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Developing cultural resources in Vietnam

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Abstract

Culture is the sum of material and spiritual values created and accumulated by humans throughout history, and it is identified as the spiritual foundation of society. Social development in a country relies on many resources, of which cultural resources are one of the important and main resources. Cultural resources are very rich and possess both tangible and intangible power, promoting socio-economic development in the direction of people, for the happiness of individuals and the social community. In this study, the author analyzes three constituent contents and three factors that impact the development of cultural resources, including human resources, cultural institutions, and cultural products. The author builds a theoretical framework and conducts a survey of 400 managers from 200 management agencies and cultural organizations in the capital city of Hanoi, Vietnam. This locality has a diverse cultural development history, especially in Vietnam, associated with the capital of three feudal dynasties lasting nearly 1000 years (Thang Long capital). The research results show that managers assess the development of all three factors—human resources, cultural institutions, and cultural products—as necessary; however, human resource development remains the focus because cultural resources are ultimately human resources, the result of human social practice, and the expression of human nature. From the above research results, the author discusses the content of research on the development of cultural resources in Hanoi Capital and Vietnam in the present and future periods.

Keywords: Cultural resources, Developing cultural resources, Vietnam.

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1. Introduction

Vietnam's history of more than 4,000 years of construction and development affirms the diversity and uniqueness of the culture of Vietnamese ethnic groups. In that development, the capital Hanoi is a cultural highlight of the country throughout history, both in the present and in the future. The capital Hanoi today was once the capital Thang Long (starting in 1009),

lasting nearly 1,000 years through three feudal dynasties, with its uniqueness, cultural diversity, and serving as a cultural symbol in the development of the country.

Vietnam's territory is divided into 63 administrative units at the provincial level - provinces and cities [1], in which Hanoi is a locality with special development in history, politics, and culture. In terms of cultural development, Hanoi has 5,922 historical and cultural relics, of which over 1,050 are ranked at the national level, many relics are thousands of years old, and 1,793 intangible cultural heritages [2], becoming one of the cultural resources with the role of development advantages of the capital Hanoi. Phu [3] once affirmed that the long-standing cultural tradition, a large number of intellectuals, a high level of education, many historical-cultural relics, and ancient architectural values are cultural resources promoting the socio-economic development of the capital, Hanoi.

At present, the integration process and the trend of digital society development are posing new requirements; they are also objective factors affecting the development of cultural resources, preserving and promoting the cultural values of the capital Hanoi as well as of Vietnam. This reality also raises the issue of state management in perfecting laws and policies on the development of cultural resources, and it is also the issue that attracts the author's attention in this study.

2. Literature Review

Cultural resources are emphasized by many studies as a social resource, a common asset of a community or a society, playing a role in promoting the socio-economic development of each country. Pierre [4] and Putman [5] affirmed that this social resource is an asset that each individual or a community can have, associated with the social relations that form their culture. According to the explanation of Pierre [4] and Putman [5] cultural resources are formed by many elements: Human resources - human knowledge, understanding, community culture; cultural products - human knowledge, experience, aesthetics that have been materialized; cultural institutions - cultural - social relations that have been institutionalized into legal standards, rules of conduct in social life.

Similar to the above views, Thien [6] affirmed that cultural resources are considered special resources, including human resources, cultural products, and are the strength to promote sustainable socio-economic development in a humane and humane direction; these resources have a dialectical relationship, impact, and adjust each other to create sustainable national development, in which human resources play a decisive role, can impact, change, and promote the strength of other resources. Hien [7] also believes that cultural resources are the sum of cultural factors that affect national development activities, including people, cultural relationships, and cultural products.

Thus, the above researchers all emphasize the human factor; institutional factor - institutionalized cultural relations; material factor - cultural products. Therefore, developing cultural resources involves enhancing the aforementioned factors to transform cultural resources into strengths (tangible strength, invisible strength) with the aim of promoting socio-economic development in a direction that prioritizes people, for the happiness of individuals and the social community. With that meaning, the author constructs the scale "Developing Cultural Resources" (DCR), which encompasses the development of cultural individuals, cultural behaviors, and cultural values transformed by people into cultural products that are preserved and promoted within the community to serve the goal of social development: Developing individuals with knowledge in accordance with national traditions and the trend of civilized development and social progress (DCR1); Developing social relations in accordance with traditions, complying with social rules and laws, and guiding individuals to behave and act in a civilized manner (DCR2); Promoting cultural values formed and developed in the community to serve the goal of social development (DCR3).

The author's approach and research content on cultural resource development are built on the basis of inheritance and development from many previous studies, and according to three constituent contents, but also show the role of three factors affecting cultural resource development. Therefore, the research model on factors affecting cultural resource development is determined with three independent scales/variables, including "Human Resources" (HR), "Cultural Institutions" (CI), "Cultural Products" (CP), and one dependent scale/variable "Developing Cultural Resource" (DCR).

- Firstly, human resources are the sum of human knowledge, understanding, community culture, and ethnicity. Explaining from the perspective of social human resources and cultural studies, many researchers emphasize spiritual capacity, including knowledge, intelligence, capacity, skills, ethics, will... crystallized in each person. According to Huyen [8], culture is both a human attribute and a concept indicating the level and quality of human life; while quality of life, satisfaction, and happiness create human spiritual motivation. Thien [6] explains that human resources are the sum of the potentials and capacities of each individual and community that have, are, and will create the strength to promote social development; this is the most important resource, having a decisive meaning for the development of culture, economy, politics, and society. Vietnam is the 15th most populous country in the world - accounting for 1.23% of the world's population [9] ranking 3rd in Southeast Asia; a young population structure, increasingly improved educational level, an increasing proportion of high-quality workers, the ability to grasp and apply modern science and technology, and spiritual beauty, strength, and intelligence are the strengths of Vietnam's human resources.

Huyen [8] and Thien [6], and many other researchers also mentioned human resources as a factor constituting cultural resources; emphasizing their qualifications, skills, ethics and career aspirations, quality of life and happiness - factors that can impact socio-economic development. The author inherits and develops the above research contents and builds a "Human Resources" (HR) scale with contents that are requirements for social human resource development with modern and civilized culture in Vietnam today: Developing social human resources with culture, patriotism, and love for the nation to become the subject for civilized development goals (HR1); Developing social human resources with new knowledge, skills, and intelligence of the era to become the subject for civilized development goals (HR2); Developing social human resources with the will and aspiration to rise up to become the subject for integrated development goals (HR3).

- Second, cultural institutions are social relations institutionalized into rules, laws, and principles of conduct of the community and nation, creating a cultural environment for the community and nation, promoting the development of socio-economic activities. According to Duc [10], cultural institutions include relationships between individuals, between individuals and the community, and human behavior with the natural environment, which are codified into social norms of a cultural and aesthetic nature. Hien [7] also affirmed that cultural relations include the legal system, the value system and social norms, the rules of conduct of members in family and community relationships, the relationship between people and nature, people and work; those institutionalized relationships will create a favorable environment for the development of a prosperous and happy country.

Thus, institutionalized social relations that form cultural norms will create a healthy cultural environment. This is an important factor for economic, political, military, and diplomatic activities to promote social development; because if social relations do not follow conventions and do not pay due attention to the harmony in those relationships, society will experience potential disorders and cannot achieve sustainable development. With that meaning, the author builds the "Cultural Institution" (CI) scale with the implication of the contents of social norms in family, community, and workplace relationships; human behavioral norms with the natural environment so that each person becomes an active cultural subject: Personal relationships in the family are regularized in accordance with social norms and social development trends so that each citizen becomes a cultural subject for the goals of a happy family and a civilized society (CI1); Social relationships of individuals in the community are regularized in accordance with social norms and social development trends so that each citizen becomes a cultural subject for the goals of social progress (CI2); Social relationships in office activities are regularized in accordance with social norms and social development trends so that each civil servant and each citizen becomes a cultural subject for the goals of democracy, fairness, and sustainable development (CI3).

- Third, cultural products include tangible cultural products and intangible cultural products. These products are very rich and diverse, associated with the process of formation and development of national history; they are historical and cultural relics, scenic spots, aesthetic tastes, arts, symbols, customs, festivals, etc., expressing the cultural identity of the community. Nam [11] believes that cultural products are a resource for socio-economic development, because they contain cultural elements, while culture is the spiritual foundation of society, both the goal and the driving force of social development; cultural products will become cultural resources when exploited by subjects for socio-economic development. According to Hang [12] cultural products not only play an important role in economic development, performing entertainment functions, but also contribute to the educational function, fostering aesthetic values, and the function of continuing and developing history; because each cultural product always contains traditional cultural values as well as modern cultural values of the nation. Further explaining the role of cultural products, Hang [12] affirmed that the unique features of customs, habits, and lifestyles of a nation are often deeply expressed through works of art, through revolutionary historical relics, cultural relics, and expressions of ethnic, local, regional, and local nuances; they also express the ideology, life philosophy, interpersonal relationships, and lifestyle of a contemporary community and society; Therefore, with healthy cultural products, consuming them will contribute to raising the awareness of the users themselves and that is the function of education, value orientation, entertainment... for consumers of cultural products and services.

Thus, the above studies emphasize that cultural products are a resource for socio-economic development. When these products are exploited for socio-economic development, they not only promote an important resource but also contribute to protecting the cultural identity of the community. Therefore, the preservation and development of cultural products, as well as the promotion of their value, are very meaningful to the development of each country. With that in mind, the author builds the scale of "Cultural Products" (CP), which includes: Tangible and intangible cultural products that are institutionalized in terms of value and value affirmation, aiming at the goal of promoting socio-economic development (CP1); Cultural products that are preserved, meaningful, and promote value for the community, aiming at the goal of promoting socio-economic development (CP2); Cultural products that are exploited and promote value for the community, aiming at the goal of promoting socio-economic development (CP3).

With the above approach, this study explains human resources in terms of qualities, abilities, aspirations, and the will of each individual, creating visible and invisible strengths to promote social development; explains cultural institutions in terms of social norms in family, community, and workplace relationships, and standards of human behavior with the natural environment so that each person becomes an active cultural subject; explains cultural products in terms of tangible cultural products and intangible cultural products with richness and diversity associated with the process of formation and development of national history, expressing the cultural identity of the community. These are the constituent contents and also the factors that have an impact on the development of cultural resources. With that approach of explanation, the hypothesis put forward in this study is: Human resources (H1), Cultural institutions (H2), and Cultural products (H3) have meaning and value that positively impact the development of cultural resources.

From the above overview, the author has built a theoretical framework for studying factors affecting the development of cultural resources. The research model is determined to include three independent scales/variables: "Human resources" (HR), "Cultural institutions" (CI), and "Cultural products" (CP), along with one dependent scale/variable, "Developing cultural resources" (DCR). The above scales include twelve observed variables, designed by the author into twelve corresponding questions in the survey form and measured by a five-level 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
I	Human Resources	HR					
1	Developing social human resources with culture, patriotism, and love for the nation to become the subject for civilized development goals.	HR1					
2	Developing social human resources with new knowledge, skills, and intelligence of the era to become the subject for civilized development goals.	HR2					
3	Developing social human resources with the will and aspiration to rise up to become the subject for integrated development goals.	HR3					
II	Cultural Institution	CI					
4	Personal relationships in the family are regularized in accordance with social norms and social development trends so that each citizen becomes a cultural subject for the goals of a happy family and a civilized society.	CI1					
5	Social relationships of individuals in the community are regularized in accordance with social norms and social development trends so that each citizen becomes a cultural subject for the goals of social progress.	CI2					
6	Social relationships in office activities are regularized in accordance with social norms and social development trends so that each civil servant and each citizen becomes a cultural subject for the goals of democracy, fairness, and sustainable development.	CI3					
III	Cultural Products	CP					
7	Tangible and intangible cultural products are institutionalized in terms of value and value affirmation, aiming at the goal of promoting socio-economic development.	CP1					
8	Cultural products are preserved, meaningful and promote value for the community, aiming at the goal of promoting socio-economic development.	CP2					
9	Cultural products are exploited and promote value for the community, aiming at the goal of promoting socio-economic development.	CP3					
IV	Developing cultural resources	DCR					
10	Developing people with knowledge in accordance with national traditions and the trend of civilized development and social progress.	DCR1					
11	Developing social relations in accordance with traditions, complying with social rules and laws, guiding people to behave and act in a civilized manner.	DCR2					
12	Promoting cultural values formed and developed in the community to serve the goal of social development.	DCR3					

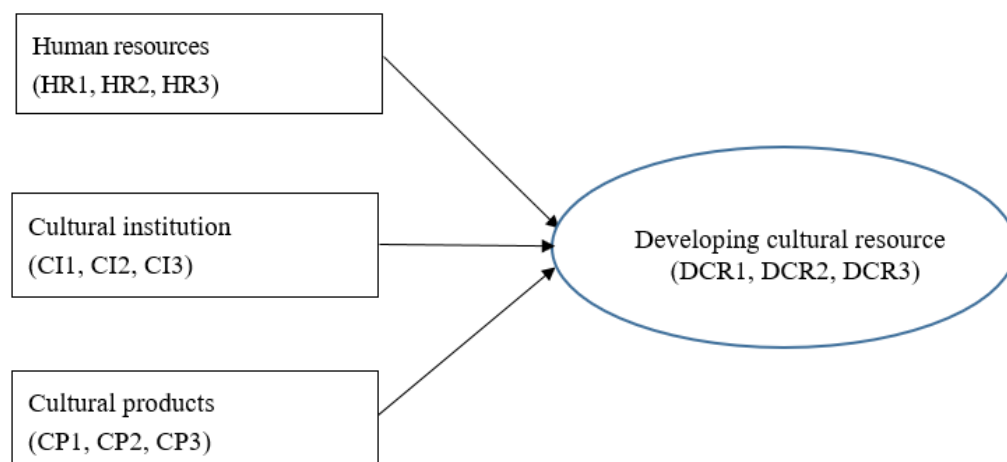


Figure 1.
Research model.

3. Research Methods

In this study, the author uses qualitative research methods by collecting and analyzing secondary data to build a theoretical framework and a theoretical research model on factors affecting the development of cultural resources. In addition, the author employs quantitative research methods by surveying the opinions of 400 managers from 200 management agencies

and cultural organizations in Hanoi, Vietnam. The survey is conducted in two steps: a preliminary survey and an official survey.

- Preliminary survey: The theoretical research model was built with 4 scales with a total of 12 observed variables. According to Hair et al. [13] the minimum sample size required for quantitative research for this model is $N = 12 \times 5 = 60$. The author conducted a preliminary survey with a sample size of $N = 100$ managers of 50 management agencies and cultural organizations in the capital city of Hanoi ($N > 60$). The preliminary survey results showed that the scales and observed variables are reliable enough to be used in official surveys on a larger scale.
- Official survey: The author conducted an official survey with a sample size of $N = 400$ managers of 200 management agencies and cultural organizations in Hanoi ($N > 60$), ensuring reliability when conducting survey research. The survey was conducted based on the consent of the respondents. The survey results collected 400/400 valid ballots, achieving a response rate of 100%.

4. Research Results and Discussion

First, the author conducted statistics and tested Cronbach' Alpha to identify the reliability of the scales and observed variables in the research model. According to Hair et al. [13] the scale ensures reliability when reaching Cronbach's alpha value > 0.6 ; observed variables are reliable when reaching Corrected Item-Total Correlation value > 0.3 . The statistical and testing results are shown in Table 2.

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. Human resources (HR)	HR1	400	1	5	4.33	.554	.754	HR1 = .511
	HR2	400	1	5	4.29	.610		HR2 = .593
	HR3	400	1	5	4.16	.629		HR3 = .568
2. Cultural institution (CI)	CI1	400	1	5	4.22	.545	.702	CI1 = .498
	CI2	400	1	5	4.25	.568		CI2 = .516
	CI3	400	1	5	4.11	.559		CI3 = .449
3. Cultural products (CP)	CP1	400	1	5	4.01	.643	.633	CP1 = .397
	CP2	400	1	5	3.99	.632		CP2 = .410
	CP3	400	1	5	3.98	.628		CP3 = .409
4. Developing cultural resources (DCR)	DCR1	400	1	5	4.15	.577	.677	DCR1 = .586
	DCR2	400	1	5	4.08	.602		DCR2 = .494
	DCR3	400	1	5	4.11	.589		DCR3 = .455
Valid N (listwise)		400						

Data in Table 2 shows that observations on the scales of "Human Resources" (HR), "Cultural Institutions" (CI), "Cultural Products" (CP), and "Development Cultural Resources" (DCR) are all assessed at an average level of $\text{Mean} \geq 3.98$, statistically significant according to the Likert scale (1-5) determined. Managers of cultural agencies and organizations in the capital, Hanoi, affirmed that the development of local cultural resources is a driving force for social development. Accordingly, the locality has done well in developing human resources with knowledge in accordance with national traditions and the trend of civilized development and social progress; developing social relations in accordance with traditions, complying with social rules and laws, and guiding people to behave and act in a civilized manner; promoting cultural values formed and developed in the community to serve the goal of social development.

Among the above scales, the observed variables of the scale "Human Resources" (HR) were evaluated at the highest level with $\text{Mean (HR1)} = 4.33$, $\text{Mean (HR2)} = 4.29$, $\text{Mean (HR3)} = 4.16$, showing that the evaluation opinions all emphasized the role of human resource development - the cultural subject factor. Accordingly, cultural managers have a consensus that the development of cultural social human resources, patriotism, love for the nation, possessing knowledge, skills, and new knowledge of the era, along with the will and aspiration to rise up to become the subject for the goals of civilized development and integration, is well implemented, having a positive impact on the development of cultural resources to promote the social development of Hanoi and Vietnam.

In addition, the observed variables of the "Cultural Products" (CP) scale were assessed at the lowest level with $\text{Mean (CP1)} = 4.01$, $\text{Mean (CP2)} = 3.99$, $\text{Mean (CP3)} = 3.98$, showing that opinions on cultural products have a direct impact on the development of cultural resources, but at a low level. Accordingly, there are certain limitations in the institutionalization of values and conservation, exploitation, and promotion of the values of cultural products towards the goal of promoting socio-economic development of Hanoi and Vietnam. The survey results in this study are similar to the research results of Hang [12] that Vietnamese cultural products are still not diverse compared to their potential; has not met the increasing cultural needs of the people, limiting the development and breakthrough impact of cultural resources on socio-economic development.

The survey results in Table 2 show that all 4 scales and 12 observed variables have standard test values: Cronbach's alpha > 0.6 ; Corrected Item-Total Correlation > 0.3 . This is the condition for these scales to continue to be used when conducting exploratory factor analysis. Exploratory factor analysis with Varimax rotation was performed to preliminarily assess the unidimensionality, convergent value, and discriminant value of the scales to have more basis for drawing research conclusions

about the suitability of the initial theoretical model. The results of exploratory factor analysis are shown in Table 3 and Table 4.

Table 3.

Total Variance Explained.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.786
Bartlett's Test of Sphericity	Approx. Chi-Square	2758.856
	df	123
	Sig.	0.000

Total Variance Explained

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	7.514	41.744	41.744	7.514	41.744	41.744	4.625	25.693	25.693
2	4.720	26.225	67.968	4.720	26.225	67.968	4.402	24.454	50.146
3	1.876	10.421	78.389	1.876	10.421	78.389	4.034	22.413	72.559
4	1.079	5.996	84.385	1.079	5.996	84.385	2.129	11.825	84.385
5	.644	3.576	87.961						
6	.439	2.442	90.402						
7	.346	1.920	94.403						
8	.267	1.483	95.886						
9	.245	1.362	97.248						
10	.045	.251	99.571						
11	.040	.224	99.795						
12	.037	.205	100.000						

Extraction Method: Principal Component Analysis.

Table 4.

Rotated Component Matrix

Rotated Component Matrix^a

Scales	Observed variables	Component			
		1	2	3	4
1. Human resources (HR)	HR1	.784			
	HR2	.801			
	HR3	.789			
2. Cultural institution (CI)	CI1		.767		
	CI2		.793		
	CI3		.782		
3. Cultural products (CP)	CP1			.761	
	CP2			.759	
	CP3			.762	
4. Developing cultural resources (DCR)	DCR1				.802
	DCR2				.776
	DCR3				.783

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

In quantitative research, according to Hair et al. [13], exploratory factor analysis was performed in accordance with the data set through the values: $0.5 \leq \text{KMO} \leq 1$; Bartlett's test has an observed significance level $\text{Sig.} < 0.05$; Eigenvalue ≥ 1 ; Total Variance Explained $\geq 50\%$; Factor Loading ≥ 0.5 . The data in Tables 3 and 4 show that:

+ KMO coefficient = $0.786 > 0.5$, confirming that exploratory factor analysis is appropriate for the data set; Bartlett's test has an observed significance level of $\text{Sig.} = 0.000 < 0.05$, showing that the observed variables have a linear correlation with the representative factor. Total Variance Explained with Cumulative% = $84.385\% > 50\%$ (Table 3), showing that 84.385% of the variation of the representative factors is explained by the observed variables; the observed variables all have Factor Loading > 0.5 (Table 4), showing that the observed variables have good statistical significance. The theoretical research model initially proposed is consistent with the survey research practice.

+ The observed variables were extracted into 04 factors corresponding to the 04 initial factors with Eigenvalues > 1 (Table 3), continuing to confirm the suitability of the initial research model. And the initial research model was kept intact,

including: 03 independent variables "Human resources" (HR), "Cultural institutions" (CI), "Cultural products" (CP) and 01 dependent variable "Development cultural resources" (DCR) with 12 observed variables with good statistical significance, it is possible to perform multivariate linear regression analysis to examine the relationship of variables in the model. The results of the regression analysis are shown in Table 5, which is the basis for the author to draw research conclusions.

Table 5.
Multivariate regression results.

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
Model		B	Std. Error	Beta			
1	(Constant)	1.109	0.611		17.852	0.000	
	Human resources (HR)	0.378	0.286	0.372	11.347	0.000	1.759
	Cultural institutions (CI)	0.314	0.253	0.299	8.673	0.000	1.802
	Cultural products (CP)	0.285	0.198	0.155	5.585	0.000	1.789

Note: a. Dependent Variable: Development cultural resources (DCR)

R Square: 0.755; Durbin-Watson: 2.107

The data in Table 5 shows that:

+ R Square = 0.755, confirming that the scales "Human resources" (HR), "Cultural institutions" (CI), "Cultural products" (CP) explain 75.5% of the variation in the scale "Development cultural resources" (DCR); $1 < \text{VIF} < 2$, showing that the regression model does not have multicollinearity; Durbin-Watson = 2.107 ($1 < d < 3$), showing that the regression model does not have autocorrelation, confirming that the scales "Human resources" (HR), "Cultural institutions" (CI), "Cultural products" (CP) are independent and have an impact on the scale "Development cultural resources" (DCR), confirming the suitability of the theoretical research model with the survey data set.

+ The regression coefficients of the three independent variables "Human resources" (HR), "Cultural institutions" (CI), "Cultural products" (CP) are all statistically significant, Sig. = 0.000 (Sig. < 0.05) and have positive values: B(HR) = 0.378, B(CI) = 0.314 and B(CP) = 0.285, confirming the positive relationship between the three independent variables "Human resources" (HR), "Cultural institutions" (CI), "Cultural products" (CP) and 01 dependent variable "Development cultural resources" (DCR); hypotheses H1, H2, H3 are accepted; the initial research model continues to be confirmed for its suitability.

Based on the generalized regression model of Hair et al. [13]: $Y = B_0 + B_1X_1 + B_2X_2 + \dots + B_iX_i$, the author determined the multivariate regression model of this study as follows: $\text{DCR} = 1.109 + 0.378 \cdot \text{HR} + 0.314 \cdot \text{CI} + 0.285 \cdot \text{CP}$.

Based on the regression coefficient (B), it can be seen that the correlation level of the independent variables and the dependent variables, in decreasing order, is: "Human resources" (HR), "Cultural institutions" (CI), "Cultural products" (CP). This contributes to further affirming the results of empirical research in Vietnam, indicating that human resources, cultural institutions, and cultural products are factors that have a direct impact on the development of cultural resources. In the capital city of Hanoi, Vietnam today, human resources are an advantage specifically, a long-standing cultural tradition, a large number of intellectuals, and a high level of education; cultural institutions are built, promulgated, and have a fairly stable implementation effect. However, cultural products are still not diverse compared to their potential and have not met the increasingly high cultural needs of the people, which has limited the development and breakthrough impact of cultural resources on socio-economic development.

In general, the development of all three factors human resources, cultural institutions, and cultural products—needs to be carried out synchronously. However, the current reality requires prioritizing the development of cultural products to enhance cultural values to serve the development of cultural resources and promote social development. In theory and practice, many studies emphasize that cultural resources can be transformed into each other and can be converted into other resources during use. In specific aspects, cultural products are exploited and used to develop people's spiritual lives, and when exploited and used by people, cultural products turn into other valuable social resources. From the above research results, the author suggests a management issue for the capital, Hanoi, and many localities in Vietnam: promoting the development of cultural products to enhance the development of cultural resources to serve the goal of socio-economic development. Vietnamese localities need to promote the development of diverse cultural tourism products and exploit the advantages of typical products that are suitable to social needs to attract the participation of tourists and people in enjoying cultural values.

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