

# THE CHANGE OF TRADITIONAL CRAFT VILLAGES UNDER THE IMPACT OF URBANIZATION: A CASE STUDY OF THE NORTHERN DELTA PROVINCES

**Dinh Cong Tuan**

Hanoi University of Culture, No. 418 La Thanh Street, Dong Da District, Hanoi, Vietnam,  
Email: Tuandc@.huc.edu.vn

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**Abstract:** Vietnam's traditional craft village has a long time, undergoing a lot of space and time to survive until today. For Vietnamese people in general and the Northern Delta people in particular, the media craft village is considered cultural heritage, a special living space. However, under the promotion of history, this living space has also changed, and in particular, during today's urbanization. In the process of urbanization, sometimes right in the municipality still existed some traditional craft villages, formed for a long time, or some traditional craft villages to serve the needs of residents' market. Ancient villages, traditional craft villages still keep much traditional cultural beauty, demonstrating customs practices, lifestyle or production technology, and excellent products of a region in in a certain historical stage. The existence of today's media craft villages is the embodiment of urban heritage and creates a unique feature in Vietnam's urban structure with a humanistic view. However, these traditional craft villages are also facing the risk of being "disappeared" before the urbanization process. This study focuses on analyzing the status of traditional Vietnamese traditional villages in the Northern Delta, their changes, and solutions to preserve the cultural values of these traditional craft villages.

**Keywords:** The change, traditional craft villages, urbanization, Northern Delta provinces, Vietnam

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## INTRODUCTION

In the process of socio-economic development of our country today, urbanization is an inevitable and objective process. Especially since 2000, the urbanization rate in Vietnam has increased rapidly, creating pressure on issues of population, food, food, employment, income, environment, etc. Urbanization in pre-industrial conditions is less associated with intrinsic factors as the driving force for the urban economy, which has exacerbated great difficulties of urban areas such as A part of labor in agriculture lost productive land, becoming jobless; a part of the population moves from rural areas to urban areas to

work, increasing the demand for food, food, and urban environmental sanitation is also seriously affected; air pollution, water pollution is inevitable, etc. These are the factors that threaten the rapid and sustainable development of urban areas today.

Currently, the country has 4,975 craft villages, of which 1,767 are recognized traditional craft villages. One of the key contents of agricultural and rural development today is to restore and develop handicraft industries and traditional craft villages in rural areas, contributing to attracting redundant laborers create jobs, at the same time increase

income and gradually improve people's living standards. Thereby, reducing the wave of migration from rural to urban areas, awakening the inherent potential of the locality, contributing to preserving and promoting the national identity, creating a positive change in the transition process. rural economic structure.

However, Vietnam is in the process of industrialization and modernization, Vietnamese villages in general or craft villages, in particular, have many changes. This process is essentially the process of urbanization in rural areas, leading to the inevitable consequences seen on craft villages: (1) Many craft villages have disappeared because there is no longer a need for use or a market; (2) Many craft villages are facing the risk of extinction because of the narrow market and low demand of a part of users; (3) The craft villages still exist and develop because the demand and the market are still there, but they are forced to change the production process, change the model accordingly (Trung & Van, 2020). In the process of developing professions and craft villages, it is still spontaneous and faces many difficulties such as lack of space for concentrated production, capital to invest in technological innovation, equipment, and machinery to improve high output, product quality, low competitiveness, lack of skilled labor force, unstable source of raw materials, not many brands of goods, limited product consumption, a The number of traditional products has been lost or decreased. The infrastructure of craft villages, especially traffic and communication, is not synchronized, the environment of craft villages is seriously polluted and no remedial measures have been taken.

In recent years, finding effective solutions for the sustainable development of craft villages

is attracting the attention of the State as well as scientists. There have been many craft villages that have changed production methods as well as environmental management and achieved remarkable results. The number of households and the number of business establishments in rural areas is increasing at an average rate of 8.8% - 9.8%/year. The actual survey shows that, on average, each private enterprise specializing in the profession creates stable jobs for about 27 regular workers and 8-10 seasonal workers; specialized individual households create 4-6 regular workers and 2-5 seasonal workers. In embroidery, weaving, rattan and bamboo craft villages, each establishment can attract 200-250 workers. The craft villages really play an important role in hunger eradication and poverty alleviation, directly creating jobs for workers in their leisure time, contributing to increasing incomes and improving the quality of life for workers.

## RESEARCH RESULTS AND DISCUSSIONS

### The concept and characteristics of urbanization

Today, urbanization is no longer a new event in the world; they have grown strongly and spread throughout developed and developing countries. Including Vietnam, one of the countries that are integrating with the world economy. The process of global urbanization has partly changed Vietnam in many other aspects in terms of economy, education, society and sometimes with changes in culture.

The process of urbanization gives countries the opportunity to learn and understand the potential economic business strategies of your country, thereby applying improvements to your home country (Turok, et al., 2013). Or countries will open up to carry out national

trade, economic interference with each other, etc. With the above forms, we quickly attract the attention of other countries. It is also thanks to this orientation that we have the open market mechanism like today.

Currently, our country is evaluated by economic experts as one of the countries with great potential in all fields: In real estate, we have thousands of high-rise buildings that are not inferior to the sky. In Europe, the international airport system expanded to many provinces and cities across the country, the electronic technology system began to assert itself in the international arena, etc. along with a series of special economic zone projects located in different regions of the country

#### *What is urbanization?*

From the point of view of a region: Urbanization is a process of formation and development of urban forms and living conditions.

From the point of view of the national economy: Urbanization is a process of change in the distribution of factors of production forces in the national economy, the population arrangement in non-urban areas into urban areas at the same time develop the existing urban areas in depth.

Thus, urbanization is the process of transforming and distributing productive forces in the national economy, arranging population, forming and developing urban-style living forms and conditions, and simultaneously developing urban-style living conditions develop existing urban areas in depth on the basis of modernizing material and technical bases and increasing population size.

It is because of the process of urbanization that we have the opportunity to plan to reorganize the inhabitants as well as the way a city operates. Potential areas will be planned by the state according to the most modern holistic system for people's convenience in living as well as economic development (Bai, et al., 2012). In sparsely populated areas, economic conditions are still low, and the State will transfer suitable occupations to that area to build economic development in that area. In the spirit of bringing modern technology to cover all of Vietnam over the past time, we have had many positive changes both in terms of economy - society - culture.

According to many experts, in the world up to now, up to 80% of developed countries have a high degree of urbanization. However, in some developing countries, this rate is still slow (Bai, et al., 2012; Chen, et al., 2014). It is also possible that due to limited ability to integrate as well as catch up with market trends, many countries are still struggling to find their way.

In parallel with the urbanization model, there is spontaneous urbanization. That is, in that area, there is a sudden increase in population because of illegal immigration... the ability to manage and lead in the area is still loose and not really capable. Areas with this phenomenon often have a great influence on the general urbanization process of the country and seriously affect the surrounding living environment.

#### *Features of urbanization:*

Urbanization is the growth in size and quantity, enhancing the role of cities in the region and forming urban clusters (UK, 2018). It can be said that the process of urbanization is the biggest lever in the process of opening and integrating the country with developed economies in the world. The

process of urbanization has created a strong attraction in the field of infrastructure investment at home and abroad. It offers thousands of career opportunities to businesses large and small across the country. Solve the shortage of jobs for workers across the country.

In addition, this process will help working people increase their income to a decent level (Turok, 2013). The previous activities that have not really developed or have not fully exploited this potential will be put into application of the most advanced scientific methods in order to maximize the potential for that service industry. It creates an open economic market; investors have a larger playing field comfortably and freely in investment and development without being dependent on the state. Besides, the process of urbanization also creates a larger and more diversified consumer market.

Urbanization is associated with a certain sociology-economic institution, associated with sociology-economic changes in urban and rural areas, which is reflected in the development of industry, transportation and transportation, construction, services, etc. The development direction and conditions of urbanization depend on the development level of the productive forces and production relations.

In developed countries, urbanization characterizes the development of factors in depth, creating conditions to regulate and maximize the benefits and limit disadvantages of the process of urbanization, improve living and working conditions, social justice, eliminating the gap between urban and rural areas, etc.

In developing countries, such as Vietnam, the manifestations of urbanization are population explosion, weak industrial development,

population growth not based on industrial development and economic development. The conflict between urban and rural areas has increased due to the imbalance in development opportunities, etc.

Industrialization is the basis for the development of urbanization. Urbanization in the world began with the industrial revolution (symbolized by the spinning wheel); then the industrial revolution (symbolized by the steam engine) replaced manual labor with machine labor with higher labor productivity and redistributed social labor, changing the labor structure. At the same time, the industrial revolution has concentrated production forces to a high degree, leading to the formation of new urban centers and expansion of the old urban scale.

Today, with the scientific and technological revolution (symbolized by computers, information superhighways and mobile phones), the development of urbanization has been and will be stronger than ever. In Vietnam, in addition to major cities and provinces such as Hanoi, HaiPhong, Da Nang, Ho Chi Minh City and Can Tho; there have been many new urban areas that have developed strongly, contributing to promoting the overall economy of the country as QuangNinh, BacNinh, KienGiang, Binh Duong, Dong Nai, etc.

Thus, based on the above two characteristics of urbanization, we can confirm: Each civilization creates an appropriate lifestyle and working style, a population distribution pattern, and an urban structure appropriate market.

### **Overview of traditional craft villages in the Northern Delta**

*Overview of the Northern Delta:*

The Northern Delta consists of 10 provinces and cities: Thai Binh, Nam Dinh, Ninh Binh, Ha Nam, Hanoi, Vinh Phuc, Bac Ninh, Hung Yen, Hai Duong, and Hai Phong. The large Northern Delta area is located in the Red River basin, with an area of 14.8 thousand square km and equal to 4.5% of the country's area. The delta is triangular in shape, the top is Viet Tri City and the bottom edge is the east coast. This is the second largest delta in Vietnam (after the Mekong River Delta with an area of 40,000 km<sup>2</sup>) accredited by the Red River and Thai Binh River. Most of the delta's surface is quite flat, with an elevation of 0.4-12m above sea level.

Today, when there are studies and surveys on the patterns on Dong Son bronze drums, we will see that they belong to a very high spiritual civilization, both to serve as the basis that Vietnamese ancestors have soon there was a developed civilization, most notably the culture of the ancient Vietnamese.

Vietnam currently has two long-standing and highly developed traditional cultural and historical regions: the Red River Delta and the Southern Delta. The Red River Delta is a large plain, where the population is densely populated with mainly Vietnamese people with a high level of development, considered the original land, the homeland of the Vietnamese people and Vietnamese culture (Van, 2020 & 2021). Long-time residents living on the ancient land, due to the pressure of population growth, there was a time when they fell into food shortages. They soon entered into intensive farming, especially wet rice cultivation, which is typical of a low plain area (with an altitude of 0.4 - 12m).

From the beginning of dyke construction to prevent floods, sea encroachment and Nam Tien expanded production area. With the "sacred forest of poisonous water" in the back and "the vast sea" in the front, they consist of small communities mainly from the mountains. The purely agricultural nature "far from the forest, pale in the sea", has quickly

manifested itself in a new life. A social institution was gradually formed, tightly organized and can be considered as a cultural specialty of rural areas in the Northern Delta today. Culture is applied from each field base and residence area. In diverse and rich self-governing community lives. Culture represents the equal behavior with nature, society and self of each resident (Giau, 1973 & 1983).

#### *Overview of traditional craft villages:*

Vietnamese people have something in common about the corollary life "family, village, country". Speaking of the Northern region, this cultural element is still deeply rooted in the people's ideology, especially the concept of the homeland's imprints such as the ancient culture of the village, the profession from the locality, the land and ancestor worship, etc. (Van & Long, 2019) How to organize villages in the style of adjacent families, surrounded by bamboo rows, with banyan trees at the village gate, with common places of worship, and with folk and seasonal festivals. In addition, the people of the North are still heavily influenced by Confucianism, as routines, manners, hierarchies, and hierarchies within the family and outside the village are still respected in their daily lives.

Rise from the birth of the site with a history full of difficulties and hardships, through thousands of years of construction and development to have a rich and diverse national culture; Contributing to that culture are handicrafts and traditional craft villages.

Vietnamese handicrafts have a long tradition. That tradition is associated with the wet rice civilization, associated with the names of craft villages and craft streets and is represented by handmade products with unique, sophisticated and perfect features. Crafts not only bring economic benefits, but also contain many customs, traditions, and

traditional cultural beauties of Vietnamese villages.

*Some traditional craft villages in the Northern Delta can be mentioned such as:*

**Bat Trang ceramic village - Hanoi:** Bat Trang pottery village has formed, existed and developed up to now for many hundreds of history. But there has not been a scientific and complete research work on the village and pottery. One thing is for sure, pottery predated Bat Trang village. Pottery was brought to the place where there were 72 white mounds - Bach ThoPhuong, opened a kiln and established a village. In the new hometown, the new craft and village were linked together and became famous: Bat Trang Pottery.

**Dong Ho folk painting village - BacNinh:** The old Dong Ho painting village is a famous folk painting village, located in Song Ho commune, ThuanThanh district, BacNinh province, about 35 km from Hanoi. Dong Ho village (sometimes just called Ho village by the locals) is located on the south bank of Duong river, next to Ho wharf, now Ho bridge. Dong Ho paintings are close because of its image has entered poetry and literature in Vietnamese general education program. Today, the custom of buying Dong Ho paintings to hang on Tet holiday has disappeared, the painting village has also changed a lot: Dong Ho village today has more professions of making votive paper. The paper do paper craft in Yen Thai village (Buoï, Tay Ho, Hanoi) has also disappeared. However, Dong Ho paintings still play the role of a cultural heritage, an indispensable line of folk paintings.

**Ha Dong Silk Village - Hanoi:** According to ancient bibliography, a number of documents and ancient relics preserved in Ha Dong district show that this land was created in AD 865, and weaving was born. Born more than 1,000 years ago, around the 13th century, the premise formed the history of Ha Dong silk

village with the core being Van Phuc. Over the course of development, Ha Dong silk gradually asserted its reputation, was once chosen to sew court clothes and was especially popular under the Nguyen Dynasty, from King KhaiDinh to King Bao Dai all sent emissaries out. Go to Ha Dong (Hanoi today) silk village to buy brocade to use.

**Doi Tam Drum Village - Ha Nam:** When it comes to drum making, we all refer to a traditional drum village of Doi Tam - DuyTien - Ha Nam. Doi Tam drum village has been famous for its 1000 year histories of drum making with many famous craftsmen throughout the region. Drum-making in Doi Tam is a hereditary profession, generation after generation to preserve and develop the drum-making profession, here people make all kinds of drums, making thousands of drums of all kinds every year. Doi Tam Drum is famous for its durability, beauty, roundness, etc. that is thanks to the craft village's own secret and the enthusiasm of the drummer. Doi Tam drum village has been recognized as a typical traditional craft village of the whole country, Doi Tam drum products have been sold to European countries, this proves the value of Doi Tam drum products.

**Son Dong Sculpture Village:** Son Dong traditional craft village in Hanoi has existed for thousands of years and is associated with the spread of Buddhism into Vietnam. The village is famous for its wood carving craft, besides carving and painting to create statues such as: Buddha with thousand eyes and thousand hands, Buddha Shakyamuni, Buddha Amitabha, etc. besides that, the craft village is also famous for all kinds of worship items. The special art of painting gold lipstick is only available in Son Dong craft village. Currently, the products of Son Dong craft village account for 50% of the market share of worship items painted with gold and silver, covered with gold color, serving the cultural, spiritual and religious life of the people.

Chuon Ngo pearl mosaic craft village: Chuon Ngo mussel mosaic craft village is located in Ha Tay, now Chuong My, Hanoi, this is a traditional craft village dating back to the Ly Dynasty. After nearly a thousand years, from generation to generation, the craft of mosaic Chuon Ngo is still preserved and developed. The products of the craft village are very sophisticated and diverse, bringing high artistic value. The highlight of Chuon Ngo's mosaic is the unbroken, always flat, chiseled pieces attached to the wood very closely. The decorative details on the mosaic are very vivid and unique. The artisan with skillful hands has made the quintessential products that make up the trademark of Chuon Ngo pearl mosaic craft village. The inanimate and inanimate boy fragments have become products of high cultural and artistic value.

In addition, there are many other traditional craft villages that the author has not had time to mention. But one thing in common is that these craft villages have been around for a long time, and have been handed down to this day. The craft villages with traditional crafts are create one of the typical features of the Northern Delta countryside. With a wide variety of products, flexible production organization, craft villages have created a large amount of goods, created jobs and brought income to families and society. Preservation and development of craft villages is also a policy of "rural industrialization". Along with the process of sociology-economic development, over the years many traditional professions have been restored and developed strongly.

### **Impact of urbanization on traditional craft villages**

Under the influence of the market mechanism as well as the urbanization process, at present, in the Northern Delta region, the system of traditional craft villages has undergone profound changes and is greatly lost. Many traditional craft villages in the Northern Delta are now also deeply warning about the

survival of traditional occupations in the face of urbanization. The impact of urbanization on traditional craft villages is shown in the following aspects:

#### *First, the change of living space:*

Traditional craft villages through the process of urbanization have been developed to fill or intertwine in the suburban areas. Urbanized traditional craft villages are often surrounded by urban transport routes. The outer area is quickly filled with high density residential blocks along with the city's public buildings, including factories and manufacturing plants.

At the same time, inside the residential areas of the communication craft villages also developed to fill the housing development needs of large households. Moreover, urban residents or people from outside the province also buy land to build houses in these areas. Therefore, 5% of farmland and ponds in the village are divided to build houses; the construction density is increased rapidly.

Developing new urban areas in former traditional craft villages: as we know in a number of cities in the Northern Delta such as Hanoi, HaiPhong and other large cities in the last 5 years. has conducted many projects to build new urban areas to create a new face for the city. At the same time, these areas have gradually met the inner city areas with too high density, creating an airy environment with full facilities and good technical and social infrastructure. New urban areas that are growing faster and stronger also contribute positively to the speed of urbanization in terms of physical space and its quality. Moreover, the new urban areas will directly affect the traditional craft villages in terms of urban lifestyle and sociology-cultural awareness.

Urban spatial development through the development of new satellite towns or townships as new urban centers. Hanoi has a chain of satellite towns: Lang Hoa Lac, Mieu Mon, Xuan Mai, Ba Dinh, etc. The

development of new urban areas now creates hi-tech zones, policy industries, scientific research and training areas such as the National University, tourist resorts associated with cultural villages of the ethnic minorities and national forests of Ba Vi, Suoi Hai, etc. are the major things that increase the speed of urbanization, accompanied by the development of rural areas in that area and around. The first are the impacts on land, then the opportunities for job creation and economic structural transformation in the region. It is here that the transformation and penetration of urban civilization into the countryside will take place. It is also a qualitative change to a quantitative change of urbanization in the coming years.

*Second, the shift in occupational structure:*

Considering the social-labor-professional structure in traditional craft villages, we see that there is still an overwhelming situation of the traditional social division of labor model, which is small-scale production and business, mainly self-sufficient, cultivation overwhelms livestock, forestry and fishery industries are not developed, in cultivation, rice is still the main crop, the proportion of cash crops, vegetables, flowers and fruits is small.

The scale of production in craft villages is very small (households, villages, hamlets). Craft villages often have a dense population, so there is a lack of production space, production workshops are often interspersed with residential areas. Normally, the stronger the craft villages, the more workers they will attract. First of all, there are local workers, children of families who do not have to leave home to find a way to make a living, secondly, a thriving craft village will attract more workers in the neighboring areas, making the population density of the village higher. The profession has grown bigger and bigger, the management level is weak, the equipment is patchy and outdated, the manual operation is mainly.

The workforce, regardless of age or gender, mostly has family ties, is trained in the "hereditary" style of experience. Therefore, besides a few artisans and skilled workers, 55% of workers in craft villages are untrained, about 36% have no technical expertise. For concurrent households (both agricultural production and occupation), up to 79% of laborers do not have technical expertise.

Fourth, environmental pollution: The development of craft villages in recent years is still spontaneous and arbitrary without planning. Outdated production technology, low level of workers, no basic training, and production is mainly based on experience. In addition, the production and business organization is still closed in a small-scale nature, family nature, lack of cooperation between regions. Production equipment and tools, mostly self-made or manually improved, etc. due to the mentality and small production habits of artisans who are farmers, they have limited investment in equipment and technological innovation.

In addition, the planning and construction in most craft villages still have many shortcomings. The typical typical architectural works are rural family houses combined with production factories. These works are attached to each other, sometimes separated or integrated on an area of 250-500m<sup>2</sup> to serve the needs of both living and production. Workshops are often temporary in nature, with thatch, thatched roof oil paper, cement or corrugated iron roofing sheet. The family's living space is attached to the production area with poor facilities, simple and outdated machinery and equipment, and no equipment to treat dust, gas, wastewater and waste. Hazardous snakes are the basic causes of local environmental pollution not only for each family but also in the region, affecting public health.

All of the above limitations have affected not only the general development of the craft

village but also seriously affected the quality of the environment. In most villages, there is no system for wastewater treatment, air pollution treatment and solid waste control. Small-scale production scattered throughout the village creates small waste sources that are not concentrated and cause harm to the environment in the whole region.

## CONCLUSION

One of the important issues to build and develop sustainable cities in the Northern Delta is: preserving and promoting the value of traditional villages in cities; Inheriting and promoting cultural identity, the traditional architectural identity of village residents. The construction relations of urban development in particular and the Northern Delta, in general, must be associated with the planning for conservation of architectural heritage and natural heritage of urban nature especially the system of traditional craft villages within urban. These villages need to be protected from zoning, including the landscape, the natural environment as well as the inherent and intangible cultural heritage of residents. Keeping villages in the process of urbanization is to keep the traditional cultural identity of communities that have been cultivated by generations; at the same time creates the local architectural identity of urban areas.

However, order to fulfill this solution is very difficult. Lessons from large cities south of Vietnam are showing us to keep the space of traditional villages during urbanization as a problem in management. The desire of people, as well as urban authorities, is to immediately do specific solutions to preserve traditional craft villages in urban areas. In fact, there are a number of localities in the Northern Plain with a model of tourism cultural villages, trade villages for tourists; there are certain successes, enthusiastic by people. Through reality, we see how to study how to find a practical and more appropriate solution to preserving traditional culture

while developing urban areas in line with the market.

In order for the issue of planning and conservation of the development of traditional craft villages in the Northern Delta, it is necessary to have the asynchronous interest of sectors at all levels, especially the urban and community authorities residential. People themselves must be aware of their values and pride in their cultural identity. If you keep traditional villages in the structure of the current urban construction relations, with the method of retaining, preserving, and promoting the appropriate villages, we will have a municipality with separate shades, particularly; it will bring the characteristic cultural style of the Northern Delta.

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