

**ĐƯA DI SẢN VĂN HÓA PHI VẬT THỂ HÁT XẨM VÀO DU LỊCH TẠI  
NINH BÌNH: MỘT SỐ VẤN ĐỀ LÝ LUẬN VÀ ĐỀ XUẤT  
INCORPORATING THE INTANGIBLE CULTURAL HERITAGE OF HÁT XẨM  
IN TOURISM OF NINH BÌNH: SOME THEORETICAL ISSUES AND  
PROPOSALS**

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***Abstract:***

Hát Xẩm, a form of folk music and song, one of the unique intangible cultural heritages of the Vietnamese people, has the depth of history stretching over several centuries, which came into being and becoming popular in the countryside and townships. Ninh Bình is a cradle of the arts of Hát Xẩm, and the native land of the most talented artist Hà Thị Cầu. The effort to infuse and incorporate Hát Xẩm into tourism has been determined as one of the necessary means to promote local tourism, and at the same time to preserve and advance the values of this cultural heritage with sustainable development. This paper presents the crucial debates around these issues, such as (1) the need to integrate Hát Xẩm intangible cultural heritage with tourism should be based on what principles and foundations, (2) what are the challenges and opportunities in the incorporation of Hát Xẩm with tourism in Ninh Bình, (3) finally, the paper will present a series of out-of-the-box proposals which can deeply integrate values of this intangible cultural heritage into tourism in sustainable ways that enhance each other's values and needs between preservation of intangible cultural heritage and local tourism development.