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EVALUATING THE EFFECTIVENESS OF CULTURAL HERITAGE COMMUNICATION BASED ON LOCAL COMMUNITY FEEDBACK: A CASE STUDY OF HANOI CITY

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ABSTRACT

This research assesses the efficacy of cultural heritage communication in Hanoi City, utilising local community feedback through a quantitative methodology utilising SPSS 26.0 and SmartPLS. The study approach emphasises five principal constructs: Engagement with Cultural Narratives (ENC), Educational and Cultural Institutions (ECI), Local Community Feedback (LCF), Participation and Support (PAS), and Social Interaction Channels (SIC). The model's explanatory capacity, indicated by a R^2 value of 0.520 and an adjusted R^2 of 0.512, demonstrates a reasonable proficiency in elucidating variations in the efficacy of cultural heritage communication (ECH). ENC exhibits the most significant impact among the predictors, with an effect size (f^2) of 0.186, succeeded by LCF at 0.129 and SIC at 0.040, indicating the criticality of direct community participation and multi-channel communication. Despite exhibiting lower f^2 values (0.028 and 0.020), ECI and PAS nonetheless provide a significant contribution to the overall efficacy of communication. The Q^2 score of 0.152 validates the model's predictive significance. These findings underscore the necessity for participatory communication tactics, localised narrative integration, and adaptive policy frameworks to enhance the sustainability and inclusivity of cultural heritage promotion. The report recommends policies centred on community co-creation, broadening educational outreach, and improving digital engagement. This study enhances the existing literature on heritage communication by providing empirical evidence from a swiftly urbanising metropolis in Southeast Asia, where cultural preservation must be reconciled with modernisation and social transformation.

KEYWORDS: Heritage Communication, Local Community Feedback, Participatory Policy, Narrative Engagement, Heritage Preservation.

1. INTRODUCTION

The transmission of cultural heritage is essential for the preservation, interpretation, and promotion of heritage values in urban environments. In cities like Hanoi, where the past and present continuously converge, the efficacy of this communication is crucial for maintaining historical conservation and public involvement. Despite increasing scholarly focus and legislative initiatives to improve heritage preservation, the processes by which heritage messages are conveyed and perceived by local people remain little investigated in empirical studies. Numerous studies indicate that contemporary communication techniques frequently prioritise top-down dissemination of cultural content over participatory feedback mechanisms between heritage managers and community people (Abdul Aziz et al., 2023). This disparity is particularly pronounced in heritage-rich cities such as Hanoi, where communal contact and lived experiences influence collective memory and identity. The difficulty of heritage communication in Hanoi is exacerbated by the growing intricacy of the city's urbanisation and tourism expansion. The incorporation of technological tools and digital platforms has created novel methods of storytelling and engagement with heritage sites (Ai et al., 2024). However, without a comprehensive understanding of local communities' perceptions and reactions to these tools, it is unclear whether these innovations truly improve or merely complicate heritage communication. Liang et al. assert that value-based decision-making in heritage management necessitates a diverse strategy that integrates expert evaluations and public viewpoints. Nevertheless, current assessment frameworks infrequently emphasise or methodically document local community feedback, resulting in a discrepancy between desired communication goals and the actual comprehension or involvement of the community (Liang et al., 2022). Furthermore, conventional methods of heritage interpretation frequently neglect to integrate the dynamics of living heritage—practices, skills, and knowledge that societies perpetually reconstruct in reaction to their environment and historical context (Huong, 2015). This omission leads to communication dissonance, causing the symbolic and functional meanings of

legacy to misalign with current lived experiences. Failing to anchor heritage communication within community contexts may render cultural asset conservation efforts externally imposed and socially disconnected. According to Abdul Aziz et al. (2023), sustainable heritage management relies on localised educational and engagement models that regard communities as both beneficiaries and contributors to historical narratives. In Hanoi, contemporary heritage communication tactics predominantly utilise mass media, signs, curated museum exhibits, and digital guides, frequently lacking dialogic components or participatory design. Notwithstanding the plethora of history resources in the city, ranging from the Old Quarter to imperial citadels and community residences, there exists a paucity of study examining how local citizens perceive, engage with, and contribute to the diffusion of these cultural narratives. The lack of organised community feedback systems has resulted in superficial involvement and dependence on generalised or touristy depictions of culture. Such situations may marginalise indigenous knowledge systems and lived heritage practices that do not conform to established frameworks (Fitri et al., 2019). Evidence from additional contexts further emphasises this issue. Participatory assessment techniques utilised in Salerno and Medan have illustrated the significance of localised involvement in formulating good heritage policies and communication strategies (Gravagnuolo et al., 2024). These models indicate that the efficacy of communication should be assessed not just by visitor satisfaction or media reach but also by the extent of local engagement and the pertinence of material to community identity. In Hoi An, Vietnam, community-based tourism initiatives have exposed the conflicts between economic development and cultural authenticity, demonstrating that inadequate community involvement in communication processes can undermine both heritage value and social cohesion (Pham Hong et al., 2021). A notable issue resides in the restricted integration of technology developments with culturally ingrained feedback. Despite advancements in digital storytelling, augmented reality, and crowdsourced mapping that have created new opportunities for immersive heritage communication (Lukita et al., 2024; Shim et

al., 2024), these tools are frequently developed without ongoing engagement with local communities. The outcome is an abundance of platforms that emphasise innovation rather than cultural significance. As stated by Ai et al. (2024), digital analytics can uncover user preferences; nevertheless, they cannot replace direct community insights without the addition of qualitative participation. Consequently, a methodological vacuum exists in integrating digital tools with participatory frameworks to assess communication effectiveness from the grassroots level. The absence of a standardised framework for assessing the efficacy of heritage communication from the viewpoint of local populations exacerbates the issue. Current assessments mostly emphasise technical outputs—such as the quantity of interpretative signs displayed, virtual views, or tourist feedback—rather than the cognitive, emotional, and behavioural reactions of community members (Clark et al., 2020; Wang et al., 2023). These answers often embody profound socio-cultural phenomena such as memory, identity, intergenerational transmission, and resilience, which are crucial for the sustainability of heritage projects (Abdul Aziz et al., 2022; Sheng et al., 2022). In Hanoi, these processes are especially intricate owing to the city's multifaceted historical layers, population heterogeneity, and changing urban pressures. Without strong evaluative processes that prioritise local perspectives, state initiatives may diminish cultural assets to mere static exhibitions instead of dynamic systems. The institutional context of heritage management in Hanoi poses barriers to inclusive communication. Dispersed responsibilities among governmental entities, insufficient transparency in decision-making, and inadequate implementation of participatory policies hinder substantial community engagement. Nam and Thanh (2024) demonstrate that legislative and administrative frameworks frequently lack the adaptability to incorporate grassroots inputs, notwithstanding official assertions highlighting community involvement. This disjunction diminishes the credibility and receptiveness of heritage communication initiatives, resulting in disengagement or passive acquiescence instead of active participation. The present state of cultural heritage communication in Hanoi exhibits multiple

interconnected issues. This encompasses an excessive dependence on top-down communication, inadequate incorporation of community input, insufficient use of participatory technologies, and the lack of thorough evaluative frameworks that prioritise local viewpoints. These challenges not only hinder the efficacy of communication efforts but also jeopardise the connection of communities to their own heritage. Considering the city's cultural wealth and socio-historical significance, it is essential to transform heritage communication into a dialogic, inclusive, and contextually aware practice. This reconfiguration necessitates a rigorous evaluation methodology that incorporates local feedback, confirms community narratives, and guides adaptive communication techniques based on shared cultural values.

2. LITERATURE REVIEW

2.1. *Community Participation in Cultural Heritage Communication*

Numerous studies have underscored the significance of local communities in the protection of cultural assets as a cornerstone for effective and sustainable heritage communication. Community engagement functions as a pivotal mechanism for cultivating local identity, preserving intangible cultural values, and maintaining the significance of heritage narratives for the individuals who interact with them on a daily basis (Abdul Aziz et al., 2023; Ai et al., 2024; Nam & Thanh, 2024). In Melaka, Malaysia, Abdul Aziz et al. (2023) shown that community-based education approaches, augmented by participatory communication techniques, significantly influence the sustainable protection of living heritage. This research demonstrated that community member involvement improved the accuracy and authenticity of heritage content while fostering long-term responsibility and emotional attachment among residents. In Vietnam, local engagement strategies have been as vital. Nam and Thanh (2024) revealed that community engagement in the conservation of Vietnam's heritage substantially enhances the site's cultural integrity and social resilience. The study emphasised that heritage sites with resident involvement in communication planning and execution are more likely to preserve traditional practices, values, and local support. Pham Hong et al. (2021) emphasised the need of integrating local knowledge into heritage tourism, proposing that grassroots involvement results in more nuanced and meaningful

interpretations of heritage. Alongside the preservation of cultural values, community engagement fosters communal empowerment. Clark et al. (2020) asserted that participatory assessment frameworks enable communities to evaluate and modify heritage projects to address local requirements. This participatory strategy reallocates evaluative authority from central entities, allowing localised feedback to influence the structure, medium, and substance of cultural transmission. These findings correspond with Fitri et al. (2019), who contended that the formulation of criteria for heritage value must incorporate community perspectives to prevent misinterpretation or oversight of cultural qualities deemed significant by people.

2.2. Technological Integration and Digital Communication in Heritage Dissemination

The incorporation of digital technology in cultural heritage communication has transformed the methods of presentation, access, and assessment of material. Digital tools augment the aesthetic experience of heritage and offer scalable platforms for engagement and input. Shim et al. (2024) observed that digital storytelling in virtual worlds allows users to interactively explore heritage places, providing immersive and personalised experiences that traditional communication approaches frequently lack. These virtual experiences are particularly pertinent for captivating younger audiences and international visitors, so expanding the cultural influence of local heritage. Ai et al. (2024) investigated the role of user-generated data on social media platforms in assessing cultural and creative items associated with legacy. Their examination of Dunhuang cultural treasures revealed that social media analytics function as effective instruments for assessing public perception and involvement levels. These systems facilitate real-time assessment of content efficacy, pinpoint deficiencies in public comprehension, and foster the collaborative development of cultural significance between institutions and audiences. Additionally, Ziku et al. (2024) investigated crowdsourcing applications using map-based narrative functionalities as instruments for participatory heritage communication. Their research indicated that platforms enabling users to contribute narratives or geo-located stories not only democratise heritage discourse but also enhance the representational breadth of cultural resources. Lukita et al. (2024) underscored the significance of technological integration in augmenting community engagement,

especially in rural or marginalised regions. Their research illustrated how digital communication technologies connect geographic and generational gaps, thereby enhancing community engagement and institutional responsibility. Nonetheless, despite these developments, numerous studies caution against the possible hazards of digital misrepresentation or oversimplification of cultural information. Ciolfi et al. (2017) assert that the problem is to reconcile technical innovation with cultural sensitivity, ensuring that digital platforms facilitate authentic storytelling instead of functioning as instruments of commodification. In Hanoi, where cultural heritage comprises both tangible and intangible elements, digital initiatives should be based on community-informed narratives to prevent misrepresentation.

2.3. Participatory Evaluation and Feedback Mechanisms in Heritage Communication

Participatory evaluation has become an essential tool for comprehending the reception, interpretation, and enhancement of cultural heritage communication initiatives. In contrast to conventional top-down assessment methods, participatory evaluation emphasises the lived experiences and perspectives of community people, therefore providing contextually relevant and responsive data for heritage management. Gravagnuolo et al. (2024) implemented this methodology in Salerno, Italy, by including community feedback into the evaluation of adaptive reuse strategies for historical structures. Their findings demonstrated that community engagement resulted in more contextually pertinent heritage applications and enhanced alignment with local development goals. Sheng et al. (2022) advanced this domain by illustrating the efficacy of integrating expert insights with local resident viewpoints in promoting urban cultural heritage villages. Their quantitative study indicated that feedback mechanisms ought to be integrated into heritage governance frameworks to ensure responsiveness and sustained support. This corresponds with Liang et al. (2022), who proposed a sophisticated social value-based framework within the Chinese context of Kulangsu. Their research promoted feedback loops that beyond simple satisfaction surveys, incorporating more profound socio-cultural thoughts and anticipations from heritage activities. Abdul Aziz et al. (2022) underscored the necessity of comprehending community needs and strengths for the formulation of effective educational and communicative activities pertaining to heritage

protection. The research concluded that feedback systems should be both reactive and formative, influencing the initial design and continuous refinement of heritage communication. Huong (2015) reiterated this perspective in her examination of Hoi An Ancient Town, emphasising that sustainability in heritage communication is intrinsically connected to community trust and the inclusivity of feedback mechanisms. Incorporating residents' opinions into strategic planning promotes sustained engagement and a sense of shared ownership. Wang et al. (2023) advanced an assessment methodology for heritage conservation that incorporates environmental variables within the framework of cultural tourism integration. Their research showed that interactive input enhances communication efficiency and guarantees that heritage dissemination aligns with ecological and social sustainability objectives. This strengthens the assertion that feedback mechanisms should be multidimensional, integrating cultural, economic, and environmental factors. The integration of feedback serves as a diagnostic instrument to identify communication problems. Clark et al. (2020) discovered that communities engaged in feedback loops were more proficient at recognising discrepancies between intended messages and their received interpretations. This affects places such as Hanoi, where varied people engage with heritage information in multilingual and intercultural manners. Communication techniques must incorporate iterative feedback mechanisms that consider diverse literacy levels, technological accessibility, and cultural contexts.

2.4. Proposed Research Model

According to the research conducted by Abdul Aziz et al. (2023), Abdul Aziz et al. (2022) and Fitri et al. (2019). The research presents the subsequent model

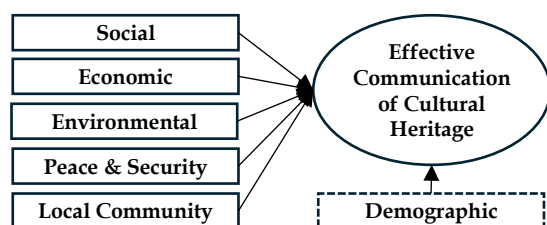


Figure 1: Author's Proposed Model.

2.5. Research Hypothesis

- H1: Social factors have a positive influence on effective communication of cultural heritage based on local community feedback.
- H2: Economic factors have a positive influence on

effective communication of cultural heritage based on local community feedback.

- H3: Environmental factors have a positive influence on effective communication of cultural heritage based on local community feedback.
- H4: Peace & Security factors have a positive influence on effective communication of cultural heritage based on local community feedback.
- H5: Local community feedback factors have a positive influence on effective communication of cultural heritage based on local community feedback.

3. DATA AND RESEARCH METHODS

3.1. Research Design

This study utilised a quantitative research design with a survey methodology to evaluate the efficiency of cultural heritage communication in Hanoi City, as regarded by the local people. The research was based on deductive reasoning and hypothesis testing, utilising a conceptual framework derived from prior academic works on heritage communication, community participation, and participatory cultural management.

3.2. Data Collection

Primary data were acquired via structured questionnaires disseminated to local populations residing in regions of Hanoi with significant concentrations of cultural heritage monuments. The survey was administered online with Google Forms in March 2025. The sampling technique sought to achieve diversity in responses by incorporating heterogeneity in age, gender, educational achievement, and duration of residency in Hanoi. Participants were solicited through a non-probability convenience sampling technique. Following data screening for completeness and consistency, 298 valid responses were retained for analysis.

3.3. Research Sample

Hair et al. (2010) state that in Structural Equation Modelling (SEM), the least advisable sample size is determined by the quantity of observed variables, adhering to the following guideline:

$$n \geq 5 \times \text{number of observed variables}$$

In this study:

$$n \geq 5 \times 25 = 125 \text{ (Minimum requirement)}$$

To enhance model robustness and statistical power, a more conservative ratio of 10:1 is often recommended:

$$n \geq 10 \times 25 = 250$$

The sample size of 298 valid responses above the

conservative criteria. This guarantees the stability and reliability of the outcomes obtained from the structural model employed in assessing the efficacy of cultural heritage communication based on community input.

4. FINDINGS AND DISCUSSION

4.1. Descriptive Statistical Analysis

Descriptive statistics of the study population.

Table 1: Demographic of Respondents.

Characteristic	Category	Frequency	Percentage (%)
Gender	Female	161	54.0
	Male	137	46.0
Age	18-25	59	19.8
	26-35	63	21.1
	36-45	25	8.4
	46-60	88	29.5
	Over 60	57	19.1
	Under 18	6	2.0
Education Level	Bachelor's degree	215	72.1
	High school	38	12.8
	Master's degree or above	44	14.8
	Secondary school	1	0.3
Occupation	Freelancer	66	22.1
	Government staff	38	12.8
	Private sector employee	63	21.1
	Retired	110	36.9
	Student	21	7.0
Length of residence in Hanoi	1-5 years	34	11.4
	6-10 years	59	19.8
	Less than 1 year	4	1.3
	Lifelong resident	12	4.0
	More than 10 years	189	63.4

(Source: Author Compiled from SPSS 26.0 Results).

A total of 298 respondents participated, with a marginal female majority of 54.0%. The age distribution reveals a varied sample, with the predominant cohort aged 46–60 years (29.5%), closely followed by the 26–35 age group (21.1%) and individuals over 60 (19.1%). This age stratification guarantees that viewpoints are obtained from both younger and more seasoned community members, which is crucial for a nuanced comprehension of cultural heritage beliefs. The educational level of respondents was significantly elevated, with 72.1% owning a bachelor's degree and 14.8% holding a master's degree or above. This academic background indicates that participants are likely to provide educated and thoughtful comments on cultural heritage efforts. The minimal proportion of individuals possessing solely secondary education (0.3%) suggests inadequate representation from less formally educated demographics, potentially affecting the generalisability of findings. Retirees represented the predominant demographic at 36.9%, indicating significant involvement from older,

presumably more culturally involved individuals. Freelancers (22.1%) and private sector employees (21.1%) were substantial segments, indicating a combination of flexible and structured working experiences. Concerning residency time, 63.4% indicated residing in Hanoi for over ten years, while an additional 19.8% reported staying there for 6 to 10 years. This suggests that most respondents possess a profound attachment to the city, which is beneficial for evaluating long-term community viewpoints on heritage communication. The prevalence of long-term residents indicates that feedback is probably rooted on personal experience and extended familiarity with cultural narratives and practices in Hanoi.

4.2. Cronbach's Alpha Reliability

Evaluating the scale's reliability using the Cronbach's Alpha coefficient to exclude variables with a total item correlation value below 0.3. The criterion for scale selection is a Cronbach's Alpha reliability of > 0.6 . A scale exhibiting a Cronbach's Alpha reliability of ≥ 0.6 is chosen upon its initial application (Nunnally & Bernstein, 1994). In principle, a higher Cronbach's Alpha indicates more reliability of the scale. Social hierarchy This scale is assessed by four observed variables. The reliability examination of the scale yielded a Cronbach's Alpha coefficient of 0.771, exceeding the threshold of 0.6. The variable-total correlation coefficients exceed 0.3. The Cronbach's Alpha coefficients for each variable's elimination are all inferior to the overall Cronbach's Alpha reliability level. Consequently, all five observed variables are preserved for exploratory factor analysis. The economic scale is assessed using three observed variables. The reliability examination of the scale yielded a Cronbach's Alpha coefficient of 0.676, exceeding the threshold of 0.6. Simultaneously, all three observable variables exhibit a total correlation exceeding 0.3, and the Cronbach's Alpha coefficient, when any variable is excluded, remains lower than the overall Cronbach's Alpha. Consequently, the service capacity scale satisfies the dependability criteria. The environmental scale is assessed using five observed variables. The reliability examination of the scale yielded a Cronbach's Alpha coefficient of 0.810, exceeding the threshold of 0.6. All five observed variables have a total item correlation over 0.3, indicating intercorrelation among them, and no observed variable possesses a Cronbach's Alpha upon item removal that surpasses the overall Cronbach's Alpha. The Peace & Security scale is assessed using four observed variables. The findings indicate that the Cronbach's alpha coefficient is 0.756,

exceeding 0.6, and the Corrected Item-Total Correlation coefficients for the aforementioned variables are greater than 0.3. Furthermore, the Cronbach's alpha coefficient for the variable types of the observed variables is lower than the overall Cronbach's alpha, confirming that the observed variables are interrelated. The Local Community Feedback Scale is assessed using four observed variables. The reliability examination of the scale yielded a Cronbach's Alpha coefficient of 0.820, exceeding the threshold of 0.6. All four observed variables exhibit a total correlation over 0.3, indicating intercorrelation among them, and no observed variable possesses a Cronbach Alpha, when omitted, that surpasses the overall Cronbach Alpha. Consequently, this scale exhibits good reliability for further verification stages. Upon confirming the scale's reliability using the Cronbach's Alpha coefficient, these scales are deemed reliable and proceed to the subsequent phase of exploratory factor analysis (EFA) to evaluate their convergent and discriminant validity.

4.3. Discriminant Validity

Discriminant validity was evaluated utilising the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. The Fornell-Larcker criterion stipulates that the square root of each construct's Average Variance Extracted (AVE) must exceed its correlation with any other construct. Table 2 demonstrates that all constructs satisfied this requirement, signifying sufficient discriminant validity.

Table 2: Fornell-Larcker Criterion.

	ECH	ECI	ENC	LCF	PAS	SIC
ECH	0,793					
ECI	0,434	0,778				
ENC	0,599	0,390	0,754			
LCF	0,554	0,326	0,437	0,806		
PAS	0,223	0,140	0,203	0,047	0,759	
SIC	0,429	0,357	0,293	0,382	0,112	0,769

(Source: Author compiled from SmartPLS Results).

The matrix indicates that the square root of the Average Variance Extracted (AVE) for each construct (diagonal values) exceeds its correlation with other constructs, hence affirming sufficient discriminant validity in accordance with the Fornell-Larcker criterion. This signifies that each construct is unique and encapsulates phenomena not reflected by other constructs within the model.

4.4. Path Coefficients and Hypothesis Testing

Table 3 displays the path coefficients, t-statistics,

and p-values for the direct links posited in the research model.

Table 3: Path Coefficients and Hypothesis Testing Results.

Hypothesis	Relationship	Path Coefficient	Standard Deviation	T-value	P-value	Result
H1	ECI → ECH	0,131	0,132	2,764	0,006	Supported
H2	ENC → ECH	0,354	0,353	4,831	0,000	Supported
H3	LCF → ECH	0,292	0,292	4,401	0,000	Supported
H4	PAS → ECH	0,102	0,105	2,502	0,012	Supported
H5	SIC → ECH	0,156	0,160	2,831	0,005	Supported

(Source: Author Compiled from SmartPLS Results).

The correlation between engagement in cultural interpretation (ECI) and ECH (H1) is substantiated by a path coefficient of 0.131 and a t-value of 2.764, signifying a moderate yet significant effect. Emotional connection (ENC) significantly impacts ECH, evidenced by a path coefficient of 0.354 and a t-value of 4.831, underscoring the critical importance of emotional resonance in heritage communication. Local community feedback (LCF) exhibits a coefficient of 0.292 and a t-value of 4.401, underscoring the significance of integrating community viewpoints into communication tactics. Public awareness and support (PAS) and social inclusion and collaboration (SIC) significantly influence ECH, with coefficients of 0.102 and 0.156, respectively, and t-values exceeding 2.5. Despite being very minor, their statistical significance validates their importance within the entire communication structure. The findings indicate that successful cultural heritage communication in Hanoi necessitates a multifaceted strategy that incorporates emotive, interpretive, interactive, and inclusive components. This strategy guarantees that communication techniques correspond with community values and perceptions, hence improving the sustainability of historic preservation initiatives.

4.5. Explanatory Power and Predictive Relevance

Table 4 displays the R² values, f² effect sizes, and Q² values for evaluating the model's explanatory strength and predictive significance.

Table 4: Model Assessment Criteria.

Criterion	Construct	Value	Interpretation
R ²	ECH	0,520	Medium
R ² Adjusted	ECH	0,512	Medium
F ²	ECI → ECH	0,028	Medium
	ENC → ECH	0,186	Small

	LCF → ECH	0,129	Small
	PAS → ECH	0,020	Medium
	SIC → ECH	0,040	Small
Q ²	ECH	0.152	Small

(Source: Author Compiled from SmartPLS Results).

The R^2 value of 0.520 for the ECH construct signifies that the independent factors in the model jointly account for about 52% of the variance in the efficacy of cultural heritage communication. Despite being statistically moderate, it is deemed weak according to conventional norms. The corrected R^2 of 0.512 supports this interpretation, considering model complexity and indicating that supplementary variables or different constructs could enhance explanatory power. The f^2 impact size values illuminate the distinct contributions of particular constructions. ENC (Engagement with Cultural Narratives) exhibits a comparatively robust effect, with a f^2 of 0.186, categorised as minor yet nearing the upper limit of that spectrum. LCF (Local Community Feedback) and SIC (Social Interaction Channels) exhibit diminished impact sizes of 0.129 and 0.040, respectively. Notably, ECI (Educational and Cultural Institutions) and PAS (Participation and Support) demonstrate medium effect sizes, although having lower absolute values of 0.028 and 0.020, respectively. This classification may arise from contextual interpretative criteria or sample-specific heterogeneity. The Q^2 value of 0.152 for the ECH construct indicates the model's predictive usefulness. Despite being deemed minimal, it affirms that the model possesses a non-zero predictive capability. In the realm of cultural heritage communication, characterised by intricate human and social interactions, even minimal forecasting capability is significant. The methodology exhibits a fundamental ability to elucidate and forecast communication efficacy, with local community feedback, engagement metrics, and institutional backing identified as critical elements. The low R^2 values and minimal Q^2 indicate a necessity for further refining and the potential incorporation of other socio-cultural variables to improve robustness and predictive power. This quantitative analysis offers an empirical foundation for improving heritage communication tactics in accordance with community viewpoints.

5. CONCLUSION AND POLICY IMPLICATIONS

5.1. Conclusion

The results of the quantitative analysis offer a thorough evaluation of the efficacy of cultural heritage communication in Hanoi City, informed by the viewpoints and input of the local population. The

research model, assessed with SmartPLS, reveals significant statistical indications that illustrate both the strengths and weaknesses of existing communication techniques concerning cultural heritage.

The R^2 value for the efficacy of cultural heritage communication (ECH) is 0.520, with an adjusted R^2 of 0.512. These data suggest that roughly 52% of the variance in ECH can be elucidated by the five independent constructs incorporated in the model: Engagement with Cultural Narratives (ENC), Educational and Cultural Institutions (ECI), Local Community Feedback (LCF), Participation and Support (PAS), and Social Interaction Channels (SIC). Despite being deemed weak by conventional benchmarks, these values indicate that the model accounts for more than half of the pertinent variation, which is noteworthy within the realm of social science study on cultural issues. The effect size (f^2) analysis indicates that ENC has the most significant contribution to ECH, with a value of 0.186, followed by LCF at 0.129 and SIC at 0.040, both of which are regarded as small effects. Simultaneously, ECI (0.028) and PAS (0.020) are classified as possessing medium effects, signifying a modest influence on the efficacy of communication. These numbers indicate the differing impact of several communication dimensions, with story engagement and community involvement as the most significant factors. The Q^2 value for ECH, indicating predictive relevance, is 0.152, categorised as small. Notwithstanding this classification, it validates the model's ability to generate significant predictions regarding communication efficacy based on empirical data. The efficacy of cultural heritage communication in Hanoi is substantially influenced by the extent to which institutions and communicators interact with local narratives, promote participation, and address community input. The existing model provides valuable insights; nonetheless, its statistical constraints indicate the necessity for further investigation into supplementary cultural, historical, and technological elements. These findings emphasise the necessity of basing communication tactics on genuine community experiences to improve the long-term viability of cultural preservation initiatives in urban Vietnamese settings.

5.2. Policy Implications

The implications seek to improve the design and execution of cultural heritage communication initiatives, guaranteeing alignment with the views, expectations, and involvement of local populations.

The model's limited explanatory ability ($R^2 =$

0.520; Adjusted $R^2 = 0.512$) suggests a necessity for more comprehensive communication tactics that surpass existing methods. Cultural heritage communication should be regarded not solely as the transmission of historical data but as an ongoing, reciprocal engagement between institutions and communities. Policymakers should prioritise inclusive discussion, ensuring the local community actively participates in co-creating cultural narratives rather than only accepting them passively. This necessitates policy frameworks that enable local cultural associations, civil society organisations, and community leaders to engage in planning, narrative development, and outreach initiatives. Secondly, the f^2 effect sizes indicate that Engagement with Cultural Narratives (ENC) exerts the most significant influence (0.186) on communication effectiveness. Policies should therefore prioritise initiatives that enhance emotional and historical linkages between communities and their cultural assets. This may encompass narrative competitions, digital repositories showcasing community-curated heritage artefacts, and immersive educational initiatives that emphasise local values and identity. Furthermore, traditional and contemporary communication platforms must be amalgamated to render cultural tales accessible to both older and younger generations. The significance of Local Community Feedback (LCF), indicated by a f^2 score of 0.129, warrants consideration. Feedback techniques ought to be institutionalised and integrated as standard practice within heritage management organisations. Heritage communication programs must integrate organised feedback mechanisms, including periodical surveys, community forums, and interactive workshops. These solutions guarantee that communication strategies are modified according to real-time community feedback, thus enhancing their relevance and responsiveness. Despite Educational and Cultural Institutions (ECI) and Participation and Support (PAS) demonstrating moderate impacts (f^2 values of 0.028 and 0.020, respectively), their institutional impact remains essential. Policies must augment the function of museums, schools, and cultural centres in fostering heritage awareness. Heritage education must be integrated into school curricula across various levels and complemented by interactive museum programs that link pupils to local history and culture. Additionally, funding methods must be established to facilitate grassroots engagement in heritage initiatives, including community exhibitions, youth ambassador programs, and volunteer-driven conservation efforts.

Social Interaction Channels (SIC), notwithstanding their modest impact ($f^2 = 0.040$), are crucial for dissemination. Communication policies ought to promote multi-platform involvement via traditional media (radio, newspapers, village loudspeakers) and digital technologies (social media, mobile applications, websites). This method facilitates extensive outreach and precise communication. Moreover, governmental entities ought to partner with influencers, bloggers, and content creators to disseminate heritage content in more engaging and accessible formats, especially targeting younger urban demographics. The Q^2 value of 0.152 indicates that the model possesses a modest yet significant predictive capacity. This predictive knowledge should be employed to anticipate community reactions to communication techniques and customise interventions accordingly. Prior to initiating a city-wide campaign, predictive research can ascertain which demographics are more inclined to participate and which may necessitate more customised strategies, such as ethnic minorities or marginalised populations. From an institutional standpoint, policies ought to transition from top-down cultural distribution strategies to community-focused management techniques. The government ought to decentralise communication duties, granting district and ward cultural groups greater autonomy in crafting programs that embody the distinct identity of each region. Hanoi, a city abundant in historical diversity, cannot depend on consistent communication strategies for its various populations, including the Old Quarter, Tây Hồ, and suburban villages. Localised strategies that acknowledge micro-cultural distinctions are more effective in promoting meaningful engagement. There is an urgent necessity to institutionalise monitoring and evaluation frameworks for the communication of cultural heritage as part of a long-term plan. These frameworks must have key performance indicators (KPIs) derived from community feedback, engagement levels, knowledge retention, and satisfaction with cultural efforts. Data gathered via these indicators can guide iterative policy modifications and resource distribution. In light of the swift urbanisation and socio-economic development in Hanoi, policies must be flexible to adapt to change. Cultural legacy is dynamic; it develops alongside the community. Consequently, communication plans must embrace a dynamic approach, ensuring that heritage content is consistently updated to maintain modern relevance, while integrating new modes of expression, such as digital storytelling and virtual exhibitions, into

official processes. Improving the efficacy of cultural heritage communication in Hanoi necessitates policy measures that (1) facilitate community involvement, (2) enhance narrative engagement, (3) formalise feedback mechanisms, (4) expand the functions of educational and cultural institutions, (5) diversify communication avenues, and (6) implement dynamic, adaptive frameworks. The conclusions, based on empirical evidence and community insights, establish a basis for sustainable heritage preservation and a more robust cultural identity in Vietnam's capital.

5.3. Research Limitations

This study, while providing valuable insights into the effectiveness of cultural heritage communication in Hanoi City, acknowledges several limitations that may affect the generalizability of its findings.

- The research was geographically limited to Hanoi, a city with unique historical and cultural characteristics. As such, the results may not fully represent other regions of Vietnam where cultural heritage communication practices and community perceptions may differ due to distinct socio-

cultural and economic contexts.

- The study relied on a sample of 250 respondents selected from various districts within Hanoi. Although efforts were made to include diverse demographic groups, the sample might not entirely capture the full spectrum of perspectives present across all segments of the local population. This limitation could affect the representativeness of the data and the applicability of the findings to broader populations.
- The study focused primarily on local community feedback and did not include other key stakeholders such as policymakers, tourists, or heritage site managers, whose perspectives could provide a more comprehensive view of communication effectiveness.

These limitations suggest that future research should adopt a more expansive geographic scope and incorporate a wider range of stakeholders to enhance the transparency and robustness of cultural heritage communication evaluations.

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