

LEADERSHIP AND STRATEGY IN CONSERVING AND PROMOTING THE ART OF HÁT XẨM IN NINH BÌNH PROVINCE

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The article focuses on researching and clarifying the role and status of leadership, direction, and results of the preservation and development of traditional art, especially Hát Xẩm in Ninh Bình province. The article examines difficulties, problems, and lessons learned from work done in the area looking especially at the current state of things including guidelines and orientations for the preservation and development of traditional arts in the future, the impact of the scientific and technological revolutions and the development of digital technology on the preservation of the tradition, and the socio-economic development requirements of Ninh Bình province for the preservation and promotion of Hát Xẩm. On this basis, the article proposes a number of orientations, tasks and solutions to further strengthen and innovate leadership, direction, develop and promote the role of organizations in the political and social system, and to mobilize resources for the preservation and promotion of Hát Xẩm henceforth.

Keywords: direction, conservation, Hát Xẩm, leadership, Ninh Bình, promotion.