritage to bring the local economy into play in the future.

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