

# **PRESERVATION AND DEVELOPMENT CULTURAL VALUE OF HÁT XẨM IN HO CHI MINH CITY**

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Hát Xẩm is a unique folk performance art. In addition to its artistic value, Hát Xẩm is a folk music genre full of humanity, moral and lifestyle education for all walks of life. With the continuous development of science and technology, many young people seem to no longer be interested in traditional cultural space but prefer modern Western oriented forms of music. It is all the more important, then, that art and culture management departments and experts and lovers of the traditional arts need to pay attention to and preserve traditional music values, with a view toward awakening interest and passion for this important facet of cultural heritage among younger generations.

The paper explores and reflects on the current state of Hát Xẩm in Ho Chi Minh City, and propose a number of practical solutions to preserve and promote the cultural values of Hát Xẩm so that the tradition of Hát Xẩm can be introduced, disseminated and preserved as a part of Vietnamese cultural identity.

Keywords: conservation, cultural values, Hát Xẩm, promotion, Ho Chi Minh city.