

## RESEARCH ON HO CHI MINH'S THOUGHT ON CULTURE AND DEVELOPING CULTURAL TOURISM IN VIETNAM

### PESQUISA SOBRE O PENSAMENTO DE HO CHI MINH SOBRE A CULTURA E O DESENVOLVIMENTO DO TURISMO CULTURAL NO VIETNÃ

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The authors declare that there is no conflict of interest

#### Abstract

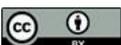
Ho Chi Minh was honored by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a national liberation hero of Vietnam and a world cultural figure. This honor is based on Ho Chi Minh's many outstanding contributions to the Vietnamese nation and to progressive humanity worldwide. In Vietnam today, the political line is determined on the foundation of Ho Chi Minh's thought. And in each specific field, Ho Chi Minh's thought also plays a guiding role for state agencies and organizations in developing strategies and action plans to implement the task of managing social development. This study analyzes Ho Chi Minh's thought on culture, focusing on the content of his ideas on developing cultural resources for Vietnamese localities to apply in developing cultural tourism and promoting socio-economic development. The author constructed a theoretical framework and surveyed the opinions of 240 managers from 150 cultural and tourism organizations operating in three locations across three regions of Vietnam: Hai Phong City (Northern), Hue City (Central), and Can Tho City (Southern). Based on these survey results, the author draws empirical conclusions and policy implications for the development of cultural resources and cultural tourism in Vietnam.

**Keywords:** Ho Chi Minh. Cultural Human Resources. Cultural Products. Cultural Tourism. Vietnam.

#### Resumo

*Ho Chi Minh foi homenageado pela Organização das Nações Unidas para a Educação, a Ciência e a Cultura (UNESCO) como herói da libertação nacional do Vietnã e figura cultural mundial. Essa honraria se baseia nas inúmeras contribuições notáveis de Ho Chi Minh para a nação vietnamita e para a humanidade progressista em todo o mundo. No Vietnã de hoje, a linha política é determinada com base no pensamento de Ho Chi Minh. E em cada área específica, o pensamento de Ho Chi Minh também desempenha um papel orientador para órgãos e organizações estatais no desenvolvimento de estratégias e planos de ação para implementar a tarefa de gestão do desenvolvimento social. Este estudo analisa o pensamento de Ho Chi Minh sobre cultura, com foco no conteúdo de suas ideias sobre o desenvolvimento de recursos culturais para que as localidades vietnamitas possam aplicá-los no desenvolvimento do turismo cultural e na promoção do desenvolvimento socioeconômico. O autor construiu um quadro teórico e realizou uma pesquisa com 240 gestores de 150 organizações culturais e de turismo que operam em três localidades em três regiões do Vietnã: cidade de Hai Phong (Norte), cidade de Hue (Centro) e cidade de Can Tho (Sul). Com base nos resultados dessa pesquisa, o autor extrai conclusões empíricas e implicações políticas para o desenvolvimento de recursos culturais e do turismo cultural no Vietnã.*

**Palavras-chave:** Ho Chi Minh. Recursos Humanos na Área Cultural. Produtos Culturais. Turismo Cultural. Vietnã.



## 1 INTRODUCTION

Vietnamese history boasts a tradition of over 4,000 years of nation-building and defense, beginning with the Dong Son culture/Red River civilization and the Van Lang - Au Lac state, continuing through feudal dynasties and the current Socialist Republic of Vietnam. Throughout thousands of years of development, the Vietnamese people have affirmed their strong cultural identity and produced many national heroes and cultural figures. Among them, Ho Chi Minh is a great leader, thinker, and cultural figure recognized as a world cultural icon.

With numerous outstanding contributions to the Vietnamese nation and to the progress of humanity worldwide, in 1987, UNESCO recognized President Ho Chi Minh as a national liberation hero and an outstanding cultural figure of Vietnam (ND News, 2022). Accordingly, UNESCO honored and highlighted President Ho Chi Minh's contributions and ideological values, noting that he was not only the founder of an independent Vietnam, but his influence extended far beyond the country's borders. Throughout his life, he maintained very close relationships and connections with many cultures around the world... For UNESCO, education and culture are the pillars of independence as well as women's liberation; and in this respect, President Ho Chi Minh had a profound and correct vision.

In Vietnam, Ho Chi Minh's thoughts on culture hold immense value and play a crucial role in the development of Vietnamese culture. Therefore, Ho Chi Minh's ideas on culture have attracted the attention of many politicians and researchers, and this is also the reason for the author's interest in this study.

## 2 LITERATURE REVIEW

Through a synthesis of theory and practice, Ho Chi Minh early on introduced the concept of culture; he pointed out both the origin, driving force, and structure of culture, stating that all human creations and inventions for the purpose of survival (language, writing, ethics, law, science, religion, literature, art, tools for daily life in terms of clothing, food, shelter, and methods of use) are culture. In other words, culture is the synthesis of all ways of life and their expressions that humankind has produced to adapt

to the needs of life and the demands of survival (Duyen, M., 2025). According to Nguyet, D.T.M. (2022), the system of theoretical views on culture in Ho Chi Minh's thought is the crystallization of Eastern and Western cultural values, traditional and modern, national and international; it is the personality and cultural character of an outstanding cultural figure; His ideas on culture guided and directed the building, development, and enhancement of the stature of Vietnamese culture.

In Ho Chi Minh's thought on culture, one of the prominent viewpoints discussed in many studies is that culture is both the driving force and the goal of development. Ho Chi Minh placed culture on par with politics, economics, and society. Accordingly, four issues must be given equal attention and importance in the national construction process: politics, economics, society, and culture (HCMM, 1997). In this sense, when the cultural element develops (the cultural level of the people is raised, cultural identity is preserved, etc.), it will create favorable conditions for promoting economic and social development and a democratic political system. Therefore, raising the cultural level of the people is essential for building a peaceful, unified, independent, democratic, and prosperous country (NPP, 2011). For that reason, Ho Chi Minh's ideas on culture serve as the basis and foundation for Vietnam to build a progressive cultural development strategy, rich in national identity; to build Vietnamese people who harmoniously combine traditional and modern values; to build a truly clean and healthy cultural environment; and to improve the conditions for people to enjoy culture (GSO, 2023).

A fundamental issue in Ho Chi Minh's thought on culture is the development of cultural human resources; cultural development (preserving and exploiting cultural values; developing and creating cultural products) promotes economic, political, and social development, emphasizing the cultural subject – the human element. He stressed that developing cultural human resources ensures that people remain active subjects in preserving and promoting the cultural values of the nation and community, serving economic, political, and social goals. In this sense, applying Ho Chi Minh's thought on culture to promote the development of economic sectors, including tourism – cultural tourism – affirms its position and role in social development management in Vietnam.

According to Anh, T.T. (2014) and Bon, N.V. (2020), developing cultural tourism is defined as a form of tourism development based on cultural values, which involves exploiting cultural values to create tourism products that satisfy the needs of tourists,

while simultaneously bringing economic, political, and social benefits and contributing to cultural preservation. Similarly, Hung, N.P. (2017) and Hung, T.V. (2024) affirm that developing cultural tourism plays a role in enriching and diversifying the national cultural heritage with new cultural values. According to these researchers, the consumption of cultural tourism products creates an exchange between tourists and tourism services and local people, known as the process of cultural exchange and transformation in tourism. Based on this, the scale "Developing Cultural Tourism" (DCT) is analyzed and interpreted with implications for the development of culturally-minded individuals – the cultural subjects – aiming to preserve and promote the cultural values of the nation and community, and to foster economic, political, and social development: Developing cultural tourism creates sustainable cultural values - raising people's awareness of national and community cultural values, maintaining and developing positive actors for local and national development goals (DCT1); Developing cultural tourism creates sustainable cultural values - preserving heritage and cultural values of national and community for local and national development goals (DCT2); Developing cultural tourism creates sustainable cultural values - exploiting national and community cultural values, creating cultural products to promote economic development and achieve local and national development goals (DCT3).

Thus, Ho Chi Minh's thought on culture emphasizes developing cultural human resources to become the subjects maintaining and developing cultural values and creating cultural products to serve development goals. Continuing this theme, Vietnamese studies also clearly demonstrate two aspects of developing cultural tourism based on human resources (cultural subjects) and cultural products (exploited cultural values). According to Hanh, D.T.H. (2018) and some recent studies, human resources – cultural people and cultural products – are the main cultural resources; and developing these cultural resources is both a constituent element and a factor that directly influences the development of cultural tourism.

- Firstly, human resources – cultural human beings – are a special social capital expressed through human knowledge, community culture, and national culture. Harding, S. (2003) explains that cultural human beings are manifested in aspects such as qualities, level, capacity, will, aesthetics, patriotism, etc. Huyen, N.V. (2006) and Thien, N.N. (2021) also emphasize the level, capacity, ethics, career

aspirations, etc., stating that these factors are crystallized in each person, forming each person's culture. These studies explain that human resources are the strength and driving force for social development; because when the capacity of each individual and community, when the potential of each individual and community is awakened and exploited, it will be an unlimited resource, having a decisive significance for the development of culture, economy, politics, and society. Based on this, the scale "Developing Cultural Human Resources" (CHR) is analyzed and interpreted with implications for the qualities, skills, and capabilities of the people aimed at protecting and promoting the cultural values of the community and nation to serve development goals: People are educated and informed to possess humane qualities and patriotism, becoming subjects in preserving and promoting community and national cultural values (CHR1); People are educated and informed to have knowledge and understanding of culture and knowledge and skills in protecting and promoting cultural values, becoming subjects in preserving and promoting community and national cultural values (CHR2); People are educated and informed to have ethics, willpower, determination, and aspirations for development and integration, becoming subjects in preserving and promoting community and national cultural values (CHR3);

- Secondly, cultural products are existing resources, exploited based on cultural values to serve the cultural needs of individuals and communities. According to Hanh, D.T.H. (2018) and Hung, T.V. (2024), cultural products of a nation, locality, or community are diverse, including scenic spots, historical relics, customs, handicrafts, etc. Cultural products contain historical, traditional, aesthetic, artistic, and professional knowledge values of the nation, locality, and community. This is an important cultural resource with a strong impact on the development of nations, localities, and communities. Similarly, Khanh, N.T. (2023) and Bao, G. (2024) explain cultural products as cultural resources that promote economic and social development when people exploit them rationally, combining exploitation and preservation, and promoting the cultural values of the nation and community. In addition, these studies explain that cultural products demonstrate an educational role, and when exploited, they contribute to fulfilling educational, aesthetic, and historical continuity and development functions. Based

on this, the scale "Developing cultural products" (DCP) is analyzed and interpreted with implications for the cultural and educational role and the requirements for developing cultural products based on a combination of exploitation and preservation, and promoting the cultural values of the nation and community: Cultural products are valued and preserved, maintaining their identity to serve the common development goals of the nation, locality, and community (DCP1); Cultural products are disseminated and promoted to educate and continue the history of national, local, and ethnic development (DCP2); Cultural products are exploited and their value (historical, aesthetic, artistic, etc.) is promoted to serve the economic, political, and social development goals of the nation, locality, and community (DCP3).

Thus, when cultural resources are exploited and their value is promoted, they become important resources for developing cultural tourism in particular and for economic, political, and social development in general. This stems from the nature of cultural resonance and transformation, that the more cultural resources are developed, exploited, and used, the more value is created and increased. With this in mind, this study is supported by the hypothesis that: Developing cultural resources, including Developing cultural human resources (H1) and Developing cultural products (H2), have a direct role and influence on Developing cultural tourism.

Based on research into Ho Chi Minh's thought on culture, cultural resources, and cultural tourism, the author constructs a theoretical framework with a 3-scale model and 9 observed variables to analyze and evaluate the impact of developing cultural resources (human resources, cultural products) on developing cultural tourism. The observed variables are designed as corresponding questions in the survey questionnaire and measured using a 5-point Likert scale: 1 - Strongly disagree; 2 - Disagree; 3 - No opinion; 4 - Agree; 5 - Strongly agree (Table 1, Figure 1).

**Table 1***Theoretical framework*

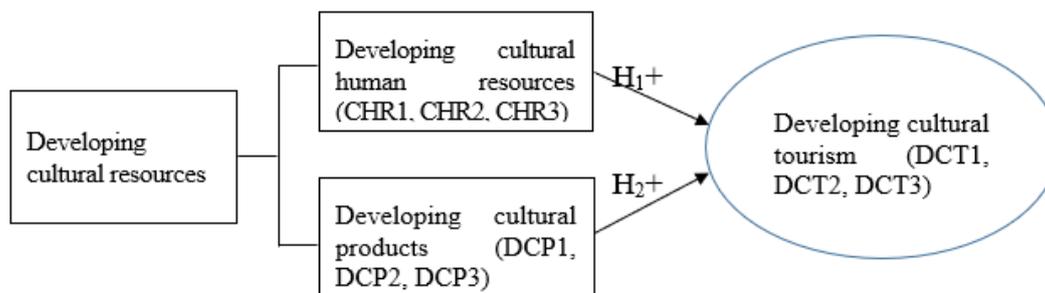
No	Scales	Encode	Rating levels				
			1	2	3	4	5
<b>I</b>	<b>Developing cultural human resources</b>	<b>CHR</b>					
1	People are educated and informed to possess humane qualities and patriotism, becoming subjects in preserving and promoting community and national cultural values	CHR1					
2	People are educated and informed to have knowledge and understanding of culture and knowledge and skills in protecting and promoting cultural values, becoming subjects in preserving and promoting community and national cultural values	CHR2					
3	People are educated and informed to have ethics, willpower, determination, and aspirations for development and integration, becoming subjects in preserving and promoting community and national cultural values	CHR3					
<b>II</b>	<b>Developing cultural products</b>	<b>DCP</b>					
4	Cultural products are valued and preserved, maintaining their identity to serve the common development goals of the nation, locality, and community	DGP1					
5	Cultural products are disseminated and promoted to educate and continue the history of national, local, and ethnic development	DGP2					
6	Cultural products are exploited and their value (historical, aesthetic, artistic, etc.) is promoted to serve the economic, political, and social development goals of the nation, locality, and community	DGP3					
<b>III</b>	<b>Developing cultural tourism</b>	<b>DCT</b>					
7	Developing cultural tourism creates sustainable cultural values - raising people's awareness of national and community cultural values, maintaining and developing positive actors for local and national development goals	DCT1					
8	Developing cultural tourism creates sustainable cultural values - preserving heritage and cultural values of national and community for local and national development goals	DCT2					
9	Developing cultural tourism creates sustainable cultural values - exploiting national and community cultural values, creating cultural products to promote economic development and achieve local and national development goals	DCT3					

*Source: Compiled by the author through the review*

## 2.1 Research model

**Figure 1**

*Research model*



## 3 RESEARCH METHODS

This study uses a combination of qualitative and quantitative methods. The qualitative method involves collecting and analyzing secondary data to construct a theoretical framework and research model with three scales: “Developing cultural human resources” (CHR), “Developing cultural products” (DCP), and “Developing cultural tourism” (DCT).

The quantitative method was implemented by the author through the collection and analysis of primary data in the form of surveys of 240 managers from 150 cultural and tourism organizations operating in 3 localities across 3 regions of Vietnam, including Hai Phong city (Northern Vietnam), Hue city (Central Vietnam), and Can Tho city (Southern Vietnam).

In quantitative research, according to Hair, J.F. *et al.* (2009), the minimum sample size required for exploratory factor analysis and regression analysis applied to the 3-scale, 9-observed variable model of this study is  $N = 9 * 5 = 45$ . In practice, the author surveyed 240 ( $N > 45$ ) managers from 150 cultural and tourism organizations, ensuring reliability in sample size selection. The survey was conducted with the consent of the respondents, resulting in 240/240 valid responses, achieving a 100% valid response rate.

## 4 RESEARCH RESULTS AND DISCUSSION

Based on the collected survey results, the author analyzed Cronbach's Alpha to identify the reliability of the scales and observed variables in the research model. In quantitative research, the scale is considered reliable when it reaches a Cronbach's Alpha value  $> 0.6$ ; the observed variable is considered reliable when it reaches a Corrected Item-Total Correlation value  $> 0.3$  (Hair, J.F. *et al.*, 2009). The statistical and test results are shown in Table 2 below.

**Table 2**

*Statistical results and testing results of the scale*

Scales	Observed variables	N	Min	Max	Mean	Std. Deviation	Cronbach' Alpha	Corrected Item-Total Correlation
1. Developing cultural human resources (CHR)	CHR1	240	1	5	4.19	.655	.710	CHR1 = .656
	CHR2	240	1	5	4.21	.612		CHR2 = .595
	CHR3	240	1	5	4.14	.599		CHR3 = .614
2. Developing cultural products (DCP)	DCP1	240	1	5	4.03	.642	.673	DCP1 = .578
	DCP2	240	1	5	3.99	.636		DCP2 = .609
	DCP3	240	1	5	4.01	.693		DCP3 = .534
3. Developing cultural tourism (DCT)	DCT1	240	1	5	4.08	.623	.691	DCT1 = .602
	DCT2	240	1	5	4.11	.611		DCT2 = .584
	DCT3	240	1	5	4.06	.584		DCT3 = .591
Valid N (listwise)		240						

*Source: Author's survey results*

Table 2 data shows that the observed variables of the scale “Developing cultural human resources” (CHR), “Developing cultural products” (DCP), and “Developing cultural tourism” (DCT) are all rated at a mean  $\geq 3.99$ , which is statistically significant according to the Likert scale (1-5) as determined. This contributes to proving that localities in Vietnam are interested in developing cultural tourism, thereby creating sustainable cultural values, raising people's awareness of national and community cultural values; preserving and exploiting national and community cultural values and creating cultural products to promote economic development and achieve local and national development goals.

Specifically, the observed values of the "Developing Cultural Human Resources" (CHR) scale were rated highest with Mean (CHR1) = 4.19, Mean (CHR2) = 4.21, Mean (CHR3) = 4.14, indicating that managers of cultural and tourism agencies and

organizations highly value the local human resources, creating favorable conditions for promoting cultural tourism development. Accordingly, the work of propaganda, education, and development of cultural human resources has been well implemented by localities, instilling in the people cultural knowledge and qualities, willpower, determination, and aspirations for development and integration, making them the subjects who preserve and promote the cultural values of the community and the nation.

The observed values of the “Developing Cultural Products” (DCP) scale were rated lowest, with Mean (DCP1) = 4.03, Mean (DCP2) = 3.99, and Mean (DCP3) = 4.01, indicating that managers of cultural and tourism organizations underestimate the importance of cultural products. Consequently, the development of cultural products has not met expectations in the cultural tourism development strategy; many cultural values have not received sufficient attention in terms of establishing value, preserving identity, promoting, and exploiting their value for the purpose of educating and continuing the history of national, local, and ethnic development.

The author's survey results are consistent with the observations and assessments of many recent studies. According to Hanh, D.T.H. (2018) and Bon, N.V. (2020), Vietnamese cultural products are diverse in content and form, meeting the increasingly diverse and profound needs of the people; however, they are not yet strong enough to reach international levels and create a distinctive impression on international tourists. Hung, T.V. (2024) also made a similar assessment, stating that many new cultural products and services have been introduced and experimented with, but Vietnamese culture is not yet widely known to the international public and has not truly become a brand. This reality also raises issues in the development management of localities, and solutions for developing diverse, high-quality cultural products and building cultural brands are essential.

With the reliability of the scales and observed variables meeting the standards, the author has a basis to conduct exploratory factor analysis to test the initial theoretical research model. Exploratory factor analysis with Varimax rotation was performed to preliminarily assess the unidimensionality, convergent validity, and discriminant validity of the scales, providing further basis for drawing research conclusions about the suitability of the proposed theoretical research model. The results of the exploratory factor analysis are shown in Table 3 and Table 4 below.

**Table 3***Total Variance Explained*

<b>KMO and Bartlett's Test</b>									
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					.733				
Bartlett's Test of Sphericity					Approx. Chi-Square				
					3602.049				
					df				
					36				
					Sig.				
					.000				

<b>Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.418	37.983	37.983	3.418	37.983	37.983	3.138	34.863	34.863
2	3.056	33.952	71.935	3.056	33.952	71.935	2.924	32.491	67.354
3	1.113	12.367	84.302	1.113	12.367	84.302	1.525	16.948	84.302
4	.511	5.678	89.980						
5	.482	5.356	95.335						
6	.159	1.762	97.097						
7	.133	1.472	98.570						
8	.090	1.002	99.572						
9	.039	.428	100.000						

Extraction Method: Principal Component Analysis.

Source: Author's survey results

**Table 4***Rotated Component Matrix*

<b>Rotated Component Matrix<sup>a</sup></b>				
Scales	Observed variables	Component		
		1	2	3
1. Developing cultural human resources (CHR)	CHR1	.863		
	CHR2	.866		
	CHR3	.821		
2. Developing cultural products (DCP)	DCP1		.839	
	DCP2		.854	
	DCP3		.786	
3. Developing cultural tourism (DCT)	DCT1			.840
	DCT2			.808
	DCT3			.842

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 6 iterations.

Source: Author's survey results

In quantitative research, according to Hair, J.F. *et al.* (2009), exploratory factor analysis was performed appropriately on the dataset through the following values:  $0.5 \leq \text{KMO} \leq 1$ ; Bartlett's test had an observed significance level  $\text{Sig.} < 0.05$ ; Eigenvalue

$\geq 1$ ; Total Variance Explained  $\geq 50\%$ ; Factor Loading  $\geq 0.5$ . Data in Table 3 and Table 4 show that:

- The KMO coefficient = 0.733 > 0.5, confirming that exploratory factor analysis is appropriate for the dataset; the Bartlett test has an observed significance level of Sig. = 0.000 < 0.05, indicating that the observed variables are linearly correlated with the representative factor. The Total Variance Explained with Cumulative % = 84.302% > 50% (Table 3) shows that 84.302% of the variation in the representative factors is explained by the observed variables; all observed variables have Factor Loading > 0.5 (Table 4), indicating that the observed variables are statistically significant. The initial theoretical research model is consistent with the survey research;
- The observed variables were extracted into 3 factors corresponding to the 3 original factors with Eigenvalues > 1 (Table 3), further confirming the suitability of the original research model. The original research model was retained, consisting of: 2 independent scales/variables “Developing cultural human resources” (CHR), “Developing cultural products” (DCP) and 1 dependent scale/variable “Developing cultural tourism” (DCT), with a total of 9 observed variables of good statistical significance. Multiple linear regression analysis could be performed to examine the relationships between the scales in the model. The regression analysis results are shown in Table 5, which forms the basis for the author's research conclusions.

**Table 5**

*Multivariate regression results*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	1.086	.185		12.821	.000	1.795
	Developing cultural human resources (CHR)	.549	.378	.584	10.415	.000	
	Developing cultural products (DCP)	.434	.292	.465	9.266	.000	

a. Dependent Variable: Developing cultural tourism (DCT)  
Adjusted R<sup>2</sup>: 0.762; Durbin-Watson: 2.010

*Source: Author's survey results*

Table 5 data shows:

+  $R^2 = 0.762$ , confirming that the "Developing cultural human resources" (CHR) and "Developing cultural products" (DCP) scales explain 76.2% of the variation in the "Developing cultural tourism" (DCT) scale;  $VIF = 1.795$  and  $VIF = 1.832$  ( $1 < VIF < 2$ ), indicating that the regression model does not exhibit multicollinearity; Durbin-Watson = 2.010 ( $1 < d < 3$ ), indicating that the regression model does not exhibit autocorrelation, confirming that the "Developing cultural human resources" (CHR) and "Developing cultural products" (DCP) scales are independent and influence each other on the "Developing cultural tourism" (DCT) scale, thus confirming the suitability of the theoretical research model to the survey dataset.

+ The regression coefficients of the two independent variables "Developing cultural human resources" (CHR) and "Developing cultural products" (DCP) are both statistically significant (Sig. = 0.000, Sig. < 0.05) and positive:  $B$  (CHR) = 0.549 and  $B$  (DCP) = 0.434, confirming a positive relationship between the two independent variables "Developing cultural human resources" (CHR), "Developing cultural products" (DCP) and the dependent variable "Developing cultural tourism" (DCT); hypotheses H1 and H2 are accepted; and the initial research model's suitability is further confirmed.

Based on the general regression model of Hair, J.F. *et al.* (2009):  $Y = B_0 + B_1 * X_1 + B_2 * X_2 + \dots + B_i * X_i + e$ , the author determined the multivariate regression model of this study as follows:  $DCT = 1.086 + 0.549 * CHR + 0.434 * DCP$ . The correlation levels of the independent and dependent variables in decreasing order are: "Developing cultural human resources" (CHR), "Developing cultural products" (DCP).

Statistical results (Table 2) and regression analysis results (Table 5) further confirm the empirical research findings in Vietnam, that:

- Firstly, localities have an advantage in human resources, which is a favorable condition for promoting cultural tourism development. This is because the work of propaganda, education, and developing cultural human resources has been carried out effectively by these localities, instilling in the people cultural knowledge, qualities, willpower, determination, and aspirations for development and integration, making them key players in preserving and promoting community and national cultural values;

- Secondly, the development of cultural products has not met expectations in the cultural tourism development strategy; many cultural values have not received sufficient attention in terms of establishing value, preserving identity, promoting and exploiting their value to educate and continue the history of national, local, and ethnic development. As a result, Vietnamese cultural products have diversity in content and form, meeting the increasingly diverse and profound needs of the people; however, they are not strong enough to reach international levels and create a distinctive impression on international tourists, and have not truly become a cultural brand.

The above practices also raise issues in local development management, and solutions for developing diverse, high-quality cultural products and building cultural brands are essential. Therefore, localities need to promote solutions for developing diverse, high-quality cultural products that meet market demands to become a driving force for cultural tourism development. Through the experimentation process, this will create an important foundation for the development of cultural refinement with diverse, unique cultural products bearing the Vietnamese cultural brand. Developing cultural human resources and cultural products is necessary, but the development of cultural products should be prioritized in the current context to enhance the value of local culture and serve the development of cultural tourism in localities.

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### **Authors' Contribution**

All authors contributed equally to the development of this article.

### **Data availability**

All datasets relevant to this study's findings are fully available within the article.

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