

Cultural of Hanoi: The Fusion of Local and Global Cultures

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Abstract: This paper aimed to study the formation and development of Hanoi's unique cultural identity in the context of globalization and cultural exchange, clarifying the role of cultural interplay and diversity in shaping the city's cultural identity. The research applied theories related to urban culture, including cultural intersection theory, globalization theory, and habitat theory. Through this, the paper analyzed and compared Hanoi with other major cities such as Tokyo, New York, and Paris to understand the differences in the formation of cultural identity. The research results indicated that Hanoi retained many traditional cultural values, creating a rich blend of traditional and modern cultures. The paper also proposed several policies for preserving cultural heritage, including protecting historical sites, developing cultural tourism, and enhancing education about local culture. This study not only clarified Hanoi's unique cultural identity but also provided insights into how urban culture formed and developed in the context of globalization. The paper emphasized the importance of community participation in preserving and developing culture, thereby helping to raise awareness of cultural values in modern society.

Keywords: Hanoi's cultural identity, globalization, cultural heritage, formative factors, Preservation.

1. INTRODUCTION

In the current context of globalization, studying urban cultural identity has become an important and necessary task. Cities serve not only as economic and social centers but also as spaces for preserving and developing unique cultural values (Chen & Lin, 2016; Sutton & Anderson, 2020). Hanoi, the capital of Vietnam, exemplified the formation and transformation of cultural identity through various historical stages. With a rich history spanning thousands of years, Hanoi underwent significant changes, from a bustling trade center to the colonial period, wartime, and modern renovation. The cultural interplay between indigenous elements and external influences created a diverse and rich cultural landscape (Chính, 2011; Hồ, 2023). Using qualitative research methods such as theoretical analysis and document comparison, this study focused on identifying the factors forming Hanoi's cultural identity, analyzing the interaction between tradition and modernity, and assessing the impact of globalization on the city's cultural heritage (O'Regan, 1999). Hanoi's cultural identity was shaped not only by traditional festivals, customs, and historical relics (Khuyên, 2010; Vu, 2015) but also by cultural exchanges from various cultures, including French, Chinese, and domestic ethnic minorities (Hồ, 2023; Varnum & Grossmann, 2017). Through this, the study contributed to clarifying the distinctive cultural values of Hanoi while also provoking profound thoughts on preserving and developing culture in the modern era, where homogenization and global influences became increasingly strong (Nguyễn, 2010).

Overview of the Research

Urban culture, especially in the context of globalization, became an important area of study in sociology and anthropology. According to Chen and Lin (2016), cultural intersection not only created new cultural forms but also enriched local identities. In Hanoi, research on cultural identity was conducted from various perspectives, ranging from history to art and distinctive cultural values.

The study by Chính (2011) explored the structure and deconstruction of Hanoi's cultural identity, emphasizing the importance of cultural heritage in shaping the cultural awareness of residents. Hoàng (1996) pointed out that cultural characteristics, such as the elegant lifestyle of Hanoians, were preserved and developed over time, reflecting the interplay between traditional and modern cultures. Lam (2005) also analyzed cultural transformations in the 36 streets of Hanoi, highlighting the fusion of traditional and modern cultural elements. Additionally, Hồ (2023) explored the cultural imprint of French civilization on Hanoi's identity, indicating that the influence of external cultural factors contributed to shaping the city's cultural identity. Research on folk art also demonstrated its significant role in preserving cultural identity. Nguyễn (2010) outlined the status and solutions for *xâm* singing in Hanoi, while Nguyễn (2021) indicated that *ca trù* was not only an art form but also a medium for transmitting traditional cultural values. Furthermore, Nguyễn (2013) studied the value of intangible cultural heritage in Thăng Long-Hanoi, emphasizing the importance of preserving and developing these cultural values in the modern context. Authors such as Khuyển (2010) and Nguyễn (2010) also contributed to research on the festivals and cuisine of Hanoi, thereby highlighting the richness of local cultural heritage.

However, gaps remained in the research on cultural preservation policies and community participation in these activities. The existing literature did not provide insights into the application of cultural intersection theory in the practical context of Hanoi, particularly in preserving intangible cultural values and developing cultural tourism. Further study was needed on the role of education in raising community awareness about cultural values and their involvement in preserving cultural heritage. This research aimed to clarify the role of culture in urban development, thereby proposing specific solutions for preserving and developing local culture in Hanoi.

2. METHODOLOGY

This research was primarily conducted through theoretical analysis and document comparison methods, aimed at clarifying Hanoi's urban cultural identity in the context of globalization.

The study began by synthesizing and analyzing theories related to cultural identity and the development of urban culture. Concepts and theories from both domestic and international authors were reviewed to clarify the factors forming cultural identity and how urban culture developed under the influence of globalization. These theories provided a foundation for evaluating and interpreting cultural data from Hanoi, thereby gaining a deeper understanding of the intersection between traditional and modern cultural elements. The research conducted a comparative analysis of documents from various sources, including previous studies, scientific articles, and materials on Hanoi's culture. This comparison aimed to highlight differing perspectives and gaps in existing research. By contrasting documents from various authors and different periods, the research indicated changes in the perception of Hanoi's cultural identity over time, as well as the challenges the city faced in its cultural development.

The study particularly focused on materials related to festivals, folk art, and modern cultural expressions to identify similarities and differences among the sources.

History of Formation and Development

Hanoi, with a history spanning thousands of years, underwent various developmental stages, each leaving distinct marks on its politics, society, and culture (Nguyễn, 2010; Tran, 2015). The first civilization in this region originated from the Đông Sơn culture, famous for archaeological relics such as bronze drums, stone tools, and ancient pottery, which showcased the creativity and skills of early inhabitants (Vu, 2011). With its advantageous geographical location along the Red River, Hanoi early on became a bustling trade center, contributing to the formation of its unique culture.

A significant turning point occurred in 1010 when King Lý Thái Tổ decided to move the capital from Hoa Lư to Thăng Long. This decision was not only a strategic military and political move but also heralded a new era of cultural development. Thăng Long was meticulously planned and constructed with grand architectural designs featuring many historically significant structures, notably the Thăng Long Citadel, which became a major center for culture, education, and art in the country (Phạm, 2012). This period witnessed the flourishing of trade activities, and the education system was also emphasized to elevate public knowledge, preserving and promoting national cultural values (Le, 2020).

From the 15th to the 18th centuries, Hanoi, then known as Đông Đô, developed into an important cultural and political hub of Đại Việt. Artistic forms such as poetry, traditional music, and painting thrived, reflecting the vibrant lives of the people and contributing to the unique cultural identity of the city (Bui, 2017). The cultural interplay from various dynasties, particularly during the Lê and Nguyễn periods, created a rich and diverse cultural landscape.

In the 19th century, when the Nguyễn dynasty established its court in Huế, Thăng Long gradually lost its political centrality but continued to maintain its role as a center of culture and art. The cultural heritage of Hanoi during this period was expressed through historical sites like the Temple of Literature and various folk art forms such as chèo, tuồng, and cải lương (Tran, 2018). These artistic activities not only represented Hanoi's unique identity but also laid the foundation for the city's future cultural development.

The French colonial invasion at the end of the 19th century sparked significant changes in the social and cultural structure of Hanoi. Architectural constructions in French styles, such as the Notre-Dame Cathedral and broad boulevards, altered the city's appearance. This period also witnessed a robust nationalistic movement and literary and artistic activities, reflecting the hardships of the people and their fervent desire for freedom (Nguyễn, 2013).

After gaining independence in 1945, Hanoi officially became the capital of the Democratic Republic of Vietnam. From 1945 to 1975, the city experienced significant upheaval due to war but was also marked by the emergence of new artistic movements steeped in patriotism and the desire for independence. The poetry, music, and painting of this era were not only calls to resistance but also symbols of the solidarity and determination of the people of Hanoi (Pham, 2016).

The renovation policy in 1986 facilitated Hanoi's vigorous development in both economic and cultural spheres. Today, the city is not only a political and economic center but also a prominent cultural destination, attracting visitors from around the world. Cultural and artistic activities are held regularly, including traditional festivals and exhibitions, contributing to the preservation and promotion of Hanoi's unique cultural values (Nguyen & Pham, 2020).

Hanoi's development through historical stages reflects not only changes in its appearance and social structure but also the formation and preservation of a rich and diverse culture. The city has asserted its status not only as a capital but also as a symbol of the vibrant spirit and resilience of the Vietnamese people.

Cultural Heritage

The cultural heritage of Hanoi is not only rich in quantity but also profound in significance, playing an important role in shaping and affirming the city's cultural identity. In the context of cultural exchange and the strong development of modern society, historical relics and traditional festivals still hold a special place in the hearts of the people as well as in the cultural consciousness of Vietnam. The inheritance and development of these cultural heritages have helped Hanoi build and affirm its unique identity (Chinh, 2011).

Prominent Historical Relics and Their Roles: Hanoi possesses a treasure trove of historical relics, including architectural works, temples, and cultural relics recognized both domestically and internationally. According to Nguyen (2010), these relics clearly reflect the inheritance and cultural transformations through various historical periods.

Thang Long Citadel: As one of the most important historical relics, the citadel was not only the residence of Vietnamese feudal dynasties but also a symbol of the country's prosperity and civilization. The existence of this relic reflects the process of forming the cultural and political identity of Hanoi through historical periods (Ho, 2023). In 2010, the Thang Long Citadel was recognized by UNESCO as a World Cultural Heritage site, affirming its global value (Quang, 2009).

Temple of Literature - Quoc Tu Giam: As the first university in Vietnam, it preserves the knowledge and tradition of learning of the nation. This relic not only honors Confucian scholars but also symbolizes Vietnamese education, demonstrating the importance of knowledge in Hanoi's culture (Nguyen, 2010). Festivals at the Temple of Literature, such as the incense offering ceremony to commemorate talented individuals, have become cultural events attracting large crowds (Hoang, 1996).

One Pillar Pagoda: With its unique architecture and high symbolic significance, the One Pillar Pagoda is not only a place of worship but also carries deep meanings about national cultural spirit. This relic is associated with many legends and customs of the people of Hanoi, reflecting the beliefs and spirituality of the local residents (Nguyen, 2013).

Traditional festivals and customs in Hanoi play a vital role in preserving and promoting cultural values. Festivals such as the Giong Festival, Hung Kings Festival, and Huong Pagoda Festival are not only spiritual events but also occasions for the community to connect and share common cultural values (Khuyen, 2010). Giong Festival is one of the largest and oldest festivals in Hanoi, this festival takes place annually at Giong Temple, expressing the spirit of patriotism and national pride (Vu, 2015). The rituals during the festival not only honor heroes but also reflect the beauty of folk culture, from dances and drum sounds to traditional dishes (Nguyen, 2010).

Customs: Besides festivals, the daily customs of Hanoi's residents also create a unique cultural identity. Customs such as celebrating the Lunar New Year, the offering ceremony to the Kitchen Gods, or traditional games enrich cultural life and strengthen the bonds between generations in families and communities (Nguyen, 2010). These values are continuously preserved and promoted, representing a connection between the past and the present (Ly, 2012).

In the modern context, the preservation and promotion of cultural heritages and traditional festivals are extremely necessary. They not only contribute to affirming the cultural identity of Hanoi but also promote the sustainable development of the city, while creating a rich cultural environment that attracts visitors and enhances national pride within the community (Varnum & Grossmann, 2017; Sutton & Anderson, 2020).

Cultural Identity Formation Factors

Hanoi, as the capital of Vietnam, was not only a political center but also a treasure trove of diverse and rich culture. The cultural identity of this city was formed from cultural interactions and cultural diversity, with these two elements interacting to create a unique cultural picture (Nguyễn, 2020).

Cultural exchange in Hanoi occurred over many historical periods when the city received and integrated cultural elements from outside. Hanoi experienced significant cultural exchanges with major civilizations such as China, France, and, more recently, Western cultures (Trần, 2021). This process was not only driven by economic opening policies but also facilitated by migration and resettlement, which helped form a richness in culture and art. Elements such as architecture, customs, and cuisine were enriched and transformed to suit the social context and needs of the people (Nguyễn & Lê, 2022). This exchange not only enriched Hanoi's cultural identity but also created a creative space where traditional and modern values could coexist and develop.

Hanoi was also a destination for many waves of migration from provinces across the country and internationally. These migrant groups contributed to the cultural diversity of the city (Lê, 2019). Each group brought its unique cultural traits, from language to customs and lifestyles, creating a rich cultural tapestry. Communities of Chinese, French, and, more recently, Japanese and South Korean people created unique cultural highlights, from restaurants to festivals, enriching the cultural experience of the local population (Nguyễn, 2020). The interaction between communities generated new cultural patterns, fostering creativity and adaptability within Hanoi's society in the context of globalization.

The cultural diversity in Hanoi was evident through the presence of many ethnic groups, each contributing its unique cultural values (Trần, 2021). This diversity was not only apparent in residential areas but also prominently displayed in the city's cultural, artistic, and festival activities. Each ethnic group brought its traditions, customs, and beliefs, contributing to the overall cultural identity of Hanoi (Lê, 2019).

Hanoi's cuisine was one of the most prominent manifestations of cultural diversity. With a combination of ingredients and cooking techniques from various cultures, the cuisine was not only appealing in flavor but also told a story about history and culture (Nguyễn & Lê, 2022). Dishes such as phở, bún chả, and bánh cuốn were not only local specialties but also symbols of Hanoi's cultural identity.

In addition to cuisine, the arts also clearly reflected cultural diversity. Traditional art forms such as ca trù, quan họ, and chèo blended with modern art forms, creating a fresh creative space. Cultural events, art exhibitions, and festivals held regularly in Hanoi not only helped local people access new artistic trends but also highlighted traditional cultural values (Trần, 2021).

Cultural diversity in Hanoi was also reflected in customs and practices. Traditional festivals such as Tết Nguyên Đán, Tết Trung Thu, and the Hùng Kings Festival were not only occasions for locals to express their love for their homeland but also opportunities for generations to interact, exchange, and preserve the precious cultural values of the nation (Nguyễn, 2020). The richness of customs and practices not only contributed to creating a unique cultural identity for Hanoi but also affirmed the city's position within the diverse cultural context of Vietnam.

These elements not only formed the cultural identity of Hanoi but also laid a solid foundation for the sustainable development of local culture in the future. The cultural exchange and diversity created a Hanoi that was both traditional and modern, a place where rich cultural values converged and thrived.

Cultural Identity of Hanoi in the Context of Globalization

Hanoi, with its rich history and diverse culture, faced numerous issues and challenges in the context of globalization and the development of modern art. Analyzing these main themes helped gain a deeper understanding of the changes in the city's cultural identity.

Globalization became an irreversible trend that profoundly affected every aspect of cultural life in Hanoi. The opening of the economy and international cultural exchanges brought many new elements, from lifestyles to cultural products, creating a more diverse cultural landscape (Nguyen, 2020). However, this also raised an important question about preserving and safeguarding traditional cultural values. Foreign cultural products, ranging from music and film to cuisine, quickly penetrated the lives of the people, creating significant competition with local cultural values (Tran, 2021). This interaction could lead to the erosion of some traditional cultural aspects without appropriate protective and promoting measures.

In the context of globalization, Hanoi not only confronted the challenge of preserving traditional cultural identity but also sought to exploit the opportunities this trend provided. One of the greatest challenges was the pressure from foreign cultural values, which could lead to cultural homogenization. This diminished the vitality of traditional cultural values, raising concerns about the loss of Hanoi's unique cultural identity. However, globalization also opened up many opportunities for local culture to develop. Thanks to international connections, Hanoi could introduce and promote its cultural values to the world. Cultural events, festivals, and international exhibitions not only attracted the attention of tourists but also created opportunities for local residents to interact and learn from other cultures (Nguyen & Le, 2022). Collaborating with international artists and cultural figures helped enhance the artistic and cultural value of Hanoi while contributing to the sustainable cultural economy.

Art always played an important role in reflecting and shaping the cultural identity of a community. In Hanoi, art was not only a form of entertainment but also a way for people to express themselves and connect with each other. Traditional art forms such as ca tru, cheo, and water puppetry retained their appeal, while modern art forms like rap and hip-hop increasingly developed (Tran, 2021). Modern art in Hanoi gradually became the foundation for establishing a new cultural identity, where traditional values were renewed and combined with modern elements. Young artists demonstrated continuous creativity in seeking new expressions, bringing local cultural stories into modern life (Nguyen, 2020). This not only helped preserve traditional cultural values but also created new values, enriching the cultural identity of Hanoi.

Many modern art trends emerged and created special connections with traditional culture. Artists continuously explored and combined modern artistic techniques with traditional art forms to create unique works deeply rooted in local culture (Le, 2019). Artistic festivals, painting exhibitions, and performances became creative spaces where artists could exchange, share, and develop new ideas. In particular, contemporary art in Hanoi did not stop at merely replicating or renewing traditional elements but also deeply reflected society and contemporary issues. Modern artworks often carried social criticism, addressing issues such as environmental pollution, social inequality, and moral values, thus affirming the role of art as a voice in the community (Nguyen & Le, 2022).

In conclusion, modern art and culture in Hanoi maintained a close and continuous interaction, significantly contributing to the preservation and development of the city's cultural identity in the modern context. Through the intersection of tradition and modernity, Hanoi not only preserved but also enriched its cultural identity, laying the foundation for sustainable development in the future.

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intersection might lead to the erosion of some traditional cultural traits if there were no appropriate measures to protect and promote them.

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Many modern artistic trends emerged and created special connections with traditional culture. Artists continuously explored the integration of modern artistic techniques with traditional art forms to create unique works that deeply reflected local cultural characteristics (Le, 2019). Contemporary art festivals, exhibitions, and performances became creative spaces where artists could interact, share, and develop new ideas. Particularly, contemporary art in Hanoi not only replicated or renewed traditional elements but also provided profound reflections on society and contemporary issues. Modern artworks often contained social critiques, addressing issues such as environmental pollution, social stratification, and moral values, thereby affirming the role of art as a voice in the community (Nguyen & Le, 2022).

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3. COMMENTS AND CONCLUSIONS

In urban cultural studies, theories of cultural hybridity, globalization, and local identity played crucial roles in analyzing the transformations of major cities, particularly in the context of Hanoi. Theoretical frameworks such as Cultural Hybridity Theory, Environmental Theory, and Globalization Theory provided insightful perspectives on the process of adopting and integrating various cultural elements, thereby forming a unique urban cultural identity.

Cultural Hybridity Theory emphasized that during cultural exchanges and interactions, elements are not only copied but also transformed to create new cultural forms. Hanoi served as a prime example of this interaction, with traditional cultural values like ca tru, cheo, and water puppetry coexisting alongside modern artistic trends such as rap and hip-hop. This blending of classical and modern not only enriched the cultural identity of the city but also opened new creative possibilities for young artists (Nguyen, 2011).

When comparing Hanoi to major cities like Tokyo, New York, and Paris, the differences in forming cultural identities became even more pronounced. Tokyo, with its strong development of technology and pop culture, showcased a perfect blend of tradition and modernity, while New York, with its cultural diversity stemming from many immigrant communities, displayed a robust and rich cultural hybridity. In contrast, Hanoi retained many indigenous cultural values, creating a unique cultural identity where modern elements were not merely adopted but also celebrated (Tran, 2004).

This combination in Hanoi was not only supplementary but also created profound interactions, enriching the urban cultural identity of the city in the modern context. These theories not only helped in understanding the challenges and opportunities Hanoi faced but also highlighted the role of culture in shaping urban identities in the era of globalization.

This research clarified the unique cultural identity of Hanoi and provided deep insights into the formation and development of urban culture in the context of globalization. By analyzing the factors of cultural hybridity, the diversity in cultural expressions, and the role of modern art, the study emphasized the distinctive cultural values of Hanoi. This not only enhanced awareness of the role of culture in urban development but also affirmed Hanoi's position as an attractive cultural destination where traditional cultural heritage and modern elements intertwined delicately.

The findings from this study could be applied to other cities worldwide, especially those undergoing urbanization and international integration. Applying cultural hybridity theory along with cultural preservation policies could help these cities maintain their unique cultural identities while harmoniously accessing and developing new cultural elements in a sustainable manner. Through these strategies, cities could leverage the potential of cultural hybridity for comprehensive development while preserving traditional cultural values for future generations.

To preserve and develop local culture, the Hanoi government needed to implement policies that protect both tangible and intangible cultural heritage in a coordinated manner. Programs for the preservation of historical sites, traditional festivals, and folk arts needed to be systematically executed to maintain and promote the unique cultural values of the city. Additionally, developing cultural tourism plans was crucial, aiming to attract visitors to explore and learn about Hanoi's cultural identity. This would not only create financial resources for cultural preservation and development but also enhance the city's image in the eyes of international friends.

Education played a key role in raising awareness of cultural values within the community. Local cultural education programs should be integrated into the formal education system, from primary to high school levels. Organizing workshops, exhibitions, and cultural activities at schools would help students understand the city's cultural heritage, fostering a love and responsibility to protect these cultural values.

To encourage community participation in cultural preservation and development, strategies needed to be designed to create a favorable environment for citizens to engage. Organizing cultural activities, festivals, and art events not only provided opportunities for the community to express their cultural identity but also connected them to local cultural heritage. Moreover, support programs for community organizations to conduct cultural activities were essential to provide them with additional resources to develop unique cultural initiatives.

Launching community-driven movements to preserve cultural heritage was also vital. Competitions, festivals, or communication programs could generate interest and active participation from residents, enriching the cultural identity of Hanoi in the modern context.

In summary, preserving and developing local culture in Hanoi was not only the responsibility of the government but also required the collective effort of the entire community. By implementing effective preservation policies combined with education and encouraging citizen participation, a solid foundation could be created to maintain the distinctive cultural values of the city. This would not only help Hanoi sustain its unique cultural identity but also contribute to forming a sustainable cultural community in the context of global integration.

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