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SOCIALIZATION IN THE PRESERVATION OF URBAN TRADITIONAL CULTURE: INTERNATIONAL EXPERIENCES AND RECOMMENDATIONS FOR VIETNAM (CASE STUDIES OF HOI AN AND HUE)

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Abstract: This study evaluates the role of socialization in preserving traditional culture in urban areas, while drawing practical lessons from international experience. Taking Vietnam's rapid urbanization as a backdrop together with semi-structured interviews in Hue and Hoi An the paper aims to develop a feasible solution framework for maintaining and promoting heritage values in modern urban settings. Methodologically, the research combines secondary data analysis (UNESCO, ICOMOS, and relevant policies) with semi-structured interviews conducted with heritage managers, cultural experts, and local community representatives. Kyoto (Japan), Venice (Italy), and Paris (France) are selected as international comparative case studies. The feasibility of institutionally adapting Public-Private Partnership (PPP) models, independent conservation funds, and mass tourism control strategies is analyzed in the context of Hue and Hoi An. Findings indicate that mobilizing social resources is crucial to ensuring the sustainability of urban heritage. Financial support policies, incentives encouraging participation from businesses and communities, as well as rigorous local government oversight, emerge as key factors. The paper proposes a policy-oriented, multi-stakeholder social ization framework geared toward public-private collaboration and heightened community engagement, in order to safeguard traditional cultural identity amidst urban development in locales such as Hue and Hoi An.

Key words: social mobilization; urban traditional culture preservation; international experience; Hue; Hoi An.

1. Introduction

The preservation of traditional culture within the context of rapid urbanization has increasingly attracted attention from both the academic community and international stakeholders. Studies on urban heritage indicate that the pace of infrastructure development, waves of migration, and changing lifestyles have exerted considerable pressure on the authenticity of numerous cultural practices, architectural works, and traditional arts. In Vietnam, tangible and intangible heritage deterioration occurs predominantly in major cities such as Hanoi, Ho Chi Minh City, Hue, and Hoi An; meanwhile, current urban preservation policies remain inflexible and have yet to fully leverage non-state social resources.

The notion of "socialization" (or social mobilization) in traditional culture preservation began to gain traction in the early 2000s, aligning with emerging trends in sustainable heritage governance. According to ICOMOS (2019), socialization extends beyond the involvement of local communities to encompass non-governmental organizations (NGOs), businesses, and private-sector partners. The utilization of Public-Private Partnerships (PPP) in preservation helps distribute financial risks and facilitate deeper community participation in decision-making processes. As a result, heritage governance can adopt a multidimensional approach that aligns various

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stakeholders' interests. This global shift highlights the growing recognition of the pivotal role of the community and the necessity of fostering multi-stakeholder collaborations in safeguarding urban cultural assets.

By contrast, in Vietnam, urban heritage conservation still faces multiple obstacles, such as limited budgets, overlapping legal frameworks, and shortages of specialized human resources. Although several socialization efforts have been introduced such as the "walking street" model in Hanoi, cultural tourism activities in Hoi An, and community-involved heritage restoration in Hue these initiatives remain small in scale and lack a comprehensive long-term strategy. In practice, mobilizing social resources appears to be a promising direction, but systematic solutions and institutionalized frameworks are needed to effectively implement such initiatives across diverse urban contexts in Vietnam.

To date, numerous studies have addressed urban heritage preservation, yet several critical gaps remain, particularly concerning the institutionalization of PPP models. First, most research has focused on planning, architecture, or state management aspects, while the specific roles and mechanisms of public-private partnerships and independent conservation funds have not been thoroughly analyzed in the Vietnamese context. Second, existing international research on the socialization of urban heritage has largely been descriptive and has not adequately examined the feasibility of applying these successful models to Southeast Asian contexts with differing legal and economic structures. Third, although the significance of harnessing community strength is widely acknowledged, there is still a lack of in-depth understanding of the motivations, modes of participation, and the actual impact of local communities on preservation decision-making.

These gaps highlight the urgent need for an interdisciplinary study that synthesizes successful international socialization models while examining endogenous factors in Vietnam to propose an appropriate policy framework. Notably, the absence of well-defined criteria for evaluating the effectiveness of socialization mechanisms has hindered practical implementation. This situation calls for a methodological approach that integrates qualitative surveys, policy analysis, and rigorous comparative case studies.

Research Objectives: Building on the aforementioned gaps, this study aims to achieve three primary objectives. First, it seeks to analyze the theoretical foundations and scientific underpinnings of social mobilization in the preservation of traditional urban culture. Second, it intends to systematically compare key international experiences in mobilizing social resources focusing on Kyoto (Japan), Venice (Italy), and Paris (France) to elucidate both the factors contributing to success and potential limitations. Finally, it aims to propose a feasible policy framework for socialization in Vietnamese urban contexts, centering on public-private partnerships, independent conservation funds, and enhanced community participation. These objectives stem directly from the shortcomings identified in previous research, forming a logical progression: identifying the problem → examining and comparing international models → proposing practical solutions. Through this approach, the study seeks to establish a robust scholarly foundation and inform policy-making processes related to urban heritage preservation.

Significance of the Study: From an academic perspective, this research will contribute to the development of an interdisciplinary analytical framework that integrates heritage management, urban sociology, and public policy. By providing comparative analyses of successful international cases, the study promises to enrich the body of knowledge on socialization in the preservation of urban culture, particularly in a rapidly changing context like Vietnam. From a practical standpoint, the proposed policy recommendations and independent conservation fund models will assist local authorities in establishing an effective legal and incentive framework. This, in turn, can positively influence the mobilization of financial, human, and intellectual resources from society, thus alleviating the fiscal burden on state budgets. Moreover, empowering local communities not only maintains the authenticity of heritage but also fosters sustainable livelihoods through community-based cultural tourism.

In sum, this research not only fills an academic void but also introduces a novel approach to fostering sustainable development and heritage conservation in Vietnamese cities. By capitalizing on international lessons and adapting them to local realities, socialization in the preservation of urban traditional culture has the

potential to become a key trend aligned with current socio-economic integration strategies.

2. Literature review

2.1. Theoretical Frameworks on Heritage Conservation and Socialization

a) The Concept of "Socialization" in Heritage Conservation

Socialization (social mobilization, civic engagement, community-based approach) in heritage conservation refers to the mobilization, integration, and coordination of resources drawn from non-governmental organizations (NGOs), private enterprises, and local communities. The core philosophy of socialization is to shift the conservation burden from being solely a state responsibility to a shared one, leveraging diverse non-state resources. Within the community-based approach, local communities not only engage in oversight but also act as key agents in protecting and developing heritage. A recent study by Phan (2023) emphasizes that the support of community networks enhances the authenticity of heritage while alleviating the financial burden on state budgets.

b) The PPP (Public-Private Partnership) Model and Heritage Governance

Heritage governance is considered an integrative theoretical framework that allows multiple stakeholders to collaboratively formulate development and conservation strategies for urban heritage sites. Its core principle is that effective heritage management requires cooperation across sectors, recognizing that heritage is a shared resource and responsibility. Within this framework, the PPP model enables the private sector to invest in restoration and promotional activities, supported and regulated by government policies. We define PPP in this context as a formal, contractual arrangement aimed at long-term cooperation where the private sector provides expertise, technology, or capital for heritage preservation in exchange for regulated commercial benefits. Stakeholder theory further emphasizes the need for negotiation and balance of interests among the state, businesses, and local communities to optimize resources and improve accountability. Recently, Chiang (2022) has shown that in Asia, PPP models are often more successful when structured as "concession contracts," with clearly defined timelines for profit-sharing and responsibilities.

These studies underscore an interdisciplinary approach: scholars in cultural studies, public administration, and economics all concur on the benefits of socialization. However, the application of PPP models largely depends on the legal framework and community awareness. Multiple studies agree that broad-based community participation is a critical factor for ensuring sustainability, but there is no consensus yet on the specific mechanisms needed to encourage such participation.

2.2. International Experiences

a) Kyoto (Japan)

Kyoto is renowned for its policy of interweaving "urban cultural parks" with tax incentives for households that preserve traditional wooden architecture. Recent studies by Mori and Tsukada (2021) indicate that local communities have established self-governing associations responsible for maintenance, cultural promotion, and encouraging tourist visits. The Kyoto municipal government plays a macro-level regulatory role, creating a "capital circulation" mechanism that reinvests tourism profits back into conservation initiatives. This model successfully institutionalizes community responsibility backed by consistent financial incentives.

b) Venice (Italy)

Venice employs a model that sources funding from independent heritage funds and regulates tourism through an entrance fee mechanism. Pedrini et al. (2022) highlight the importance of NGOs such as the "Venice in Peril Fund" in connecting international donors and local communities. This approach enables Venice to control the impacts of mass tourism, ensure long-term resources for restoration efforts, and prevent excessive commercialization. The strength of this model lies in its ability to access diverse philanthropic and global capital streams outside the state budget.

c) Paris (France)

Paris uses the Malraux Law to safeguard its historic center while facilitating public-private investments in tourism and cultural infrastructure. Colomb (2016) underscores how Paris enforces strict zoning regulations

to maintain building heights and preserve urban aesthetics. Consequently, the city achieves a harmonious blend of heritage conservation and economic-tourism development, demonstrating the flexibility of the PPP model when guided by a robust legal framework.

Synthesis of International Lessons: Overall, major cities such as Kyoto, Venice, and Paris illustrate that multi-stakeholder collaboration among governments, local communities, businesses, and NGOs is a determining factor for successful heritage conservation. Tools such as independent funds or tax incentives are geared toward long-term objectives: reinvesting tourism revenues into heritage preservation. However, differing economic and cultural contexts mean these models cannot be transplanted wholesale into developing countries; instead, they require adaptable institutional arrangements and implementation capacities. This highlights the need for a systematic analysis of how to contextualize these successful mechanisms (tax incentives, independent funds, clear PPP legal frameworks) for Vietnamese urban centers like Hue and Hoi An.

2.3. Domestic Research

Urban heritage sites in Vietnam (Hue, Hoi An) have been recognized by UNESCO for their global value, yet conservation efforts face numerous hurdles: limited capital, human resource constraints, and fragmented legal frameworks. While a few socialization initiatives such as establishing pedestrian streets in Hue or organizing the "Ancient Town Night" program in Hoi An have seen initial success, their scale remains experimental. Phạm (2023) notes that the implementation of PPP has been hampered by the absence of concrete incentives and a clear roadmap for benefit-sharing between authorities and private investors. Moreover, community consciousness regarding heritage preservation is largely superficial, insufficient to form a sustainable governance system.

From the perspective of socialization, these small-scale models in Vietnam demonstrate initial potential but still lack a consistent policy framework for large-scale resource mobilization. Additionally, local communities have not been fully awakened to their role and responsibilities. The central challenge lies in transforming pilot projects into a region- or nation-wide strategy, backed by robust legal protections and long-term coordination mechanisms. This gap highlights the imperative for detailed legal and policy analysis, which often remains a secondary focus in current domestic heritage studies.

2.4. Emerging Trends and Research Gaps

Global trends in urban heritage conservation are increasingly defined by the prioritization of public-private partnerships to optimize resources and expertise. Many countries have begun implementing PPP models as an effective solution for mobilizing financial and human resources, while independent heritage funds are also gaining traction due to their ability to directly connect donors and communities. In terms of tourism management, "sustainable tourism" strategies have risen to prominence, wherein tourism revenues are reinvested in the maintenance and restoration of heritage. Simultaneously, visitor flows are regulated to mitigate the adverse effects of mass tourism.

Nevertheless, several key issues remain unresolved in existing literature:

The absence of a multidimensional analytical framework that integrates heritage management, policy science, and economics leads to fragmented and difficult-to-implement conclusions.

Research on PPP models in Vietnam remains largely conceptual, lacking a concrete implementation roadmap from financial policy instruments to benefit-sharing mechanisms.

There has been insufficient attention to quantitatively evaluating community impacts on preservation decision-making, especially regarding citizens' roles in governance and funding contributions.

These gaps highlight the urgent need for a more interdisciplinary and systematic approach, thereby paving the way for new directions in establishing sustainable strategies for urban heritage preservation.

In sum, both international and domestic literature agrees that socialization is a central trend for sustaining urban cultural heritage. Successful models (Kyoto, Venice, Paris) demonstrate the importance of government coordination combined with financial innovations and heightened community responsibility. However, to effectively apply these experiences in Vietnam, it is crucial to develop an interdisciplinary analytical framework and institutionalize PPP in a

manner suited to local conditions, while simultaneously enhancing community awareness of the socio-economic value of heritage. This dual focus on institutional adaptation and strategic policy development represents the critical gap this study aims to address, thereby contributing scientifically and practically to the preservation of traditional urban culture in Vietnam.

3. Methods

This study employs a qualitative research approach, combining secondary data analysis with comparative case studies, in order to derive valuable lessons on socialization in urban heritage conservation and consider their relevance to the Vietnamese context.

First, secondary data analysis is conducted on a range of statistical reports, government documents, and international scholarly articles related to the application of the PPP (Public-Private Partnership) model in heritage governance. Key sources include UNESCO and ICOMOS reports, as well as legal and regulatory texts in the cultural-heritage domain within Vietnam. This literature review establishes a clear theoretical foundation and provides baseline data on how social resources are mobilized in urban areas that have adopted, or are currently applying, PPP or similar models.

In parallel, a comparative case study is carried out on three selected cities Kyoto (Japan), Venice (Italy), and Paris (France). These cities represent diverse approaches to heritage conservation in terms of policy mechanisms, heritage management structures, and the scale of tourism development. Data on tourism statistics, urban planning policies, and scholarly research on heritage are analyzed using qualitative content analysis to identify factors contributing to success or challenges faced during the socialization process.

In addition to secondary data, the study incorporates 12 in-depth, semi-structured interviews conducted between May and July 2023 with three main stakeholder groups: heritage managers andcultural experts (e.g., representatives from the Hue Monuments Conservation Center and Hoi An Heritage Management Board), cultural experts, and local community representatives in Hue and Hoi An. These interviews offer deeper insights into practical perspectives, difficulties encountered, and expectations of stakeholders involved in mobilizing social resources for conservation. The feedback from interviewees is integrated into the comparative analysis to highlight any adjustments needed for local adaptation within the Vietnamese urban context.

All collected data and observations are ultimately processed through Qualitative Content Analysis and Framework Analysis. The Qualitative Content Analysis was used to systematically identify recurring themes, patterns, and categories within the interview transcripts. This was followed by Framework Analysis, which enabled the systematic organization of comparison criteria and the evaluation of similarities and differences between international models and domestic contexts. Through this approach, the study identifies overlaps and gaps in existing policies and proposes socialization strategies with high practical applicability.

4. Research Results and Discussion

4.1. Findings from Secondary Data Analysis

Secondary data analysis, based on reports from UNESCO (2021), ICOMOS (2019), and tourism statistics from various authorities, reveals that PPP (Public-Private Partnership) models and socialization mechanisms constitute a primary global trend in urban heritage conservation. Sakai (2018) highlights the benefits of mobilizing private-sector resources to alleviate budgetary pressures and enhance restoration efficiency. Concurrently, international scholarly articles (Colomb, 2016; Zan, 2019) emphasize the role of NGOs and local communities, particularly in managing and allocating funds through independent conservation mechanisms.

In Vietnam, data drawn from legal documents (e.g., the Law on Cultural Heritage, relevant Decrees orCirculars on socialization) and reports by the Ministry of Culture, Sports and Tourism (2020) show initial incorporation of socialization incentives into heritage management policies. However, a critical policy gap is observed: while the general principle of socialization is present in high-level legislation, detailed implementation guidelines, especially regarding explicit mechanisms for benefit-sharing and risk allocation under PPP models, remain ambiguous. Consequently, actual implementation remains limited due to the lack of explicit benefit-sharing mechanisms and long-term strategic orientations.

Combined with statistics from the Vietnam National Administration of Tourism (2022), the research team notes that revenue from heritage tourism is insufficient to cover the maintenance and restoration costs of cultural sites in major cities such as Hue and Hoi An. These findings underscore the urgent need to move beyond generalized legal provisions and institutionalize specific financial and operational frameworks to engage the private sector and community.

4.2. Comparative Case Studies: Kyoto, Venice, and Paris

The comparative examination of Kyoto (Japan), Venice (Italy), and Paris (France) demonstrates that, despite differing cultural-legal contexts and heritage characteristics, these cities adopt similar approaches to socializing heritage conservation. Analysis of statistical data and secondary sources identifies notable trends and elucidates strengths and weaknesses in each model.

Kyoto (Japan):

In Kyoto, public-private funds and tax incentives support the restoration of ancient temples and shrines. According to the Kyoto City Government (2020), approximately 60% of religious heritage sites underwent restoration with socialized funding between 2010 and 2020. Direct community involvement through craft associations is considered a key driver. Mori and Tsukada (2021) indicate that frequent traditional festivals attract tourists and generate capital that is reinvested into heritage preservation through a "capital circulation" mechanism. This arrangement helps Kyoto maintain a balance among religious values, local cultural identity, and sustainable tourism development.

Venice (Italy):

Venice focuses on regulating mass tourism flows and establishing independent heritage funds managed by NGOs. The "Venice in Peril Fund" (2021) reports that approximately 45% of restoration funding originates from international donors and philanthropists. The implementation of an entry fee system helps control visitor numbers, reducing infrastructural strain. Zan (2019) demonstrates that independent funds serve as effective intermediaries, ensuring financial transparency and enabling local residents to participate in fundraising activities. However, Venice must still contend with significant fluctuations in tourist flows, requiring unified regional or national-level strategies.

Paris (France)

Paris employs strict heritage zoning and Public-Private Collaborations (PPP) to protect over 80% of the historic central area (Paris City Council, 2021). Arantes and Collomb (2020) highlight that a portion of tourism profits is reinvested into restoration projects. In addition, financial incentives (e.g., tax deductions facilitated by the Malraux Law) encourage companies to invest in historical building renovations, thereby easing the state's fiscal burden. This coordinated policy framework not only preserves the city's urban identity but also fosters sustainable tourism development.

Synthesis of International Lessons: In all three cases, NGOs and local communities emerge as "adhesive" agents that bind together diverse resources governmental, corporate, and philanthropic. These models channel tourism profits and international donations back into heritage restoration under transparent legal and financial frameworks, ensuring long-term sustainability and mitigating adverse effects. Yet, each city faces specific contextual challenges. Venice must intensify tourism control due to infrastructure sensitive to climate change; Kyoto's reliance on local associations may diminish if tax incentives are reduced; and Paris must balance stringent conservation zoning with the economic growth of a global city. Lessons from these cities suggest that successful socialization depends critically on institutionalizing community responsibility and establishing stable financial and legal mechanisms (such as tax incentives, independent funds, and clear PPP guidelines).

4.3. Findings from Semi-Structured Interviews in Hue and Hoi An

Parallel to the secondary data analysis and international case studies, the research team conducted 12 semi-structured interviews between May and July 2023 with heritage managers, cultural experts, and community representatives in Hue and Hoi An. Qualitative content analysis and framework analysis were employed to interpret these interviews, aiming to understand the current state of socialization in heritage conservation in Vietnam.

Cultural Experts in Hue: Feedback from the Hue Monuments Conservation Center official (CE-Hue 1) indicates that state funding for national heritage sites is unstable, as these sites constantly require maintenance and repairs. Although a few public-private partnership (PPP) projects have been initiated to upgrade the Imperial City area, mobilized social resources remain insufficient to bring about substantial changes. The absence of a cohesive legal framework hinders the long-term support for socialization efforts, and private-sector engagement tends to focus on tourism services rather than specialized conservation. Another cultural expert (CE-Hue 2) recommends considering Venice's approach of applying "entrance fees" or visitor permits to control tourist inflows during peak seasons. This suggests a practical demand for institutionalizing tourism management tools to secure a sustainable revenue stream.

Cultural Experts in Hoi An: According to an expert at the Hoi An Heritage Management Board (CE-HA 1), the "walking street" model and heritage visitation packages have generated stable revenue, but the scale of social contributions remains limited. The expert advocates the establishment of an independent fund connecting directly with tourism businesses and NGOs to secure consistent financing for restoration efforts. He also underscores the flexibility of PPP arrangements: if supported by a favorable legal framework, travel companies and international donors would be more inclined to engage, particularly in restoring ancient guildhalls and temples of high cultural and historical value.

Community Representatives in Hue: Interviews with community representatives near the Hue Citadel (CR-Hue 1 and CR-Hue 2) reveal that residents are interested in maintaining family heritage assets (ancestral halls, traditional wooden houses) but face financial and bureaucratic hurdles. They request preferential loans, tax relief, and streamlined procedures for restoring their heritage homes. Some respondents (CR-Hue 3) suggest forming local cultural associations, akin to the artisan guilds in Kyoto, to organize festivals and educational activities for visitors. These requests point directly to the need for clear financial incentives and organizational models in policy-making.

Community Representatives in Hoi An: Households in Hoi An (CR-HA 1 and CR-HA 2) express willingness to contribute to a preservation fund if offered financial incentives or technical support for ancient house restoration. They desire financial mechanisms similar to those in Kyoto, such as land tax exemptions and subsidized loans for heritage upgrades. Some community members (CR-HA 3) stress the importance of hosting traditional festivals and craft demonstrations to showcase local culture to selective tourists. These suggestions echo Kyoto's model, where artisan associations play a crucial role in activating community-driven preservation and cultural tourism.

These observations from Hue and Hoi An underscore the urgent need for a stable legal framework, flexible financial policies, and well-defined PPP mechanisms to advance socialization in heritage conservation. Both experts and community members endorse independent funds and self-governing associations, acknowledging the potential of adapting Venice's tourism control strategies. The goal is to link sustainable tourism development with the reinvestment of profits into local heritage conservation. Notably, community respondents affirm their readiness to participate if the frameworks are transparent, equitable, and empower them as key actors in heritage preservation.

By integrating secondary data and interview findings, the study identifies several common factors in mobilizing social resources: financial transparency, incentives for private-sector and community involvement, and tax-relief policies. The models in Kyoto, Venice, and Paris demonstrate various approaches to simultaneously addressing heritage preservation and economic-tourism development. When compared to the situations in Hue and Hoi An, the interviews emphasize the need for clearer legal provisions and concrete policies to attract private investment. At the same time, local communities' supportive attitudes are evident, but require organizational structures like associations or independent funds to translate goodwill into tangible actions. Overall, these insights suggest a potential roadmap for institutionalizing PPP mechanisms and independent conservation funds in Vietnamese heritage cities such as Hue and Hoi An.

5. Conclusion and Policy Recommendations for Hue and Hoi An

5.1. Conclusion

This study has elucidated the pivotal role and effectiveness of socialization (social mobilization) in preserving traditional urban culture through comparative analyses of Kyoto (Japan), Venice (Italy), and Paris (France), as well as empirical examinations of Hue and Hoi An. The findings confirm that mobilizing social resources is critical to alleviating fiscal burdens and enhancing the sustainability of conservation projects. By integrating public and private sectors, the aforementioned international cities not only safeguard their heritage identities but also leverage tourism activities to establish a revolving financial mechanism. The practical insights drawn from Hue and Hoi An, particularly the clear demand from both experts and communities for financial incentives and defined organizational structures, indicate the high potential for widespread application of such models in Vietnam, contingent upon supportive policies and a clearly defined legal framework.

From a scholarly perspective, this research contributes an interdisciplinary analytical framework that integrates heritage management, economics, and policy sciences. Critically, it addresses existing gaps by outlining institutional implementation methods, such as detailing benefit-sharing in PPP mechanisms and the operational structure of independent conservation funds, thereby moving beyond conceptual discussions. On a practical level, adapting international experiences highlights the effectiveness of institutional tools like tax incentives, independent heritage funds, and the regulation of mass tourism—key elements for establishing sustainable urban heritage preservation models, as exemplified by the cases of Hue and Hoi An.

5.2. Policy Applications and Recommendations for Hue and Hoi An

Implementing socialization mechanisms for heritage conservation in Hue and Hoi An requires a comprehensive, multi-faceted roadmap that balances the legacy of international experience with local conditions. Based on the research findings (Sections 4.2 and 4.3) which underscore the lack of a cohesive legal framework and the community's readiness for financial incentives, the following detailed policy recommendations are proposed:

a) Establishing an Independent Conservation Fund (Drawing on the Venice Model)

Hue and Hoi An should consider creating an independent conservation fund to transparently mobilize socialized resources. This fund could be structured as a non-profit organization involving government representatives, local communities, tourism enterprises, and NGOs.

Initial Capital Structure: Initial funds may be sourced from local government budgets combined with contributions from tourism enterprises and private donors. Residents of the heritage zone could also contribute periodic "conservation fees," offset by property tax incentives or concessional loans for property restoration (addressing community requests).

Management and Oversight: The fund should be governed by an independent board of trustees, including cultural experts, community representatives, and businesses. Annual financial reports must be publicly available to ensure transparency and accountability.

Annual Fundraising Activities: Organize cultural events, traditional festivals, ticketed heritage visits, or arts fundraising events to engage tourists and international donors. Such activities increase revenues while promoting local identity.

b) Defining a PPP (Public-Private Partnership) Roadmap for Restoration

PPP mechanisms serve as an effective means to connect the state and private sector in heritage restoration, particularly for key sites in Hue (Imperial City, palaces, royal tombs) and Hoi An (ancient houses, communal halls, temples).

Financial Incentives: Local authorities could implement property tax exemptions, interest rate subsidies, or simplified administrative procedures for private-sector heritage restoration projects, thereby directly encouraging corporate investment (addressing the expert gap).

Concession Contracts: Some heritage sites or public spaces could be managed under formal, long-term concession contracts granted to private enterprises on condition that they restore and maintain original

architectural features and allocate a portion of their revenue to the conservation fund (institutionalizing PPP).

Monitoring and Benefit-Sharing: Establish joint oversight mechanisms between heritage management agencies and private investors to ensure fair and transparent benefit distribution. Local citizens could participate as minor shareholders, contributing capital or holding partial stakes in heritage assets, thus reinforcing their responsibility and interests.

c) Forming Craft Guilds or Cultural Associations (Drawing on the Kyoto Model)

Cultural associations or craft guilds can serve as "intermediary organizations" connecting communities with tourism enterprises and management authorities. In Kyoto, such guilds have successfully organized cultural festivals, fostered community-based tourism, and generated revenue reinvested into conservation.

Scope of Activities: Associations could unite artisans in woodworking, ceramics, conical hat production, or traditional performance groups (e.g., Ca Huế (Hue traditional chamber music), Bài Chòi (Bai Choi folk singing and games)). The objective is to preserve artisanal skills while developing high-quality cultural products and tourism services.

Event Planning and Promotion: Guilds could organize "cultural markets" or seasonal tourism festivals, inviting visitors to experience "cultural homestays" including hands-on craft workshops. This approach recycles tourism revenue back into the conservation fund or directly supports the maintenance of historic homes.

Technical Support: Authorities may partner with cultural research institutes or universities to provide training in association management, marketing skills, and market access strategies for artisans and community members.

d) Pilot Tourism Control Measures (Drawing on the Venice Model)

To mitigate infrastructure pressure and safeguard heritage authenticity, Hue and Hoi An could pilot tourist flow control strategies akin to those in Venice.

Visitor Quotas: Implement a ticketing system with a limited number of available passes per time slot to prevent overcrowding at heritage sites.

Reinvestment of Tourism Fees: A portion of entrance fees could be directed to the independent fund for ongoing maintenance and upgrades. Additionally, local businesses operating within the heritage zone could contribute a "conservation fee" proportionate to their revenue, ensuring fairness between individual gains and collective responsibilities.

Livelihood Transition Support: In tandem with tourist restrictions, authorities should assist residents in transitioning toward higher-quality tourism models that provide authentic local experiences rather than mass-market offerings. This approach maintains residents' incomes while offering better protection for heritage assets.

These recommendations when applied to Hue and Hoi An require coordinated efforts among local governments, communities, tourism enterprises, and NGOs. Establishing independent conservation funds, shaping robust PPP frameworks, forming artisan guilds, and piloting tourism control measures not only address capital shortages and the preservation of specific monuments but also pave the way toward sustainable development that institutionalizes historical and cultural identity. This integrated approach transforms heritage conservation into a dynamic, "living" process, aligning economic benefits with community values and advancing sustainable urban growth for Hue, Hoi An, and other heritage cities across Vietnam.

6. Study Limitations

Despite offering promising insights into the role of socialization in urban heritage conservation, certain limitations must be acknowledged. First, the qualitative scope of data collection limited to 12 semi-structured interviews in Hue and Hoi An may not fully capture the diversity of conservation models or community participation levels in other Vietnamese heritage cities. The lack of large-scale quantitative data constrains generalizability, particularly across varying socio-economic contexts or comparisons with cities beyond the study's scope.

Second, the research relies heavily on secondary data analysis and international case studies (Kyoto, Venice, Paris). Although providing a relatively comprehensive overview of socialization models abroad, these

approaches are influenced by differences in legal frameworks, cultural nuances, and infrastructural conditions. Consequently, lessons drawn from international exemplars remain suggestive, requiring more in-depth empirical testing to confirm their feasibility and efficacy in Vietnam.

Third, the comparative case analysis did not delve deeply into endogenous factors such as local governance capacity, intersectoral policy coherence, or community attitudes toward conservation. Additionally, the limited research scope hinders the assessment of the long-term impacts of socialization mechanisms on local livelihoods and public awareness. Lastly, while this study proposes mechanisms for mobilizing public-private resources and forming independent conservation funds, actual implementation depends on legal procedures, financial incentives, and political will at various administrative levels.

These limitations point to the need for future research that integrates large-scale quantitative evaluations, broader geographical coverage, and expanded expert interviews. Such efforts will refine theoretical frameworks and bolster practical solutions for advancing socialized urban heritage conservation in Vietnam.

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XÃ HỘI HOÁ TRONG BẢO TỒN VĂN HOÁ TRUYỀN THỐNG ĐÔ THỊ: KINH NGHIỆM QUỐC TẾ VÀ GỢI Ý CHO VIỆT NAM (TRƯỜNG HỢP CỦA HỘI AN VÀ HUẾ)

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Tóm tắt: Nghiên cứu này đánh giá vai trò của xã hội hóa trong bảo tồn văn hóa truyền thống tại các khu vực đô thị, đồng thời rút ra các bài học thực tiễn từ kinh nghiệm quốc tế. Lấy bối cảnh đô thị hóa nhanh chóng của Việt Nam cùng với các cuộc phỏng vấn bán cấu trúc tại Huế và Hội An bài báo nhằm mục đích xây dựng một khuôn khổ giải pháp khả thi để duy trì và phát huy các giá trị di sản trong môi trường đô thị hiện đại. Về phương pháp luận, nghiên cứu kết hợp phân tích dữ liệu thứ cấp (báo cáo của UNESCO, ICOMOS và các chính sách liên quan) với các cuộc phỏng vấn bán cấu trúc được thực hiện với các nhà quản lý di sản, chuyên gia văn hóa và đại diện cộng đồng địa phương. Kyoto (Nhật Bản), Venice (Ý) và Paris (Pháp) được chọn làm các trường hợp so sánh quốc tế. Khả năng thể chế hóa mô hình Hợp tác Công Tư (PPP), các quỹ bảo tồn độc lập và các chiến lược kiểm soát du lịch đại chúng được phân tích trong bối cảnh của Huế và Hội An. Các phát hiện chỉ ra rằng việc huy động nguồn lực xã hội là rất quan trọng để đảm bảo tính bền vững của di sản đô thị. Các chính sách hỗ trợ tài chính, các ưu đãi khuyến khích sự tham gia từ doanh nghiệp và cộng đồng, cùng với sự giám sát chặt chẽ của chính quyền địa phương, nổi lên là những yếu tố then chốt. Bài báo đề xuất một khuôn khổ xã hội hóa theo định hướng chính sách và đa thành phần, hướng tới sự hợp tác công tư và tăng cường sự tham gia của cộng đồng, nhằm bảo vệ bản sắc văn hóa truyền thống trong bối cảnh phát triển đô thị ở các địa phương như Huế và Hội An.

Từ khóa: xã hội hoá; bảo tồn văn hoá truyền thống đô thị; kinh nghiệm quốc tế; Huế; Hội An.