

**COMPARISON AND IMPROVEMENT OF CULTURAL POLICY IN VIETNAM**

**By**

**Tran Hoang Nam**

**THESIS**

Submitted to  
KDI School of Public Policy and Management  
in partial fulfillment of the requirements  
for the degree of

**MASTER OF PUBLIC POLICY**

2008

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Professor **Kyong-Dong KIM**

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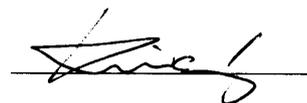
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## **ABSTRACT**

### **COMPARISON AND IMPROVEMENT OF CULTURAL POLICY IN VIETNAM**

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Studying from other developed countries' policies to apply successfully with the specific conditions of Vietnam is always a key target of Vietnamese Government. That is correct as well in the field of cultural policymaking.

Since the renovation of government institutions in the late 80s and early 90s, the request for a better cultural policy system has been more and more crucial, especially when Vietnam officially became a WTO's member.

Comparison seems to be the best way to improve culture policy system in Vietnam, which is the reason why this thesis focus on some developed countries' policy systems, then analyze the differences and commons to find the way to apply other cultural policies to the conditions of Vietnam. In fact, there were many failures in applying the policies from this country to that country, but the failures somehow are as important as the successes. From those, the thesis looks for the most suitable possibilities to improve the cultural policies in Vietnam.

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## **Introduction**

### **1. Rationale**

Twenty years after the “DOI MOI” (Renovation), Vietnam has gained many important achievements in every aspect of political, social and economic life.

Culture is a fundamental part of the entire social –economic structure of a nation, therefore, culture is also not excluded from the movements of the “DOI MOI” process. In order to make culture develop in a sustainable manner and follow a right direction in the context of market economy of Vietnam and international integration, making and completing cultural policy in Vietnam is an important and imperative issue.

Today, after becoming an official member of World Trade Organization along with fully and wholly international integration and a open commodification market economy, especially in the area of cultural products and cultural services, Vietnam culture has had many advances as well as significant challenges. In that context, learning from experience of other countries in the world about how to mobilize all the sources for culture in order to have more understanding and lessons feasibly applied in the case of Vietnam is an imperative issue.

### **2. Purposes**

- Understand some theories, methods and experience of several countries in making cultural policy and cultural policy model to provide scientific and objective information for policy makers, administrators, managers and researchers for the completion of cultural policy making process in Vietnam.

- Through the understanding of cultural policies in other countries, the writer propose some solutions for the making and completing cultural policy in Vietnam.

### **3. Research subjects and limitations**

- Research subject of this study are the making and completing cultural policies of some countries in the world; the application of views, experience and solutions which are suitable for the particular context of Vietnam; the proposal for some solutions to completing cultural policy in Vietnam.

- Concentratively study in management model and cultural policy making of some countries in the world, particularly cultural policy of Korea.

### **4. Methodology and research method**

#### ***4.1. Methodology:***

- This dissertation is carried based on Marxism – Lenin doctrine. It summarizes and assesses the experience of other countries in order to apply for the making and completing cultural policy of Vietnam.

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

- Methods of analyzing, summarizing and comparing

- Library research

- Method of regional and global research

### **5. Structure**

Besides the Introduction and Conclusion, this dissertation is divided into three main chapters:

Chapter I. Literature review on cultural policy making

Chapter II. Cultural policymaking experience of some countries

Chapter III. Completing Vietnam cultural policy in the context of industrialization,  
modernization and international integration

## Chapter I. Literature review on cultural policymaking

### 1. Some main definitions

#### 1.1. Culture

Not every researcher, policy makers perceive the concept of culture the same, therefore they approach the issue of cultural policy in the different ways too. In the book “The Social Dynamic of Culture” published in Paris in 1967, Modes has present 250 definitions of the term *culture*. In his work named “Cultural expression: fundamental words” published in 1985, Raymon William said: “Culture” is one of the most difficult and complicated in English. Many Vietnamese scholars has had some research discussing about the definition of *culture*.

In the Protocol of Mondial Cult in the World Conference on Cultural Policy in 1982 in Mexico City, Unesco present a very famous definition of *culture* as: Culture means, as the totality of a people’s way of life, the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group, and includes not only arts and literature, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs.

President Ho Chi Minh, a great leader of Vietnam defined *culture* as: for the existence as well as fulfillment for the living purpose, human beings created languages, characters, ethics, laws, science, religion, arts, literature and tools for wearing, eating, living and using methods in daily life. All of those creation and inventions mean *culture*.

Therefore, culture is a broad concept. From those definitions, we can figure out the fundamental factors and characteristics of *culture* as:

- Knowledge and experience accumulated through perceiving and changing the world of a people

- Vitality and the creativeness of a people increased along the long history of fighting for the existence and development

- National cultural identity is the tendency and essence of cultural creation of every country

- Value system and traditions

We may see that culture is all the value that human created along history by their work on both material and psychological areas. *Culture* also have narrower meaning when imply to a field such as literature and arts; sometime, it even refers to the educational level of someone.

### ***1.1.2. Cultural management***

The term cultural management actually is the short name of “cultural state management”. Cultural management in Vietnam is the managerial implementation of government apparatus from central government to local government towards cultural activities to build and develop Vietnam culture.

### ***1.3. Cultural policy***

Definition of “cultural policy” has been discussed for years by many cultural researchers and cultural policy makers, yet all agreed with the definition of Unesco, which is cultural policy is the complex of activity principles, implementation methods, administrative management methods and budget solutions of State used as the basis for all cultural activities.

### ***1.4. Cultural policy improvement***

Improvement is a dialectical mobilizing process, which is able to reject all the no longer suitable things that can constraint the development of human being or societies and to adjust and supplement for the improvement, which people want to have and societies need for the development.

Cultural policy improvement is to understand, make and promulgate a better policy system. The main goal of making and improving cultural policy is to promote the managerial role of State in cultural development.

### ***1.5. Development***

Development is a process that goes from low to high; gradually adjust and improve; is a dialectical and complicated process, it even sometimes moves backwards and the result of an inheriting and developing process. Development is not merely economic growth. According to Unesco, development process includes material improvement such as economic growth and social improvement such as life quality, social security which ensure people's enjoyment, harmony development between society and individuals, tradition and modernity.

In the area of culture, development means the process of preserving and promoting of cultural heritage and creating new values for culture. Development does not only mean the improvement but also diversification and respect to every cultural distinction. Development associated with diversification and creation is the fundamental characteristic of cultural development process.

## **2. Overview of cultural policymaking research in Vietnam**

Vietnam government has paid much attention on making and developing national culture. Before the Independence, the 1943 Cultural Proposal with Traditional – Scientific – Popular Guideline was considered valuable guidelines for making and developing cultural policy in Vietnam (*Resolution in May 11, 1943 of Politburo of Party Central Committee (term VI) about culture; Instruction number 61-CT/TW June 21, 1990 of Secretariat Committee about cultural and art management...*)

For many years, Central government has promulgated a series of Decrees and Decisions regarding to cultural development policies, including following policies:

- Management system and organizations: Decree of Central government regulating function, responsibility, right and structure of Ministry of Culture and Information; Decision of Priminister in arranging, organizing career institutions directly under management of Ministry of Culture and Information; Decision of Priminister approving projects of Programing basic cultural and information institution system development up to 2010, Overall programming museum system up to 2020....

- Professional preferential policy: Decision of Priminister about advantage allowance policy according professionals and payment for people working in art performance and cultural activities; Decision of Priminister about preferential policy for students of traditional and distinctional arts in cultural and arts schools; Decree of Government about policies for teachers, officers working in specialized schools or in socially and economically disadvantaged areas (for example: specialized schools, cultural and arts schools...)

- Socialization of cultural activities: Decree of Government about encouraging policy in socialization of activities in education, public health, culture and sports....

- International cultural cooperation: Decree of Government about the foundation and activities of international cultural, educational institutions in Vietnam; Decree of Government about publishing cultural and arts works internationally; Decree of Government about the management of exporting and importing not-for-sale cultural products...

During the process of making and improving cultural policy, Vietnam was one of first non- European countries making “*National reoport about the real situation of culture of Vietnam*” to provide information, objective and scientific data about the real situation of cultural life for cultural administrators, managers, policy makers to help the cultural policy making process more effective and suitable in the context of industrialization and modernization.

### **3. Approaches in cultural policy**

There are several approaches concerning to cultural policy all over the world. Here are some of them:

#### ***3.1. Association between culture and idea system and political system***

When associating culture with political idea system and political system, building a culture is required to meet the goal of the idea system that the culture is based upon. Therefore, to implement cultural policy, each government needs to widely mobilize social-cultural movements to broadly disseminate its cultural view to all people.

Denmark's cultural policy is one example for this approach. To affirm its democratic political system, Denmark's cultural policy strategy aims at two issues: Cultural democratization to disseminate the national culture to all people; Cultural democratization to assert national cultural diversification in the context of international integration and immigration.

Cultural policy of Canada is also one of examples. To affirm its autonomy, especially under the pressure from big neighbour countries such as America, Canada politically has tried to maintain a bi-language (French and English) system. Media and broadcasting systems consider the resistance against American culture's influence a priority. Cultural policies have focused on cultural heritage preservation. The Ministry of Heritage is clearly a demonstration for the political approach in cultural policy.

Therefore, in any extent, all states specify that cultural development of each nation needs to represent the idea system and political priorities of the controlling party. In consequence, all cultural policies are to serve this political task.

### ***3.2. Cultural represents national identity***

This view is quite popular today. It is widely present that when making cultural policy, many countries in the world have solutions to preserve and promote national culture. One of the biggest concerns of many countries when joining WTO (World Trade Organization) also relate to this issue.

This approach views that, in the process of international exchange and integration, culture is a sensitive element. In culture, national traditional culture is the most fragile component. Therefore, responsibility of each government is to protect its own culture against the cultural degradation and disappearance in a world praising economic benefit rather than cultural protection.

### ***3.3. Cultural products is commodation***

This view is very common in Western countries, especially in United States. When cultural products are considered commodations, there will be a cultural industry and similar to other common industries, profit is the first criterion. The main objective of commodification of cultural product is to raise revenue. Cultural products have market value; the trading value cultural product has is deciding factor for the investment in this area.

## **Chapter II. Experience in cultural policymaking of some countries in the world**

### **1. Typical models in cultural administration in the world**

Among all the current publicized research in the world, those done by Chartrand H and McCaughy C are best known and acknowledged. Hereafter are some of them:

#### ***1.1. “State Welfare” model***

The model “State Welfare” is also called “Architect” by the authors. The researcher classified Northern European countries such as Sweden, Finland, Norway, Denmark and some others European countries like Holland, France... in this model. In such countries, Sweden as an example, it considers the equality in cultural profit as important as the equality in economic profit. To achieve social welfare goals, governments of Northern European countries, Holland and several other countries classified in the model have issued policies to encourage and give opportunities for all the citizens to develop their abilities and creativity. The states issue special legal policies on arts and culture, together with regulations on education, social welfare and urban development.

#### ***1.2. “Centralized Planning” model***

In accordance to Western researchers, this is the typical model for cultural administration of the previous USSR and other communist countries (this model is also called “Engineer”). In this model, the state covers all the expense for art and cultural activities. All the cultural institutions, producing materials, cultural properties belong to State and community ownership. People who work in these fields get paid by the State. Besides, artists get royalties for composing and performing. The state sets up plans and operations and get them done by organizations, facilities, cultural institutions that are state-owned or community-owned. After the destruction of the USSR and Eastern European communist

countries, the Russia and other Eastern countries have built new cultural policies that are suitable with the new conditions and political institutions. Therefore, with the disappearance of the USSR and Eastern European communist countries, the model “Centralized Planning” no more exists.

### ***1.3. Indirect cultural administration – “Arm’s Length”***

It is said that this model gets the most attention from cultural researchers and policy makers as it is the combination between the State and the society in planning and operating national cultural policies, in which the state gives the cultural institutions more power to control their own activities. Nowadays, this is an important trend in managing and operating cultural activities all over the world. The authors call this model “Patron”, which is more popular known with the name “Arm’s Length” model.

Adapting the model “Arm’s Length” are the United Kingdoms (include Scotland, Wales and Northern Ireland), countries in the Commonwealth, Australia, New Zealand, Canada ... Some countries in Asia, Euro and Africa such as Hongkong, South Korea, Singapore, South Africa ... have been applying the same model. For last few years, several countries in Eastern and Southern European, Germany, Malaysia ... have set up art councils.

### ***1.4. South Korea model***

For over a decade, especially in recent years, the world in general and the Asia in particular are paying much attention on the phenomenon of Korea, which is called “Korean wave”. Korean cultural products, especially movies, TV serials, pop music ... that have been performed with the support of telecommunication and digital techs are famous all over the Asia and many other countries in the world. Korea now is one of the greatest cultural industries in the world. Visiting Korea, many tourists have the same comment that this country is highly economic developed, secure social, people’s material and spiritual life is comfortable and abundant. Especially, Korea is doing very good in both maintaining

traditional cultural values as well as developing contemporary art and culture. In both traditional and contemporary fields, Korea has got admirable achievements. Seeking for the core of the “Korean cultural phenomenon”, we think that at first we should start learning from its cultural policies and legal system relating their culture.

Nowadays, Korea is one of few countries in Asia that have both state departments to operate cultural activities (the Ministry of Culture and Tourism) and the specialized institutions to take care and to develop art-culture in non-state field (the Art Council of South Korea).

The Ministry of Culture and Tourism plays the role of state management and cultural-sports-tourism management for Korea government. The structure of the Ministry is quite compact, including 12 departments and bureaus: General Inspection, Department of Policy Administration and Public Relation, Department of Religion Affairs, Department of Arts, Department of Cultural Communication, Department of Tourism, Office, Department of Sport, Bureau of Cultural Policy, Department of Cultural Industry and the Commission of Urban Planning and Developing for Tourism and Entertainment.

In the area of culture, Ministry of Culture and Tourism directly manage nine governmental institutions: The National Institution of Arts, The National University of Arts, The National Institution of Korean Language, The National Center for Traditional Arts and Performance, The National Museum of Korea, The National Library of Korea, The National Museum for Contemporary Arts of Korea and The National Museum of Korean Traditional Arts. Other specialized cultural institutions are the “arm’s length” of the Ministry of Culture and Tourism, operating separately from governmental administrations but still get subsidies from the State.

The most distinctive characteristic of current cultural policy Korea is the transformation from centralized cultural policymaking to decentralized management with the

efficient participation of civil social, including art and cultural units, organizations, art and cultural funds, cultural researchers, NGOs and artists in the process of researching, forming, building and operating cultural policies.

Cultural policy of Korea are basically built on following principles:

- Culture and Individual: improving cultural life of people; Encouraging public participation in all the cultural – educational programs and activities.

- Culture and community: encouraging creativity of artists and experts, cultural preservation goes along with cultural improvement, modification and modernization that make traditional values suitable with modern life.

- Culture and Economy: Given a creative society, improving creativeness of the cultural industry; setting up the infrastructure for the cultural industry to develop creative human resource, expand the market and make cultural industry contribute more to the development of the national economy.

- Culture and Regions: Continuing developing and promoting significance of cultural values of regions, cities and areas; encouraging the creativeness of regions and areas by caring, improving and giving power for regions and areas to self-manage local culture.

- Culture and the world: operating long-term and strong international cultural exchange programs to improve the position of Korea in international cultural cooperations for peace and prosperity.

Based on such principles, the Department of Policy set up the cultural policy in general. Departments and bureaus set up policies for specified fields they are in charge. Making cultural policy is not only the work of governmental officers but also the interest and participation of cultural policy researchers, representatives from civil social organizations, NGOs and artists. In Korea, people call this democratization in cultural policymaking.

In 2004, the Ministry of Culture and Tourism of Korea published a book named “Creative Korea” which is a comprehensive work about Korean cultural policy in the next ten years with three overall goals:

- Educating Korean people to become cultural and creative citizens.
- Creating an unique society in which exists the harmony between working and relaxing and people can express their cultural identity.
- Creating a dynamic cultural nation typical for local distinctive cultures

Achieving the goals, in the cultural policy, the Ministry of Culture and Tourism of Korea has been operating 27 projects, some of that started from 2005. There are some remarkable projects such as:

- Extending and promoting cultural abilities and creation of the citizens through artistic and cultural education.
- Promoting cultural activities and entertainments to help citizens have chance to enjoy a cultural relaxing life with their family and community.
- Caring and promoting creativeness of the youth.
- Creating gender equality in culture.
- Taking care of cultural life for old people.
- Extending the cultural rights to all ethnic minorities.
- Respecting particular culture of ethnic minorities.
- Creating art diversity.
- Developing cultural industry.
- Promoting regional cultures.
- Strengthening cultural life in piscicultural areas and rural areas
- Forming a cultural plan for the new administrative capital of South Korea.

- Promoting the image of the country.
- Promoting cultural diversity in global cultural exchange
- Developing cultural cooperations with other countries in the area.

Korea is a country that has enormous subsidy for culture. The national for culture has increased continuously since 1990's, year after year. The state budget for culture has exceeded 1% of the total annual state budget. Fore example: the state budget for cultural fields in last year:

- Budget for culture and art: 811.250.000 USD (that takes 49% of the state budget for cultural and tourism fields)
- Budget for tourism industry: 233.125.000 USD (14.1%)
- Budget for cultural industry: 226.775.000 USD (13.7%)
- Budget for other cultural fields: 384.895.830 USD (23.2%)

Upgrading from The National Fund for Cultural and Art Development, the Korean Council of Arts was established in 2005 with the goal to preserve and promote Korean cultural heritages by supporting for the development of art and cultural fields, especially in non-governmental fields. The annual budget for the Korean Council of Arts is about 100.000.000 USD given by the Government, National Lottery Fund and sponsors. Every year, Korean Council of Arts supports for about 1000 non-governmental art – culture organizations and institutions. At regional level, there are local council of arts operated by financial support from the local government. However, for non-governmental sectors to get subsidies from Government, they have to propose plan and an application for funding. In some regions, there are local councils of arts along with art and cultural funds. For example, Seoul Art and Cultural Fund receives financial support from the city budget every year for art and cultural activities.

## **2. Basic content of cultural policy in the world**

In national cultural policies, the most important components are policy system policies, methods, actions to make and develop traditional cultural forms and fields including:

- Preservation and promotion of national cultural heritage
- Literature and art creativities and dissemination
- Cultural life of community
- Communication, press and broadcasting.
- Development of cultural industry and the application of new technology in culture
- Culture in the context of rehabilitation and redevelopment.
- Relationship between arts-culture and education.
- Culture and sustainable tourism.
- Cultural international cooperation
- Cultural democratization and democratic culture – the two strategic elements in

cultural policies

## **3. Methods and experience in making and applying cultural policy of some countries.**

In term of cultural policymaking, many Western researchers consider “policy” a activity that present one more many common goals or desired goals. Policy is considered special order or decision, such as governmental policy, economic policy, social policy, cultural policy ... They also classify policies into models. According to that, there are three main models in constructing policies, they are the descriptive model, deductive model and principle model. There are two main methods in studying policymaking method:

- Comb ination between value specification and solution provision

- Objectives first, solutions second

### **Chapter 3. Improving cultural policy in Vietnam**

#### **1. Current situation of cultural policy and the requirement of improving it**

Base on the policy and orientation about the economic – social strategic development up to 2020 of Vietnamese government, there are three fundamental positions that can affect directly to the cultural development in next decade in Vietnam as thus:

Firstly, mobilize all the sources and energy of the whole country for the mission of industrialization and modernization in order to make Vietnam become an industrial country in 2020.

Secondly, continuously develop multi-member market economy under socialist orientation; value human resource, progress and social justice; continuously develop culture – moral base of a society and environmental protection.

Thirdly, foster the process of internationally economic integration upon maintenance of independence, sovereignty, national security, preservation of traditional culture and openness to the other cultural quintessence.

Along with many achievement in social and economic development, Vietnamese government has paid much more attention on culture development. Prior to 2000, national budget annually spent for culture was count for 0.8%-0.9% over the total national expenditure, yet in 2006, it was 1.51% and in 2007, it was 1.53%. By 2010, that spending is supposed to count for 1.8% over total annual national expenditure.

In the context of globalization and particularly when participating in WTO, Vietnam has more opportunities as well as challenges than ever. In the term of culture, the biggest challenge mainly occur in the issue of preserving national cultural identity. Therefore, there are several urgent requirements ask Vietnam to face with.

## **2. Improving cultural policy – the content**

### **2.1. Overview**

When analyzing some cultural policy models in the world, it is found out that: Each country or group of countries has its own cultural policy model. Almost all of them mentioned about three fundamental objectives that every cultural activity in that country needs to achieve. They are:

- Protect heritages and encourage creating activities.
- Ensure the equal cultural access for all people
- Provide equal opportunities for all people involved in the process of creating, disseminating and enjoying culture.

To achieve those big objectives, each country has to propose different solutions, programs, action plans and implementing methods according to particular contexts and characteristics of each country.

In the case of Vietnam, the general goal of its cultural policy is to make and develop culture under these following aspects:

First, consider people are the core component of cultural development; building a cultural environment and cultural way of life.

Second, preserve and promote national identity; be able to acquire human cultural quintessence; create cultural works, products with high idea and art value.

Third, make a comprehensive system of cultural institutions suitable with the market economy under socialist orientation and international integration; make culture become a force and a regulating system for the development.

The specific objectives are following:

- Make people, cultural way of life and cultural environment healthy.
- Preserve and promote national identity, cultural heritages
- Develop literature and arts; support and give good conditions for the creativeness and new art forms.
- Give equal opportunities for people involving in cultural activities, including enjoyment, creation, production and distribution of cultural products.
- Develop culture in every regions and areas, especially mountain areas, rural areas, disadvantaged areas.
- Preserve and promote cultural diversification
- Increase quality of culture and arts activities, including professional and mass arts.
- Develop cultural industry and pay attention on the economic aspect of culture and sustainable tourism development.
- Protect copyright and right regarding culture and arts
- Strengthen cultural international cooperation
- Improve cultural institutional system. National cultural policy should be a component part of national development policy.

Cultural policy consists of a whole complex of policies in some areas as: organization framework and decentralized cultural administration; cooperation and combination among Ministries, Professions, and locality in management, formation and development of culture; professional and unprofessional cultural institutions; international cultural cooperation; sex and job equality in cultural activities; cultural policies; minor ethnic groups' languages; information and media; copyright and social security. Alternatively, cultural policies also include specialized fields such as fine arts, photography, art performance, library, cinema,

publishment, information and mass media, cultural heritages, producing and marketing cultural products; budget policy for culture and for ministries, professions and localities in order to support for the cultural creation and artists as well, policies relating to cultural diversification and financial sources for culture including tax policy and cultural funds.

In the context of globalization and international integration, culture as well as other areas always have to consider international or exotic factors as the agents that can affect their cultural policy planning. Those factors could be cultural policy of some other countries that can be useful references for Vietnam. They also might have direct influence to Vietnamese culture, for example, “Korean Wave” or Chinese historic films in Vietnam. Other instance, Hollywood movies still dominate in Vietnam cinema system. New entertainment technology has a indirect influence in Vietnamese culture too.

An other big challenge that Vietnam cultural development has to face with in next few years is WTO participation and market opening including cultural market. Vietnam has to anticipate well all the opportunities and challenges happening in the current world to have more proper cultural policy.

When policies comes to life, they have considerable influence on every aspect of social life. Therefore, making policy requires high scientific quality. Cultural policy need to be put on a longterm and broad scope. Because policy has to ensure comprehensiveness and unity in the whole structure of economic and social policies, the promulgation of a policy has to follow a scientific process in order to bring into play the effectiveness of not only that policy but also the whole policy system.

A very important componet of cultural policy is the means to deploy and implement that policy. Normally, means for culutural policy include state subsidy and funds from other sources; regulations, statutes and laws, especially regulations on finance, tax, preferences;

rights and responsibilities of stakeholders; information provision from planning, making, checking and supervising regarding particular policies.

During the process of making policy, regulations and statutes need to cooperate. They could be formal or informal. Even though, regardless of formality or informality, they need to be complied seriously.

## ***2.2. Issues in improving cultural policy***

### *Making and improving law procedure documents*

- Complement and adjust some regulations of promulgated laws to deal with real perspectives and accord with commitments Vietnam has made when joining WTO: Law of Cultural Heritage, Tourism Law and Copyright Law.

- Making new laws: Vietnam has promulgated some specialized laws about culture, such as Law of Cultural Heritage, Law of Cinema, and Law of Publishing, yet we have not had Cultural Law to manage all the general cultural issues that other specialized laws cannot replace.

- Upgrade some Ordinances to Laws such as Ordinance of Advertisement and Library.

- Make new ordinances such as Ordinance of art performance, Ordinance of Fine arts and Photography...

- Make development plans for some fields such as cinema, art performance, library, fine arts-photography, grass root cultural institutions, theme parks...

### *Organizing managing and operating system for cultural policy*

- Through experiences of many countries in the world, Vietnam should establish an institute of Cultural Policy Study to focus on researching and making cultural policy in a synchronous, comprehensive and systematic way. While we are not able to do this at the moment, Ministry of Culture, Sport and Tourism can assign Vietnam Institute of Culture and

Arts or Department of **To chuc can bo** to make a department specialized in making and improving cultural policy.

- So far, making and publicizing cultural policies are made from central government. The role of local government has been not recognized and promoted, therefore, local government should be given right to make and promulgate cultural policies that relate within the local limitation.

- Establish Cultural and Art Boards to help government in making cultural policy. Those Boards is not governmental bodies but consultative institutions consisting of cultural researchers and artists who have prestige, virtue, qualification and good understanding about cultural policy. It is the function of those Boards to provide advice about cultural policy, assess all the projects relating to cultural policy and cooperate with government bodies in deciding the budget for those projects, evaluating and assessing their results.

- Research to change content, implement methods and organizing structure of Cultural and Arts associations from centre to local to operate under socialized and non- administrative modes.

- Set up a critic mechanism in making and implementing cultural policy.

*Making and promulgating some new policies and improving the socialization in cultural activities.*

- Policies for groups and individuals who has excellent performance in preserving and promoting cultural heritage, outstanding traditional cultural bearers, talented artisans and distinctive traditional handicraft villages; specific policy in training young artists of traditional arts; preferential policy for artists who are unable to perform but still in working age through rearrangement or early retirement; policies for tutoring and educating for young generations from masters and talented artisans.

- Policies that encourage collecting, storing and promoting value of intangible cultural heritages of some minor ethnic groups; financing for talented artists of some minorities to produce art works that have high ideal and artistic values.

- Improve policy of socialization of cultural activities:

+ Government should have mechanism or policies that encourage setting up some non-public cultural and art associations and schools; drawing investment from different enterprises for establishment of cultural institutions and businesses under the regulation of central government.

+ Enforce some regulations on tax reduction for all the investments of private companies and enterprises in cultural heritage preservation; cultural work construction; patronization of high valuable cultural and art works and cultural activities in rural and mountain areas and other contributions in other cultural activities such as music contests...

+ Cultural institutions are transformed into self-control and self-responsible units in carrying tasks, organizing structure, personnel and finance upon the laws and regulations of government. In additions to all tasks asked by government, cultural institutions have rights to hold activities suitable with their own specialty; to cooperate with individuals and organizations in providing services for social needs, which should be based on their own capability and national laws.

+ Implement oriented ordering system for creations in literature, arts, cinema scripts, filmmaking, publishing and price supporting for cultural product export.

+ Implement preferential policy for some people who had contribution in our revolutions and children when they go to cinemas and theatres.

*Making policy for development of cultural industry in Vietnam*

Today, cultural products are considered special commodities, and they require special regulations. For example, British arts made revenue of 17 billions US dollars, which is equivalent to the revenue of automobile industry of this country. Revenue of entertainment industry of Japan even exceeded the revenue of its automobile industry too. However, unlike other commodity, cultural products need to be survived in the market. In the case of Vietnam, it should be regulated.

Markets such as cultural products, recordings, movies, publishing always receive attention from many economic forms. In many other countries, government leaves those areas for private enterprises. However, recently, there are increasingly countries paying much attention on those fields, as they are worried about the negative impacts of globalization on their traditional cultural products.

In the case of Korea, protective policy for domestic cultural products through putting quota in importing foreign movies and setting domestic movie norm has had positive impacts. Obviously, intervention from central government in cultural industry, including encouragement of traditional cultural product producing, oriented cultural product export and promote international understanding in its own culture is a priority in making cultural policy of a country. Cultural products are the “soft strength” in the current development trend today. Therefore, we need to put cultural industry into our strategic goals in making an advanced culture imbued with national tradition, consider it an advertising tool for Vietnamese culture into the world.

Developing cultural industry is one way and at the same time, an important solution in fostering the development Vietnamese culture, a vital method to fulfill increased cultural need of people and to promote competitive advantage of Vietnamese culture to the world. In reality, Vietnam has not had a cultural industry. Cultural product market taking place in last

few years is just unprompted. Therefore, in order to have a strong cultural industry, Vietnam needs to have a comprehensive plan for it.

### **3. Solutions for improving cultural policy in Vietnam**

#### ***3. 1. Increase perception of the role and position of cultural policy in cultural development***

Resolution adopted by the Tenth Party Congress specified that people is the external source for social and economic development. Developing culture means promoting human source-the biggest and decisive source for the comprehensively social and economic development. To promote human source for cultural development, it is required to have comprehensive solutions of which structure, policies about culture are tools.

Awareness about the role, position and importance of cultural policy should be presented in the content of planing and programing of social and economic development in different levels, professions, areas and localities; in allocating budget for preservation and promotion of national cultural tradition; in establishing and developing cultural institutions and new cultural institutions; in cultivating and promoting cultural creativeness of people, simultaneously, changing and difersifying forms and methods in cultural and arts field of individuals and organizations and mobilizing all the potential sources for cultural development.

#### ***3. 2 Increase administrative capacity of government: Changes in structure, content, making and implementing mechanism***

This is an extremely important solution in strongly promoting positiveness and potentiality of every individual and the entire society in building and developing culture and arts. Cultural policy should be synchronous, comprehensive and suitable with the requirement

of cultural development in the perspective of industrialization, modernization and international integration. Promoting the self-motivativeness and proactiveness of every body, association, institution and individual involving in cultural activities is strongly recommended. Cultural and arts organizations and associations play important roles in organizing people and intelligentsia for carrying all tasks regarding to cultural creativity, education and taste orientation for young generations. The structure need to be essential, complete and effective and is under closely control of central government to ensure an advanced culture imbued with national identity in Vietnam.

The making and completing cultural policy in the context of market economy and international integration is to enhance the leading role of the Party, the effective management of government, the owner role of people and ones who work in cultural sector.

Building conventions on civilized way of life, environmental protection, reenforcing cultural-information inspecting system, cooperating with related Ministries and departments in making and improving policies and specialized regulations and with Ministry of Education and Training in putting culture and arts in schools are couple of ways to increase administrative capability of Vietnam government in cultural policymaking.

Other ways might be: strengthen and build cultural-information-sport institutions in villages, hamlets of mountain areas or rural areas or multi – functional centres on cultural-information – sport activities at the surban district or city level; recheck and reorganize all the organizations, professional units as public service providers which has self control right and self responsibility in carrying taks, organizing mechanism, personnel and finance for public units; widen and improve quality of higer education in cultural area and encourage research cooperation between arts-cultural schools and institutes.

Facing with the developing requirement in the context of industrialization, modernization and international integration, Vietnam has to adjust and improve its cultural

policy. Adjusting range of Vietnam cultural policy at first has to ensure development in both culture and economic; preservation and promotion of unique heritages; to be comprehensive and strong policies for the cultural and art creativity; to increase qualification and add more knowledge value for culture; to clearly represent the relationship between culture and economic policy, culture with political guideline, traditional values and international values; to reveal all potential humane value of Vietnamese people in economic exchange. The essence of Vietnam cultural policy is to strengthen human source and therefore, it has inherent connection with social policy and is one part of development policy and closely relate to policies of science, education and health. It is required a very efficient mechanism in implementing cultural policy.

In the term of process, planing and implementing a cultural policy are formed by three components, meaning three groups that involve in the policy and has mutual impact on each other: policy maker and managers, people who work in culture and public. Through that, making cultural policy is not only responsibility of managers but also, right, responsibility and involvement of people who work in cultural area, people who enjoy it and people who create it. Those issues require for the real changes in the process of making cultural policy.

Making and improving cultural policy in Vietnam should target two main objectives: Firstly, reinforce the role of governemtn in cultural development; secondly, promote the role of people in creativity, distribution and enjoyment of cultural products. Along with groups of policy makers and manager, beneficiaries, group of people who participate in cultural policy making process. Those three groups should receive equal attention. For a long time, the role of government in making and implementing policies has been highly evaluated. However, due to recent changes in society and economy, the role of people and artists are reevaluated. Experience of other countries in cultural management may provide help for Vietnam to find way to develop and improve its cultural policy.

### ***3.3. Foster socialization in cultural activities***

In the area of culture, socialization of cultural activities is perceived as a objective and indispensable social demand. In fact, socialization of cultural activities is to mobilize all the potentiality and sources of every component of society and economy involved in the process of creating and developing culture, to diversify culture, democratize culture but not commercialize it, to change subsidized cultural activities into activities, which are done and cared by the whole society. Cultural activity socialization does not only strongly intensify governmental investments but draw all the sources including knowledge, human source and financial source of the entire society in the process of making, protecting, creating, distributing and enjoying culture.

Socialization in cultural activities is a big change in the way people conceive about cultural life organizing. The idea of socialization in cultural activities is understood as: first, promote social attribute of culture; second, promote the creative and proactive role of people in cultural activities; third, implement the managerial and guiding role of government in cultural activity socialization, fourth, governmental cultural and arts units, professional and social associations actively participate in sociocultural activities. Therefore, socialization in cultural activities is considered one of the most important solutions for implementation of cultural policy.

Ministry of Culture, Sports and Tourism has set up goals for socializing cultural activities up to 2010, including:

Firstly, draw all the sources, economic parties, people in our society for the creation, provision and distribution of high quality cultural products that can well fulfill cultural need of Vietnamese people.

*Secondly*, by 2010, non-public units and forces involved in socialization has to provide 40%-60% for cultural need depending on needs, fields, forms and has to mobilize for 49% of capital.

*Thirdly*, transform 100% of public professional institutions into financially self control mode.

According to those objectives, Ministry of Culture, Sports and Tourism also propose the Development plan for Socialization in cultural activities. The content of this plan includes some main solutions: the first one, organize and rearrange all public units belonging to the Ministry and locals; the second one, socialize cultural activities at grassroot level, including socializing local cultural institutions, establishing local cultural life and socialization in mass cultural activities; the third one, socialize speicalized cultural activities and encourage all economic types participate in cultural activities; fourth one, socialize enterprise which used to be operated by Ministry and locals and transform some enterprises from governmental ownership to different ownership.

However, policy of socialization has just stood at the orientied extent. Guidelines and policies for this socialization have not achieved desired results. Financial supports for culture mainly are based on kindness and sponsoring but not longterm policy. The reason for this situation varies, yet the most fundamental reason is that there is no clear boundary between organizations, funds, private associations, NGOs or government. That is the reason why Ministry of Culture, Sports and Tourism proposed for the establishment of Cultural Fund, an independent and non-governmental oraganization considered a policy solution to mobilize all non-governmental sources for development of culture of Vietnam.

In order to have policy suitable for different subjects, the first important thing is to clearly classify function of different cultural services, among them are public services and other services to have proper investing directions. Based on that, it requires to clearly specify

which areas need to be public, which areas need to be changed into non-public and the extent Government support for each cultural activity fields.

#### ***3.4. Increase qualification and ability in cultural policy planning of governmental bodies***

Policy of socialization in cultural activities of Vietnam has some similarities with cultural policies of other countries in the world. Examples are policy of decentralization in cultural activities and cultural institutions; widely decentralized administration from central government to locals, between governmental administration and cultural professional institutions and enterprises; broadening people participation in creating, making, producing, distributing and enjoying cultural products; mobilizing all sources in the society for the goals of developing national cultural life. To fulfill those tasks, people who are researchers, advisors for policymaking, administrators and managers must have adequate knowledge and managerial skills suitable with requirements of managing their departments. Today, recent advanced knowledge in cultural management should be introduced to all people who work in cultural management in Vietnam, such as: policymaking, action plans for cultural and art institutions, personnel management, organizational management, management skills for art institutions, library and other cultural institutions, audience management, financial mobilization, marketing...

Below are some main direction in increasing capability of cultural managers and cultural policy makers in Vietnam:

Firstly, Vietnam should pay more attention on cultural policy study. In fact, we are lack of researchers in the area of cultural policy. They are scattered in different institutions. Therefore, Vietnam should establish an Institute of Cultural Policy Study. At first, Vietnam Institute of Culture and Arts Studies or **VU TO CHUC** should set up a specialized department in cultural policy studying. In the period of 2002 – 2003, there was a cooperation project

between Sweden and Vietnam Ministry of Culture and Information named “National report of real situation of culture in Vietnam”. Another project was “Database of Cultural Life” carried by the Institution of Culture and Information. They were reviewed independently and objectively by foreign consultants. Those projects and the objective review of foreign consultants are very precious database and documents that provide Vietnamese leaders and policy makers with an objective, scientific, pursuable basement that helps Vietnam Government to recognize the gap between current cultural situation and objectives of cultural policy and to construct policies and solutions to shorten that gap. With such goals, it is very necessary to update cultural information and enrich the database of current Vietnamese cultural state that will make cultural planning more and more exactly and efficiently. As real situation of culture does not stand still and it keeps changing fast, the report of national cultural fact needs to be developed periodically. Along with that, changing in people’s awareness in cultural policy and policymaking process, critic system towards making and implementing cultural policy are essential to the success of promulgated policies.

*Secondly*, cultural management and cultural policy disciplines should be provided in Colleges, Universities of Arts and Culture directly under management of Ministry of Culture, Sports and Tourism. Number of credits and courses will depend on specific requirements of particular departments in order to provide students background knowledge and advanced knowledge in cultural policy and cultural management disciplines. For example, a project funded by Ford Foundation for Hanoi University of Culture to make curriculums in cultural management is an important basis for the uses of research institutes and educational institutions in Vietnam to research and apply in undergraduate education and manager training.

*Thirdly*, base on those approved curriculums and cultural management programs, Government should recompile them for more suitable application and establish training courses to increase managerial qualification, knowledge and skill for leaders, managers, administrators in both public bodies and cultural and art institutions.

### ***3.5 Increase international cooperation***

In the perspective of international integration, especially after the WTO participation, it is vital for Vietnam to enhance cultural exchange and integration. Vietnam should be proactive in receiving opportunities for the development of culture and also, in facing with all the challenges to maintain and safeguard the outstanding cultural identity and at the same time, to be able to acquire all the global cultural values and resists against the negative impact of globalization.

Vietnam should learn from experience of other countries in order to strengthen internationally cultural exchanges in every cultural subareas, introduce culture and people of Vietnam to the world, wisely acquire humane, scientific and advanced values from foreign countries and prevent bad cultural products.

Vietnam also should cooperate with other countries in the world in exchanging and distributing art and literature works which are deeply imbued national and traditional values of Vietnam to the world and in receiving international cultural and art products for Vietnam cultural market.

Furthermore, international cooperation policy should include of training talents in cinema, art performance, painting and training advanced skills of using high technology in art performance, cinema, museum and library for managers and experts.

In additions, Vietnam should has policy that encourages and helps Vietnamese people who live abroad enjoy the right cultural products and display their patriotism and their care for tradition and national identity; increases their contribution to development of nation.

Vietnamese government should proactively launch projects to draw foreign capital, foreign aids, joint-venture capital from NGOs, domestic and foreign enterprises for cultural investment.

Finally, Vietnam should cooperate with other countries in making and improving cultural policies, which are the method of making *Report of national cultural real situation of Vietnam*, experience in cultural management framework, organization, plan and implementation of cultural policy, financial policy, fundraising policy and fund establishment.

## **Conclusion**

In the context of international integration and policymaking planning of Vietnam is in its fancy and lack of experience, making and improving cultural policy in Vietnam by comparing with other experience of other countries in the world is necessary and imperative.

Moreover, it is found out that when doing research on making and assessing process of cultural policy of Western countries scientific research play a very important role. Scientific information is basis ensuring for the success of previous cultural policies and coming ones as well. Obviously, making policy is a very serious scientific work and of course, it is not simple and unprofessional task.

The last part of this dissertation present about the change and innovation in making and improving cultural policy in Vietnam in the new era. Changing the making and implementing cultural policy requires the the comprehensive transform, for example: making and promulgating laws, regulations for cultural management; holding and managing cultural activities; making cultural policy in new era; improving structure and activities of cultural institutions in the context of market economy under socialist orientation; financial mechanism and policy to mobilize maximum sources of the whole society for culture.

Cultural development process is a flow. In the current context of our world, that flow is moving faster and faster. Cultural policy does not only follow that stream but also, anticipates coming directions to timely adjust and supplement for the better cultural policy.

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