

Research on Ho Chi Minh's thought on Culture and the Issues of Developing Vietnamese Cultural Tourism

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Abstract. Ho Chi Minh - Great leader, hero of national liberation of Vietnam, honored as a world cultural celebrity. Ho Chi Minh's ideology is a valuable asset of the Vietnamese people; it is the foundation for the current political line of Vietnam. In the cultural field, Ho Chi Minh's ideology clearly shows the content of developing an advanced Vietnamese culture, imbued with national identity, creating momentum for the country's economic and social development, including the field of cultural tourism - one of Vietnam's advantages in developing the tourism economy. This study analyzes the content of Ho Chi Minh's ideology on culture and its application in cultural management to promote the development of cultural tourism in Vietnam. From the theoretical framework developed, the author surveyed the opinions of 450 managers of 150 cultural and tourism organizations of a number of localities in Vietnam, including Hanoi (North), Hue (Central), and Can Tho (South). The survey results are analyzed and evaluated objectively, serving as a basis for drawing research conclusions and discussing policy issues for cultural development and cultural tourism in Vietnam.

1. INTRODUCTION

Vietnam has a long history of development with more than 1000 years of independence from many feudal dynasties, continuously from the 10th century to the current socialist democratic regime of Vietnam. With that long history, Vietnam has given birth to many national heroes, cultural celebrities, and among them is President Ho Chi Minh. He is honored as the greatest thinker and cultural figure of modern Vietnam; at the same time, he is honored as a world cultural celebrity.

In terms of international law, the United Nations Educational, Scientific and Cultural Organization (UNESCO) recognized President Ho Chi Minh as a national liberation hero and outstanding cultural figure of Vietnam. In terms of Vietnam's politics and law, Ho Chi Minh is the leader of the Vietnamese people; Ho Chi Minh's ideology is the foundation for Vietnam's current political line, of great value and important position for the development and enhancement of Vietnam's position in the Asian region and the world. In the cultural field, Ho Chi Minh has a profound influence on the development of national and world culture.

With the above-mentioned special role and value, the study of Ho Chi Minh's thought is a topic that attracts the attention of many leaders and researchers in Vietnam. This is also the reason that attracts the author's attention in his research, but is limited to the scope of studying Ho Chi Minh's thought on culture and its application in cultural management to promote the development of cultural tourism in Vietnam.

2. LITERATURE REVIEW

In 1987, UNESCO issued Resolution 24C/1865 honoring Ho Chi Minh as a national liberation hero and outstanding cultural figure of Vietnam (GSO, 2023). This honor shows the international recognition of Ho Chi Minh's outstanding contributions to the Vietnamese people and to the progress of humanity in the world. In the field of culture, Ho Chi Minh's ideology emphasizes the role of culture, that culture is the driving force and the goal of development. According to (HM, 1997), Ho Chi Minh ranked culture on par with other fields of activity, expressed in the viewpoint of valuing politics, economics, society, and culture as pillars of national development, that "In the process of national construction, there are four issues that must be paid attention to and given equal importance: Politics, economics, society, and culture". Along with that viewpoint, he also emphasized that improving the cultural level of the people will help promote economic recovery and democratic development; improving the cultural level of the people is also necessary to build a peaceful, unified, independent, democratic and prosperous country (NPP, 2011). That shows that Ho Chi Minh attached great importance to cultural development and cultural development is the driving force for the economic, political and social development of the country.

Many Vietnamese researchers have further explained the above issue in depth, that culture belongs to the superstructure, so it must be based on the construction and development of the infrastructure of society to be able to construct and have sufficient conditions to develop culture (Duc, P.D., 2022); Nguyet, D.T.M., 2022). With the recognition of UNESCO, it can be seen that culture in Ho Chi Minh's thought is the crystallization of Eastern and Western cultural values, the crystallization of traditional and modern cultural values, the cultural values of the Vietnamese nation and the world. Therefore, Ho Chi Minh's thought on culture has a guiding meaning for the construction, development, and elevation of the stature of Vietnamese culture. GSO (2023) assessed that Ho Chi Minh's ideology is the basis and foundation for building a development path for an advanced Vietnamese culture imbued with national identity with basic orientations, including building a system of cultural values and human standards associated with preserving and developing the Vietnamese family value system... That also means closely and harmoniously linking traditional values and modern values for development; building a clean and healthy cultural environment, improving the conditions for people to enjoy culture; protecting and promoting good and sustainable values in the cultural traditions of ethnic

groups to realize Vietnam's development goals; selectively absorbing the quintessence of human culture in accordance with Vietnamese reality, gradually bringing Vietnamese culture to the world.

In practice, Ho Chi Minh's ideology on culture includes many contents, but the basic and important content mentioned is the development of cultural people; cultural development promotes economic, political and social development. Firstly, the development of cultural people is the development of cultural subjects to realize the goal of preserving and promoting the cultural values of the nation and community. Secondly, cultural development promotes economic, political and social development, affirming the spiritual foundational role of cultural factors, affirming the role of culture as the driving force for economic, political and social development. And in the specific aspect of economic, political and social development, the issue of developing cultural tourism in Vietnam is also inseparable from the country's political line, that is, developing cultural tourism is based on the foundation of Ho Chi Minh's ideology on culture.

In theory, many studies emphasize the connotation of cultural tourism with the meaning of exploiting cultural values, creating tourism products to satisfy the needs of tourists, bringing economic, political, social benefits and contributing to the preservation of national, ethnic and community culture. According to Anh, T.T. (2014) and Bon, N.V. (2020), developing cultural tourism is a form of tourism development based on cultural values. Or expressed in terms of economic development approach, Ha, T.T. (2024) affirms that developing cultural tourism is a way to enrich from cultural values, while also enriching new cultural values for the national cultural heritage treasure. The above approach is reasonable, because when developing cultural tourism, the consumption of cultural tourism products takes place and creates economic value, other cultural values from cultural exchanges between tourists, tourism service organizations and local people.

Inheriting and developing the above research contents and the content of Ho Chi Minh's ideology on culture, the author builds a scale "Development of cultural tourism" (CT) implying the development of cultural people, exploiting cultural values, preserving and promoting the cultural values of the nation and community to promote local economic, political and social development. The scale content includes: Localities develop cultural tourism on the basis of exploiting the cultural values of ethnic groups and indigenous communities, implementing the goal of developing cultured people, raising people's understanding of ethnic and community cultural values (CT1); Localities develop cultural tourism on the basis of exploiting the cultural values of ethnic groups and indigenous communities, implementing the goal of economic development, increasing people's income and promoting the development of social fields (CT2); Localities develop cultural tourism on the basis of exploiting the cultural values of ethnic groups and indigenous communities, implementing the goal of economic and social development associated with the preservation of heritages and cultural values of ethnic groups and communities (CT3).

With the approach and explanation of the content of the "Development of cultural tourism" (CT) scale mentioned above, this study emphasizes the subject factor - human resources, which is the goal of developing cultural people; and the cultural value factor is exploited to become cultural products, thereby transforming into cultural tourism products to serve the goal of economic and social development. These two factors are both the goal and content of cultural tourism development; and are factors that have a direct impact on cultural tourism development. According to Duc, L.Q. (2012) and Hung, T.V. (2024), human resource development and cultural products are two core contents to realize the goal of developing cultural resources, creating a driving force to promote the development of economic and social activities, including tourism economic development. The author agrees with the research viewpoint of Duc, L.Q. (2012) and Hung, T.V. (2024) and identified Human Resources and Cultural Products as two main contents and two factors directly affecting Cultural Tourism Development.

- Firstly, human resources are identified as special social capital. This capital is human knowledge, community culture, and nation. Ho Chi Minh's thought on developing cultural human beings also emphasizes qualities, ethics, knowledge, skills, and aspirations to rise up so that each individual is the subject of social development, has passion, and contributes his or her capacity and talent to the country and nation. Many researchers in Vietnam also explain that human resources are expressed in the above aspects, crystallized in each person, forming the culture of each person - traditional culture combined with modern culture, forming cultural human resources to develop the country in the trend of integration and civilization (Thien, N.N., 2021). On that basis, the scale "Human Resources" (HR) is built with the implication of developing cultural human beings, each person becomes a cultural human resource and a resource for local tourism development: Local people have qualities and ethics, become the subject of preserving and promoting the cultural values of the community and ethnic groups to realize the goal of tourism development (HR1); Local people have knowledge of community and ethnic culture; have basic and necessary skills to become the subject of preserving and promoting the cultural values of the community and ethnic groups to realize the goal of tourism development (HR2); Local people have enthusiasm and aspiration to become cultural human resources, cultural subjects to realize the goal of tourism development (HR3).
- Second, cultural products are defined as the cultural values of the nation and local communities; including historical relics, scenic spots, traditional products, ethnic arts, customs, etc. These resources are exploited to become products serving the spiritual life and cultural enjoyment needs of people and communities and become important resources for tourism development, becoming a force influencing the economic and social development of the country. According to Hang, C.T. (2021), cultural products of nations and communities, when exploited, preserved and their values are promoted appropriately, will become a great resource to promote economic and social development and contribute to the implementation of educational, aesthetic and historical succession and development functions. And so, the requirement for localities in developing cultural products is to combine exploitation and preservation, promoting the cultural values of nations and communities. Accordingly, the government needs to regularly organize education and propaganda on the awareness of preserving and promoting cultural values for the people; it is necessary to institutionalize cultural values to recognize and sustainably exploit cultural values. On that basis, the scale "Cultural product" (CP) is built with the following implications: The locality regularly organizes education and propaganda to raise people's understanding of the cultural values of the community and ethnic groups to achieve tourism development goals (CP1); The locality effectively institutionalizes cultural values to recognize and sustainably exploit the cultural values of the community and ethnic groups to achieve tourism development goals (CP2); The locality effectively preserves and promotes the cultural values of the community and ethnic groups to achieve tourism development goals (CP3).

It can be seen that human resources and cultural values of the community and the nation, when preserved and exploited to promote their value, will become important resources for tourism development, contributing to promoting economic growth. That comes from the resonance of cultural resources, that the more people use cultural products, the more value is created and the more the value of those cultural products is increased. With that meaning, this study puts forward the hypothesis: *Human resources (H1), cultural products (H2) are important resources, having a direct impact on the development of cultural tourism.*

From the research content of Ho Chi Minh's ideology on culture, the general research on cultural resources and cultural tourism development, the author has built a theoretical framework with a research model on cultural tourism development and the influence of human resources, cultural products on cultural tourism development. The theoretical research model includes 3 scales, 9 observation variables, designed by the author into a survey form with 9 corresponding questions and measured by a 5-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	Local people have qualities and ethics, become the subject of preserving and promoting the cultural values of the community and ethnic groups to realize the goal of tourism development	HR1					
2	Local people have knowledge of community and ethnic culture; have basic and necessary skills to become the subject of preserving and promoting the cultural values of the community and ethnic groups to realize the goal of tourism development	HR2					
3	Local people have enthusiasm and aspiration to become cultural human resources, cultural subjects to realize the goal of tourism development	HR3					
II	Cultural product	CP					
4	The locality regularly organizes education and propaganda to raise people's understanding of the cultural values of the community and ethnic groups to achieve tourism development goals	CP1					
5	The locality effectively institutionalizes cultural values to recognize and sustainably exploit the cultural values of the community and ethnic groups to achieve tourism development goals	CP2					
6	The locality effectively preserves and promotes the cultural values of the community and ethnic groups to achieve tourism development goals	CP3					
III	Development of cultural tourism	CT					
7	Localities develop cultural tourism on the basis of exploiting the cultural values of ethnic groups and indigenous communities, implementing the goal of developing cultured people, raising people's understanding of ethnic and community cultural values	CT1					
8	Localities develop cultural tourism on the basis of exploiting the cultural values of ethnic groups and indigenous communities, implementing the goal of economic development, increasing people's income and promoting the development of social fields	CT2					
9	Localities develop cultural tourism on the basis of exploiting the cultural values of ethnic groups and indigenous communities, implementing the goal of economic and social development associated with the preservation of heritages and cultural values of ethnic groups and communities	CT3					

2.1. Research Model

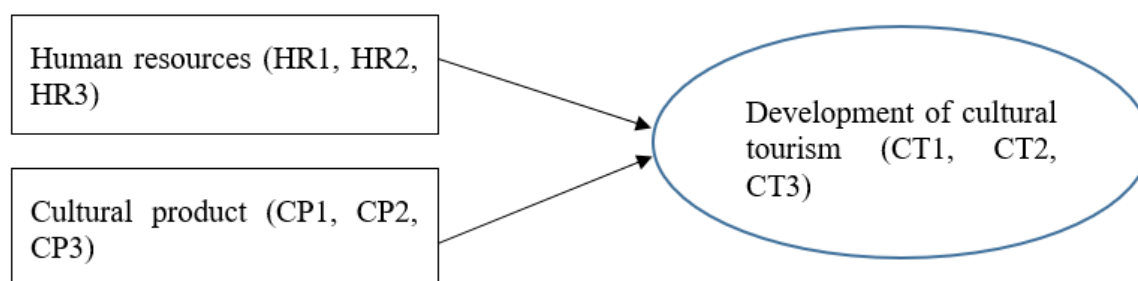


Figure 1: Research model.

3. RESEARCH METHODS

To achieve the research objectives, the author uses a combination of qualitative and quantitative methods. The qualitative method is used through the collection and analysis of secondary data to build a theoretical framework and research model. The quantitative method is used through the collection and analysis of primary data in the form of a survey of 450 managers of 150 cultural and tourism organizations in several localities in Vietnam, including Hanoi (North), Hue (Central), and Can Tho (South). The survey is conducted in two steps: Preliminary survey and official survey.

- Preliminary survey: In quantitative research, according to Hair, J.F. et al. (2009), the minimum sample size required for exploratory factor analysis for the 3-scale model and 9 observed variables applied to this study is $N = 9 \times 5 = 45$. First, the author conducted a preliminary survey at 50 cultural and tourism agencies and organizations in Hanoi city with a sample size of $N = 150$ managers ($N > 45$). The preliminary survey results showed that all 3 scales and 9 observed variables achieved reliability to be used in an official survey on a larger scale.
- Official survey: From the preliminary survey data that was tested for reliability, the author conducted an official survey with a sample size of $N = 450$ managers of cultural and tourism organizations in some localities as mentioned above. The survey was conducted with the consent of the respondents, and the results obtained 450/450 valid responses, achieving a valid response rate of 100%.

4. RESEARCH RESULTS AND DISCUSSION

From the survey data with a sample size of $N = 450$ managers of cultural and tourism organizations collected, the author tested the reliability of the scales and observed variables in the research model. In quantitative research, the scale ensures reliability when

reaching a Cronbach's alpha value > 0.6 ; the observed variables are reliable when reaching a Corrected Item-Total Correlation value > 0.3 (Hair, J.F. et al., 2009). The statistical and testing 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. Human resources (HR)	HR1	450	1	5	4.23	.616	.713	HR1 = .617
	HR2	450	1	5	4.20	.612		HR2 = .613
	HR3	450	1	5	4.14	.597		HR3 = .587
2. Cultural product (CP)	CP1	450	1	5	3.98	.641	.672	CP1 = .588
	CP2	450	1	5	3.96	.633		CP2 = .576
	CP3	450	1	5	4.01	.701		CP3 = .582
3. Development of cultural tourism (CT)	CT1	450	1	5	4.05	.604	.694	CT1 = .591
	CT2	450	1	5	4.11	.615		CT2 = .583
	CT3	450	1	5	4.06	.616		CT3 = .586
Valid N (listwise)		450						

Data in Table 2 shows that the observed variables of the scale "Human resources" (HR), "Cultural product" (CP), "Development of cultural tourism" (CT) are all rated at an average level of Mean ≥ 3.96 , which is statistically significant according to the Likert scale (1-5) determined. This shows that managers of cultural and tourism organizations assess that localities have advantages to develop cultural tourism. Cultural tourism is developed on the basis of exploiting the cultural values of ethnic groups and indigenous communities, implementing the goal of developing cultured people, improving people's understanding of ethnic and community cultural values; implementing the goal of economic development, increasing people's income, promoting the development of social fields and preserving heritages and cultural values of ethnic groups and communities.

The observed variables of the "Cultural product" (CP) scale were assessed at the lowest level with Mean (CP1) = 3.98, Mean (CP2) = 3.96, Mean (CP3) = 4.01, showing that cultural and tourism organization managers underestimate the cultural product factor of localities. This shows that education, propaganda, and institutionalization of the value of cultural products in many grassroots areas have not received due attention, affecting the development of cultural tourism and the preservation of national cultural identity, economic and social development. Many grassroots localities have not regularly organized education and propaganda to raise people's understanding of the cultural values of the community and ethnic groups to achieve the goal of tourism development; The institutionalization of cultural values to recognize, preserve and sustainably exploit the cultural values of communities and ethnic groups to achieve tourism development goals has not been well implemented.

The author's survey results have contributed to reflecting the reality of cultural tourism development and the influence of cultural products on cultural tourism development, similar to the comments and assessments of some recent studies. According to Hang, C.T. (2021) and Dong, T.Q. (2025), Vietnam has advantages in developing cultural tourism; Vietnam's cultural products are diverse in content and form, meeting the increasingly high and profound needs of all classes of people; however, they have not made a strong impression on the international public, and have not created a spectacular breakthrough in the development of cultural products.

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

Table 3: Total Variance Explained.

KMO and Bartlett's Test									
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.							0.757		
Bartlett's Test of Sphericity							1898.694		
							36		
							0.000		
Total Variance Explained									
Componen t	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	3.580	39.781	39.781	3.580	39.781	39.781	2.787	30.970	30.970
2	2.882	32.024	71.806	2.882	32.024	71.806	2.680	29.777	60.746
3	1.108	12.309	84.115	1.108	12.309	84.115	2.103	23.368	84.115
4	.489	5.431	89.546						
5	.390	4.336	93.882						
6	.196	2.174	96.056						
7	.174	1.929	97.985						
8	.124	1.378	99.363						
9	.057	.637	100.000						
Extraction Method: Principal Component Analysis.									

Table 4: Rotated Component Matrix.

Rotated Component Matrix ^a				
Scales	Observed variables	1	Component 2	3
1. Human resources (HR)	HR1	0.812		
	HR2	0.798		
	HR3	0.804		
2. Cultural product (CP)	CP1		0.787	
	CP2		0.792	
	CP3		0.785	
3. Development of cultural tourism (CT)	CT1			0.796
	CT2			0.801
	CT3			0.795

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Note: a. Rotation converged in 6 iterations.

In quantitative research, according to Hair, J.F. et al. (2009), 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 Sig. < 0.05; Eigenvalue ≥ 1 ; Total Variance Explained $\geq 50\%$; Factor Loading ≥ 0.5 . Data in Table 3 and Table 4 show that:

- KMO coefficient = $0.757 > 0.5$, confirming that exploratory factor analysis is appropriate for the data set; Bartlett's test has an observed significance level of Sig. = $0.000 < 0.05$, showing that the observed variables have a linear correlation with the representative factor. Total Variance Explained with Cumulative % = $84.115\% > 50\%$ (Table 3), showing that 84.115% 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 03 factors corresponding to the 03 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: 02 independent variables "Human resources" (HR), "Cultural product" (CP) and 01 dependent variable "Development of cultural tourism" (CT) with a total of 9 observed variables with good statistical significance, which can perform multivariate linear regression analysis to examine the relationship of the scales 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)	1.012	.188		11.813	.000	
	Human resources (HR)	.569	.332	.592	10.426	.000	1.814
	Cultural product (CP)	.431	.272	.473	8.227	.000	1.793

Note: a. Dependent Variable: Development of cultural tourism (CT)
Adjusted R Square: 0.727; Durbin-Watson: 2.103.

The data in Table 5 shows:

+ R Square = 0.727, confirming that the scales "Human resources" (HR), "Cultural product" (CP) explain 72.7% of the variation in the scale "Development of cultural tourism" (CT); VIF = 1.814 and VIF = 1.793 ($1 < \text{VIF} < 2$), showing that the regression model does not have multicollinearity; Durbin-Watson = 2.103 ($1 < d < 3$), showing that the regression model does not have autocorrelation, confirming that the scales "Human resources" (HR), "Cultural product" (CP) are independent and have the same impact on the scale "Development of cultural tourism" (CT), confirming the suitability of the theoretical research model with the survey data set.

+ The regression coefficients of the two independent variables "Human resources" (HR), "Cultural product" (CP) are both statistically significant Sig. = 0.000 (Sig. < 0.05) and have positive values: B (HR) = 0.569 and B (CP) = 0.431, confirming the positive relationship between the two independent variables "Human resources" (HR), "Cultural product" (CP) and 01 dependent variable "Development of cultural tourism" (CT); hypotheses H1, H2 are accepted; the initial research model continues to be confirmed to be appropriate.

Based on the generalized regression model of Hair, J.F. et al. (2009): $Y = B_0 + B_1 \cdot X_1 + B_2 \cdot X_2 + \dots + B_i \cdot X_i + e$, the author determined the multivariate regression model of this study as follows: $CT = 1.012 + 0.569 \cdot HR + 0.431 \cdot CP$

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 product" (CP). That contributes to further affirming the results of empirical research in Vietnam, that human resources and cultural products are two important resources for developing cultural tourism, having a direct impact on the development of cultural tourism of localities. Practice in Vietnam shows that localities have advantages in human resources; cultural products are diverse in content and form, meeting the increasingly high and profound needs of the people, but have not yet created a strong impression on the international public, have not created a spectacular breakthrough in the development of cultural products. Many localities at the grassroots level have not regularly organized education and propaganda to raise people's understanding of the cultural values of the community and ethnic groups to achieve the goal of tourism development; have not done well in expressing institutionalize cultural values to recognize, preserve and sustainably exploit the cultural values of communities and ethnic groups to achieve tourism development goals.

From the research conclusion, the author discusses the content contributing to promoting the development of cultural policies in Vietnam. Accordingly, localities need to develop and implement a strategy for developing diverse and unique cultural products to become a fulcrum and driving force for promoting the development of cultural tourism. Along with that, localities need to develop and implement a strategy for developing diverse, unique, high-quality cultural tourism products that meet market demand. The current development reality of Vietnam with a high and stable economic growth rate; a population of over 100 million people, the material and spiritual life of the people is improved, leading to the need for cultural enjoyment becoming more diverse and requiring

high quality. This is an important premise, meaningful for implementing the strategic goal of cultural development with diverse and unique cultural products, creating conditions to promote the development of cultural tourism. With that explanation, it can be seen that human resources and cultural products are two important, necessary contents and factors that have a direct impact on the development of cultural tourism. And in the current context of Vietnam, it is necessary to prioritize the development of unique, diverse, high-quality cultural products to enhance the value of community and national culture in order to achieve the goal of developing cultural tourism, promoting economic and social development of each locality and the country.

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