

**PROMOTING THE VALUE OF HÁT XẨM TOGETHER IN RELATION TO TOURISM
DEVELOPMENT – APPROACH FROM ALL INVOLVED PARTIES**

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Hát Xẩm is a unique local intangible cultural heritage, expecting to bring a richer experience to tourists through performances and participation, contributing to the diversification of touristic availabilities in the province. Although there have been efforts to preserve and promote Hát Xẩm, more needs to be done if this art form is not to fade away. The restoration and preservation of Hát Xẩm especially in connection with tourism development can be an effective and sustainable way to preserve this cultural tradition. The essay, using the perspectives of all related parties, is based on the assessment of the potential and actual situation of using Hát Xẩm in tourism in Ninh Bình. The article suggests some measures of encouraging participation of groups towards the goal of preserving and promoting the value of this unique intangible cultural heritage.

Keywords: conservation, value, hát Xẩm, promotion, management, role.