

The perception of political orientation for cultural development in the period 2016-2020 in the Document of 12th National Congress of the Communist Party of Vietnam

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Abstract: *This article gradually clarifies the main contents of political orientation for cultural development in the Document of 12th National Congress of the Communist Party of Vietnam, then proposes some recommendations towards fostering the realization of political orientation in Vietnam cultural development in the period 2016-2020.*

Keywords: Communist Party of Vietnam, Party Congress, Documents, Culture, Political Orientation, 2016-2020.

The stage 2016-2020 requires the Communist Party of Vietnam and the whole people to continue affirming the national development path as correct and appropriate to the times, which has been defined in “Platform for national construction in the period of transition towards socialism(supplemented and developed in 2011)” by the Communist Party of Vietnam as the way to build

Socialism through developing the Socialism-oriented market economy; to build the Vietnamese culture as advanced, imbued with national identity; to firmly defend independence, sovereignty, unity, territorial integrity; to consistently implement the foreign policy of independence, autonomy, peace, cooperation and development (Communist Party of Vietnam, 2011:

73-84). The ideology of binding national independence and Socialism was initiated by President Hồ Chí Minh, has persistently been fortified by the Communist Party of Vietnam; has unanimously been implemented by the whole Vietnamese people for 86 years and has obtained great revolutionary achievements, which become the solid political orientations for national development in the next decades.

However, for 30 years, the world's situation has been changing more and more rapidly, science and technology in the world have been growing strongly, globalization in economies, cultures and international integration have been deeper and deeper, the big countries have had great impacts on the face of the world, "territorial disputes, especially disputes on the East Sea, have been taking place in a fierce and complicated manner" (Communist Party of Vietnam, 2016: 266-267). In that context, orientations for national development towards Socialism have, accordingly, had innumerable challenges requiring that the wisdom of the Communist Party should unify the power of the whole people to overcome.

Consistency with the political orientations established to develop the country in the context of strong and unpredictable fluctuations in the world is a vital challenge to the Communist Party of Vietnam as well as a great challenge to the people in order to

affirm Vietnam's position in the international arena. This is a challenge at macro level in terms of theory and practice to the national development in the next decade while the importance of overcoming this challenge is not only limited to the period of 10 years. Solving the issue in the theoretical aspect will directly contribute to orientations for the national development in the practical aspect in this period of 10 years in an efficient manner and form the foundation and potential power for the following period.

The twelfth Party Congress took place in the context where the nation was facing the great challenges mentioned above. The four viewpoints of socio-economic development in the stage 2016-2020 have been identified at the Congress by the Party and State of Vietnam as follows: continuing renovation and creativity in leading and managing socio-economic development; assuring rapid and sustainable development; perfecting the Socialist State of law; and promotion of domestic resources to the highest extent, initiative in international integration, effective mobilization and use of external resources for rapid development (Communist Party of Vietnam, 2016: 269-271). The overall objective for this stage is "Striving to make our country become a basically industrialized country towards modernization in a very short period" (Communist Party of Vietnam, 2016: 272).

The political lines and policy decisions which were given out by the Congress are a lodestar for all activities in every area of the nation in the stage 2016-2020, including the culture. Political orientations for cultural development are an extremely important aspect because of specific pervasiveness and an increasingly growing role of culture for social development. Culture is currently perceived as a kind of soft power of each nation and each people in modern life and becoming a more and more important resource for the development. Political orientations in cultural development help cultural power to be evoked and developed in the direction of participation in the process of promoting the nation's general development under the political orientations already established, which is an issue required to be urgently solved in both theoretical and practical aspects. This paper aims at clarifying the basic contents of the political orientations for cultural development in the Documents of the twelfth National Congress of Delegates of the Party and makes some recommendations to speed up realization of the political orientations in Vietnam's cultural development in the stage 2016-2020.

1. Conception of the political orientations for cultural development

Culture is a multifaceted and multidimensional concept. In a broad sense, culture is all creative human activities

in both physical and mental fields, comprising all physical products such as housing, clothes, means, languages, etc. and mental ones such as thinking, values, lifestyles (See: Nguyễn Văn Huyền, 2012)^(*), culture is a process of cognizing all the human living activities for the purpose of making the human existence become better and better (See: Nguyễn Chí Tình, 2012). In a narrow sense, culture is the entire spiritual life of human beings such as ideology, morality, lifestyles and cultural and artistic activities. These are considered the most important fields in culture in the narrow sense (See: *UNESCO Universal Declaration on Cultural Diversity*, <http://www.bvhttdl.gov.vn/vn/vb-2>)^(**). The concept of culture in the documents of the Party Congresses from 2007 up to now, which has been the Communist Party of Vietnam's orthodox documents on political lines in cultural management and development, has also been used in this narrow sense. Therefore, this paper uses the concept of culture in the

^(*) “Văn hoá là phạm trù chỉ toàn bộ đời sống của con người trong quan hệ giữa con người với con người và với thế giới bên ngoài, ở đó kết tinh toàn bộ những giá trị (vật chất và tinh thần), phương thức (cách thức) sống, năng lực hoạt động, trình độ phát triển của chính con người, của xã hội”.

^(**) UNESCO đưa ra định nghĩa về văn hoá như sau: “Văn hoá nên được đề cập đến như là một tập hợp của những đặc trưng về tâm hồn, vật chất, tri thức và xúc cảm của một xã hội hay một nhóm người trong xã hội mà nó chứa đựng, ngoài văn học và nghệ thuật, cả cách sống, phương thức chung sống, hệ thống giá trị, truyền thống và đức tin”.

narrow sense, which is consistent with the spiritual life of the people.

The political orientations for cultural development are the fact that the Party and State releases guiding viewpoints on cultural development and applies such proper methods, tools as policies, legal regulations, directives, actions plans, etc. to operate and manage cultural activities for development in accordance with the political orientations. The Party's documents are the most significant to specify the orientations for basic cultural value development in each period.

2. Contents of the political orientations for cultural development in stage 2016-2020 in the twelfth Party Congress Documents

The political orientations for cultural development in the twelfth Party Congress documents have been shown in detail through three major points: the guidelines, lines, viewpoints and directions for cultural development; the contents of cultural development and management institution for cultural development. The political orientations for cultural development are a basis for cultural authorities to determine and use the appropriate and effective methods and tools to execute the guidelines, lines and policies of culture which have been drawn up in the Party Congress Documents by the Party. The strategies and policies of culture are built based on the political lines and objectives; the contents of

cultural development are identified depending on the real situation, potential power, needs and targets for cultural development, and the methods and instruments of enforcement must be identified according to the management institution, resources and characteristics of culture. The political orientations for cultural development consist of three main contents:

a. Building the strategic lines and fundamental criteria of cultural development under the political orientations

** Strategic lines*

Since 1998, in the Resolution of the fifth Conference of the term-8 Central Committee, the Communist Party of Vietnam has defined the objective as *building and developing the Vietnamese culture as advanced and imbued with national identity*. In the Documents of the eleventh and twelfth Party Congresses, the political orientations for cultural development in the stage 2010-2020 have further been determined as "Developing the Vietnamese culture as advanced and preserved with the nice national identity" (Communist Party of Vietnam, 2016: 303).

So the political orientations for developing the national culture are consistent ones which were identified and have persistently been directed for nearly 20 years by the Party (See: Communist Party of Vietnam, 1998: 54-70) with the basic ideas: the

Communist Party of Vietnam is the one to set the strategies of cultural development and to organize the cultural strategies implemented by the people under the orientations outlined; developing the culture under the Party's political orientations is developing the cultural factors including ideological and moral life, educational and scientific activities, cultural and artistic activities, etc. to meet the increasingly diversified spiritual demands of the people and to ensure humanity, modernity, creativity, fairness and democracy, and the subject of cultural development as the people: "Building and developing culture are the career of the whole people led by the Party, of whom the intellectual circles play an important role" (Communist Party of Vietnam, 1998: 57).

In the eleventh Party Congress documents, the cultural issue comprising lines, viewpoints, objectives, tasks of cultural development, were paid special attention to. Apart from the general guiding lines and viewpoints, the Political Report of the term-10 Party Central Committee at the eleventh Party Congress devoted section VI, 4 pages long, "Taking care of cultural development" to the 4 major cultural tasks necessary to be concentrated on for development in the stage 2010-2015, including: fortifying and continuously building a healthy, rich

and diverse cultural environment; developing the career of literature and arts, preserving and promoting the values of traditional and revolutionary cultural heritage; developing public media; expanding and improving the efficiency of international cooperation in culture (Communist Party of Vietnam, 2011: 223-227).

The political report of the term-11 Party Central Committee at the twelfth Party Congress has continued showing interest in the issue of cultural development but with a renovation as binding culture and humans, which has been displayed in section VII "Building and developing culture, humans", approximately 10 pages in length, (Communist Party of Vietnam, 2016: 123-132). In particular, the part of assessing the situation in general related to the 4 tasks of cultural development in the stage 2011-2015 showed that the goals set out had not been fulfilled despite some certain results: "In comparison with the achievements in the fields of politics, economy, national defense, security and foreign relations, those in the field of culture are not equal and have not reached such a level to efficiently influence the building of humans and healthy cultural environment" (Communist Party of Vietnam, 2016: 124-125). After that, the report has brought out the 8 directions and tasks of building and development of Vietnamese culture and people in the

stage 2016-2020: building Vietnamese people for development on a comprehensive basis; building a healthy cultural environment suitable to the context of Socialism-oriented market economy development and international integration; building culture in politics and economy; enhancing the quality and efficiency of cultural activities; well performing guidance and management of journalism and publication; developing the cultural industry parallel to building and perfecting the markets of services and cultural products; being proactive in international integration with respect to culture and in acquiring the quintessence of human culture; further renovating the Party's methods of leadership and heightening the effectiveness and efficiency of the State management in the field of culture.

The 8 tasks of cultural and human development in the stage 2016-2020 mentioned above have been the continuation of the tasks specified from the eleventh Congress but with 2 more tasks: building culture in politics and economy, and developing the cultural industry parallel to building and perfecting the markets of services and cultural products. These are the two tasks added on the basis of evaluating the cultural reality in the fields of economy and politics as well as the cultural market development during the recent period. These questions should be kept on being

interpreted more clearly on some contents such as: whether we have had the cultural industry, if yes, which industry is that, how the position and strategies of that cultural industry are developed in the general industry system; how building culture in politics and economy can be understood, including what the criteria and standards, the mechanism to establish, maintain and strengthen the cultural standards and values are, etc. Only when these questions are made clear in the theoretical aspect can we build the appropriate policies of culture to complete the specified tasks as well as deploying such policies to life.

Pursuant to the Resolution, the issues of cultural development strategies have been given out on a all-inclusive basis in every specific field of culture but not highlighted the points pivotal, focused and of leading edge in cultural development and not identified the cultural resources to be mobilized and centralized yet. Thus, it is difficult to determine the relative period of time for fulfilment of the great tasks drafted. It is particularly essential to compulsorily select the strategies as a new breakthrough, which implies possibilities of success for cultural development orientations. In these twelfth National Congress of Delegates Documents, which are the ones to specify the directions and tasks of socio-economic development for 5 years, from 2016-2020, the last five

years of the socio-economic development strategies for 10 years, from 2010-2020, there is still lack a strategic cultural orientation as a breakthrough.

** Criteria of the Socialist culture*

From the viewpoints guiding and orientating for cultural development, the Communist Party of Vietnam has identified the basic and predominant criteria of the Socialist culture, the overall objectives of cultural lines in the current revolutionary period. In the very early stage of struggle for independence, the Communist Party of Vietnam set up the criteria “nationalization, scientification, popularization” as the most prominent ones necessary to be built for the independent Vietnamese culture in the *Cultural Proposal 1943*. These criteria have expressed by themselves the orientating feature in the Communist Party of Vietnam’s developmental strategies of the Vietnamese culture since the power was not seized. In essence, along with some new criteria of the new revolutionary stage, these criteria have so far been the targets required to be implemented with further efforts.

The criterion of nationalization does not deny the cultural values, modern forms of human culture in the existing stage of cultural and economic integration and is still a criterion for cultural activities towards asserting the national character of the Vietnamese

culture as a component contributing to the cultural diversity of the world which UNESCO is encouraging and protecting in the universal declaration on cultural diversity. The criterion of nationalization not only encompasses the content of preserving and promoting the values and forms of traditional culture but also includes the content of acquiring and changing the values and forms of new cultures in the world in the Vietnamese manner, which enriches the national culture. Nationalization is to make the cultural life rich in the national character, to maintain the national character of the culture without losing modernity and creativity of the culture. In other words, the criterion of nationalization guaranteed means building a culture “imbued with national identity” as in the resolutions of the Communist Party of Vietnam Congresses from 1986, as well as those of the twelfth Congress which have persisted with developmental orientations.

The criterion of scientification requires the new culture should constantly receive, disseminate, apply and create culture in accordance with the laws of the genuine, good and beautiful values for meeting the material and spiritual demands of humans to the increasingly high extent. The scientific culture is a culture against the wrong, the anti-progressive and the antihuman. Response to the scientification criterion of the culture is to build an

advanced culture because science is in unity with the truth, the progress and the development.

Popularization is the criterion to help culture meet the spiritual demands of the majority of the people on a more and more adequate and intensive manner. The Socialist culture is the one created and developed by the people and to satisfy the spiritual demands of the people which are increasingly high, rich and diverse for progress and development. This criterion shows the goal “for the people” in the Communist Party of Vietnam’s strategies of cultural development. Taking the needs of the public as a motivation and target for cultural development, this criterion orientates cultural activities to mobilizing the majority of the people for voluntary participation and serving them. Responding to the criterion of popularization well means promoting the abundant resources in the masses, as well as making “culture closely attached to and penetrated into the entire social life, become a solid spiritual foundation and important intrinsic strength for development” (Communist Party of Vietnam, 2011: 75-76).

The criteria of the new Socialist culture specified in the *Cultural Proposal 1943* have demonstrated the high vision of the Communist Party of Vietnam in the orientations for building and developing culture.

However, with the new revolutionary tasks in the current stage of globalization and integration, the addition or concretization of some criteria is extremely necessary in the developmental orientations of the new culture. The criteria of the new culture have been established in the Platform for national construction in the period of transition towards Socialism (supplemented and developed in 2011) as “advanced, imbued with national identity, comprehensively developed, unified in diversity, deeply impregnated with the spirits of humanity, democracy and progress” (Communist Party of Vietnam, 2011: 75). These criteria are inherited and developed from the ones in the *Cultural Proposal 1943* in the new context of the country and the world. In particular, the criterion of “unified in diversity” implies two cultural scopes domestically and globally, that is the unity of the diversified cultures of ethnic groups on the Vietnam territory in the national culture and the unity as a culturally perfect whole in the diversified global cultures. The criterion of “comprehensively developed” encompasses the full development of the cultural factors such as lifestyles, morality, ideology, education, science, arts, etc. in the material and spiritual aspects. The spirits of humanity, democracy and progress are the essence of culture confirmed once again by the Communist Party of Vietnam as a

criterion of the new culture to emphasize the orientations for developing these cultural values in the new Socialist culture. As the continuation of cultural strategies built for the stage 2010-2020, the twelfth Congress of Delegates Documents do not repeat the issues on the cultural criteria mentioned above but only go into the specific tasks for the stage 2016-2020.

b. Identifying the basic cultural contents to be developed under the political orientations

Identifying the basic contents of the future culture correctly is a decisive factor for success of the political orientations for cultural development. This determination must be on the basis of scientific awareness of the law of impact of the political orientations on culture and of the law of internal movement and development of culture. Identifying the core of the new culture not only enables the political orientations to be suitable to the process of cultural development but also keeps preparation, provision and control of the resources for cultural development on the right track and in an efficient manner. Throughout history, our forefathers' orientations for cultural building always took the religious ideology as the core of culture, since then, the components of culture such as literature and arts, morality, education, lifestyles, beliefs, etc. were developed in the frame of

ideological values. However, these cultural orientations are no longer completely adapted to the environment of globalization and integration at present. Establishing the mainstream ideology makes the fundamental factors of culture such as education, science, arts, etc. follow a certain orientation but does not ensure that the diversity, richness, creativity and vitality of culture would be promoted, which is a problem in solving the requirements of international cultural integration, a mainstream trend in the current global development. The Communist Party of Vietnam has concentrated on solving that conflict, which is shown in determining the contents of cultural development orientations: "Developing the Vietnamese culture as advanced, preserved with the nice national identity. Being proactive in international cooperation and exchange in culture, propagating the Vietnamese culture, receiving the quintessence of the world culture selectively, meeting the requirements of integration and development" (Communist Party of Vietnam, 2016: 303).

The content of preserving the cultural values and forms of traditional arts, building the new cultural values and forms is the most fundamental in the political orientations for cultural development in the current period. Associated with this content is a hot issue in the practical and theoretical

aspects which is meaningful in both culture and economy, that is the issue of cultural production. Cultural production has existed for a long time but making cultural production become a real cultural industry is a process of transformation in the mode of production on the basis of market economy development. Cultural marketization is a result of the process of cultural economization, an essential component of the market economy. Accepting the market economy and accepting the cultural industry are compulsorily accepting the fact that “producing and providing modern cultural products and services have met the requirements of mass culture in the open age, releasing more and more cultural products such as music, karaoke, disco, TV movies, fashion, books and newspapers, advertisements, etc. and some forms as entertainment, tourism like snacks, which are an integral part to the daily life of man” (Mao Shaying, <http://www.ccmedu.com/bbs35>). The cultural products are the result of interaction of cultural activities in the fields of culture with economy, which is a direct expression of culture, possibly qualitatively and quantitatively on their influence on the spiritual life of the people in the market economy. This is a cultural field which requires the very close political orientations

The phrase “cultural industry” (Communist Party of Vietnam, 2016: 130) was officially used for the first time in the twelfth Congress Documents in order to identify an important cultural task in the stage 2016-2020. And together with this task is the task “continuing renovating the Party’s methods of leadership and heightening the effectiveness and efficiency of the State management in the field of culture” (Communist Party of Vietnam, 2016: 131). This is the key content in implementing the political orientations in cultural development so as to keep the cultural development in the right direction set out. To realize the basic contents of cultural orientations above requires establishing the proper tools of cultural management to ensure cultural development on the right track.

c. Establishing the proper tools of cultural management to ensure cultural development in the right direction

The political orientations for cultural development need the tools to make sure those political orientations to be enforced. The tools of cultural management comprise management institution, cultural policies, action plans, etc. The compact and efficient institutions, appropriate and rightly directed policies, practical action plans which meet the management objectives for cultural development in accordance with the orientations are the important

and ideal criteria to cultural management in the present stage. The political orientating feature for cultural development in establishing institutions, policies, legal documents, action plans for cultural management must demonstrate consistency, synchronicity and sustainability of the political orientations for cultural development.

It is necessary to distinguish the institution of organizing cultural operations and institution of cultural management. The contents of the political orientations for cultural development for these two kinds of institutions are different. In particular, the orientations for the institution of cultural operations are of decisive significance while those for the management institution are of supportive significance. The Vietnam's institution of cultural operations is organized as follow: art performing companies, film studios, public library system, museum system, mass culture organizations, organizations and associations of literature and arts, publishers, education system, etc. So far, most of these organizations have been managed by the State in the form of subsidies, according to the ask-give mechanism, operated under the Party's political orientations. Socializing cultural activities of these organizations is very slow. When the Socialism-oriented market economy is developed, culture is mandatory to

have reforms in operations of these institutions to meet the new situation. However, changes and reforms in cultural institution operations cannot be stereotyped as reforms in economic institution, especially in the aspect of management. There are some fields to which culture may apply the management under Socialism-oriented market mechanism such as music, literature, arts, mass cultural activities but numerous fields will be at risk of withering, disintegration and diversion from development direction such as library operations, museum preservation, educational organizations, etc. if without the State's intensive investment. Even in the fields of organization, management and operation under the new method, selecting the vital links helps management comply with the political orientations, which is also a prerequisite for Party-oriented development.

Therefore, building a cultural strategy with a focus, major point, taking into account the practical resources for developing cultural institution operations in the stage 2016-2020 is a necessary problem to be clarified. It is impossible to set too big tasks and a spread-out strategy for all the cultural institutions with priorities in all fields in a short period of 5 years while socio-economic conditions are still in such many difficulties as at present.

In the aspects of the political orientations and cultural management, the management institution is the most important tool. Currently, apart from the Ministry of Culture - Sports and Tourism, Ministry of Information and Communications under the State management system which are the two ministries to directly manage the institution of cultural operation under the Party's leadership, we also have the Department of Propaganda and Training advise the Central Committee of the Communist Party of Vietnam, especially directly and frequently the Politburo and the secretariat in building the Party in terms of politics, ideology, Party's guidelines, viewpoint and policies in the fields of propaganda, journalism, publication, culture, arts, science - technology, education - training and some other social fields. And the Ministry of Culture - Sports and Tourism, Ministry of Information and Communications manage activities of specific cultural sectors under the Party's orientations. So the State administrative institution only manages State-managed cultural organizations and institutions. Non-governmental cultural organizations and operations are regulated by the law. Therefore, the State management tools are not easy to politically orientate this part of cultural life.

To make reforms in the institution of cultural operation possible, promulgating policies and legal documents suitable to cultural

operation is extremely essential. These policies are a legal framework to ensure cultural activities on the right track. A system of appropriate policies and legal documents is an effective instrument to well implement the orientations for cultural development and vice versa.

Thus, the three main contents showing the political orientations for cultural development consist of the Party's lines, viewpoints on cultural development, the concrete contents of the orientations for cultural development and the institutions for cultural operation and management which are built into a consistent and synchronous system. On that basis, the specific action plans in each field of culture are built and deployed. Due to directly reciprocal relevance, influence and impact among the fields of cultural operations, the action plans must be synchronized. But simultaneously, identifying the cultural fields as the leading edge and motive force to focus on the development resources is very important in the Vietnam's practical conditions.

The three contents of the political orientations in culture above have been presented systematically in the eleventh Congress Documents. The twelfth Congress Documents have repeatedly generalized and summarized them, at the same time, given out the two new tasks in cultural development in the stage 2016-2020.

These contents of orientations should be interpreted, clarified and communicated by the concerned theory agencies on an intensive and extensive scope in the cultural activity management circles to possibly deploy the tasks of cultural development specified at the twelfth Congress in their field of management in the right direction and with the desired effects.

3. Recommendations

For the Resolution of the twelfth Party Congress in respect of political orientations for cultural development to rapidly come to life, we make some recommendations as follow:

- Assign the tasks to scientific agencies of cultural research to make clear the issues “cultural economy”, “cultural industry”, “cultural market” in Vietnam at present and the issues related to cultural management in these fields;
- Assign the tasks to scientific agencies of political, economic and cultural research to clarify the criteria, standards of culture in politics, of culture in economy, of solutions of building and implementing culture in politics and economy, etc.;
- Assign the tasks to agencies of theoretical and scientific research to clarify the breakthrough phase for performing the tasks of cultural development as defined in the twelfth Party Congress Resolution, to propose the solutions and resources to carry out this breakthrough phase. The above

tasks must be completed in a short period and their results will be used by the specialized agencies as advice in the process of building action plans;

- Assign the tasks to cultural management agencies to build action plans specific to each field and to deploy them in practice.

Conclusion

The political orientations of the Party in cultural development are a lodestar for cultural activities. So it is essential to maintain and clarify rapidly at first in the aspect of theory the Party’s orientations for cultural development in the stage 2016-2020 so as to be deployed in the reality. And for the political orientations to be corrected and effectively promoted in the cultural practices which are diversified, rich and with constantly ongoing movement at present, it is much required to have the individuals with good practical operation and enthusiasm □

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