

To cite this article: Nong Thi Kim Thuy, Dr. Ngo Thu Thuy and Dr. Tran Ngoc Ha (2026). Designing a Website for Preserving the Khu Cù Tô Festival Heritage of the La Chí ethnic group in Xin Man, Tuyen Quang, Vietnam. International Journal of Education, Business and Economics Research (IJEER) 6 (3): 01-16

## DESIGNING A WEBSITE FOR PRESERVING THE KHU CÙ TÔ FESTIVAL HERITAGE OF THE LA CHÍ ETHNIC GROUP IN XIN MAN, TUYEN QUANG, VIETNAM

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<https://doi.org/10.59822/IJEER.2026.6301>

### ABSTRACT

In the context of digital transformation and globalization, the intangible cultural heritage of ethnic minority communities is facing the risk of erosion due to the decline of traditional modes of transmission. This study focuses on developing a website to preserve and promote the values of the Khu Cù Tô Festival of the La Chí people in Xin Man, Tuyen Quang, based on the Digital Heritage framework. The research methodology combines theoretical analysis, a survey of 150 participants (students, teachers, and local residents), and product design. The findings indicate that heritage transmission still relies primarily on oral practices, while digitalization activities remain limited despite a certain level of technological access within the community. Based on these findings, the study proposes and develops a website integrating multimedia content, contributing to heritage preservation, enhancing accessibility, supporting education, and promoting cultural values. The study affirms that a website is a feasible solution for heritage preservation, while also emphasizing the need to improve digital capacity and to link preservation efforts with sustainable cultural tourism development.

**KEYWORDS:** Digital heritage, Khu Cù Tô Festival, Website, Cultural preservation.

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Published Online: May 2026

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## 1.0 INTRODUCTION

### 1.1. Research Background and Rationale

In the context of globalization and technological advancement, the intangible cultural heritage of ethnic minority communities is increasingly facing the risk of decline and erosion. According to UNESCO (2003), intangible cultural heritage is defined as “the practices, representations, expressions, knowledge, and skills... that communities and groups recognize as part of their cultural heritage, transmitted from generation to generation and constantly recreated.” This definition emphasizes two fundamental characteristics of heritage: intergenerational transmission and its flexible transformation in response to social contexts. Within the classification framework of the 2003 Convention, “social practices, rituals, and festive events” are identified as one of the key domains of intangible cultural heritage (Intangible Cultural Heritage, 2003). This highlights that traditional festivals are not merely cultural activities but also important spaces for preserving knowledge, beliefs, and community identity. However, as social conditions undergo transformation, many traditional festivals are gradually being reduced in scale, simplified in ritual practices, or losing their natural contexts of existence. In Vietnam, the cultural heritage of ethnic minority communities, particularly in the northern mountainous regions, possesses distinctive values but still lacks modern and effective preservation approaches. The Khu Cù Tô Festival of the La Chí people in Xin Man (Tuyen Quang) is a representative example of the category of “rituals and traditional festive events,” reflecting agricultural belief systems and community structure. Nevertheless, this heritage is currently preserved primarily through oral transmission and folk practices, while documentation remains limited. This situation poses a significant risk of loss, especially in the context of declining participation among younger generations and the gradual contraction of the traditional cultural environment.

In recent years, international studies and recommendations have consistently emphasized the role of digital technology in heritage preservation. UNESCO affirms that safeguarding heritage should not be limited to preservation alone but must also “ensure the continuity and recreation” of heritage within communities. This requirement calls for the identification of new approaches that both store heritage and enable broader access to it. In this regard, website development is considered an appropriate solution due to its capacity to integrate multimedia data and to support the flexible dissemination of cultural knowledge. However, the reality in Vietnam shows that the digitalization of intangible cultural heritage remains fragmented, unsystematic, and insufficiently attentive to interactivity and educational value. For the heritage of ethnic minority communities such as the Khu Cù Tô Festival, the development of a dedicated digital platform has not yet been systematically implemented. Based on these issues, the study entitled “*Developing a Website for Preserving the Khu Cù Tô Festival Heritage of the La Chí People in Xin Man, Tuyen Quang*” is conducted with the aim of concretizing the principles of heritage safeguarding under the 2003 Convention in the context of digital transformation. The study aims to design a digital platform that not only serves archival purposes but also supports education, promotion, and enhanced accessibility to heritage, thereby contributing to maintaining its continuity and vitality in contemporary life.

## 1.2 Research Questions and Objectives

Based on the above context, this study raises the following central research question: To what extent can the development of a website contribute to the preservation and promotion of the Khu Cù Tê Festival heritage of the La Chí people in the current context of digital transformation?

To address this question, the study pursues three main objectives:

To examine the current situation of preservation, safeguarding, and the level of access to the Khu Cù Tê Festival heritage of the La Chí people;

To explore the needs and potential for applying digital technology in preserving and promoting heritage at the local level;

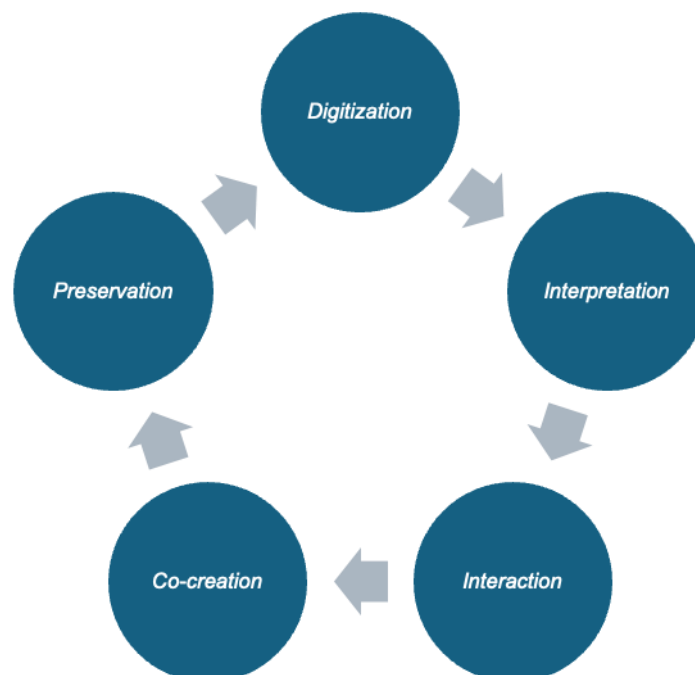
To design and propose a website model aimed at introducing, archiving, and supporting the exploration of the Khu Cù Tê Festival heritage in an accessible and user-friendly manner.

Through these efforts, the study seeks to clarify the role of digital technology in cultural heritage preservation, while proposing an appropriate approach to safeguarding and disseminating the values of the Khu Cù Tê Festival in contemporary life.

## 2.0. LITERATURE REVIEW

### 2.1. Digital Heritage Framework (*Digital Heritage*)

Based on studies on digital cultural heritage (UNESCO, 2003; Cameron & Kenderdine, 2007; Giaccardi, 2012), the process of constructing and promoting digital heritage is typically constituted by interconnected activities such as heritage digitization, heritage interpretation, the establishment of interaction with digital resources, the co-creation of heritage content, and the preservation of heritage data within digital environments.



**Figure 1:** Digital Heritage Diagram

**Digitization:** The conversion of heritage elements (festivals, languages, folk songs, rituals, etc.) into digital formats (audio, images, video, 3D, etc.).

**Interpretation:** The interpretation of heritage meanings through digital content and the textualization of indigenous knowledge.

**Interaction:** Enabling learners/users to interact with digital resources (automated narration, virtual reality, heritage maps, etc.)

**Co-creation:** Community participation in the creation and re-enactment of heritage.

**Preservation:** The long-term preservation of digital data, ensuring ethical standards and copyright compliance.

The theoretical framework of digital heritage has become a foundation for numerous activities aimed at preserving and promoting heritage values in the current context of digital transformation. According to UNESCO, digital heritage includes resources that are either born digital or converted into digital form to ensure long-term preservation and to expand access for communities.

When applied in practice, particularly through online platforms such as websites, digital heritage not only serves the purpose of information storage but also contributes to the introduction, dissemination, and revitalization of traditional cultural values within modern environments. The digitization of heritage and the development of heritage websites enable users, especially younger generations, to access heritage in a more accessible, engaging, and relatable manner.

At the same time, this process facilitates community participation in safeguarding and promoting heritage through the sharing, enrichment of materials, and interaction on digital platforms.

## 2.2. Related Studies

Globally, the concept of digital heritage has attracted significant attention from scholars and international organizations, and has been widely applied in cultural preservation practices. According to UNESCO (2003), the digitization of heritage is an important solution to ensure long-term preservation and to expand access for communities. Drawing on the studies of Cameron and Kenderdine (2007), as well as Giaccardi (2012), the process of developing digital heritage typically involves activities such as digitizing materials, interpreting cultural content, enhancing user interaction, and encouraging community participation. In practice, many countries have implemented digital heritage models following this approach. For example, the European platform has digitized millions of cultural resources from museums, libraries, and archives, while also enabling users to search for and interact with content online. Similarly, Google Arts & Culture provides virtual tour experiences, allowing users to explore heritage through high-resolution images, videos, and virtual reality technologies. These models go beyond mere storage by emphasizing content interpretation and user interaction, thereby making heritage more vivid and accessible to the public.

In Vietnam, the application of the digital heritage framework has also begun to be implemented in recent years. Several initiatives, such as the Google Arts & Culture platform, have introduced Vietnamese cultural heritage to a global audience through digitization and online exhibitions. In addition, institutions such as the National Archives Center of Vietnam have undertaken the

digitization of documents and the development of online databases to serve research and information retrieval needs. Moreover, some museums and localities have experimented with formats such as virtual exhibitions, heritage websites, and the application of 3D technologies. However, compared to global practices, the implementation of digital heritage in Vietnam remains limited, largely confined to digitization and information dissemination, and has not yet fully leveraged elements such as user interaction and community-based co-creation (Giaccardi, 2012). Particularly for the heritage of ethnic minority communities, many cultural values have not yet been comprehensively digitized, and dedicated platforms for systematic storage, interpretation, and dissemination are still lacking. Based on these theoretical and practical foundations, this study applies the Digital Heritage framework to the development of a website for preserving the Khu Cù Tô Festival heritage of the La Chí people through the following approaches: digitizing festival-related materials; developing culturally in-depth interpretive content; designing interactive functions to enhance user accessibility; encouraging community participation in content contribution; and emphasizing the storage and protection of heritage data within digital environments.

### **2.3. Research Gap**

Based on the theoretical overview and previously published studies, it can be observed that the application of digital technology in the preservation of intangible cultural heritage is becoming an important trend, particularly in the current context of digital transformation. Global research has demonstrated the potential of digital heritage in storing, promoting, and enhancing access to heritage. However, in Vietnam, both research and practical applications in this field remain limited, especially with regard to the heritage of ethnic minority communities.

Most existing studies primarily focus on digitizing materials or developing heritage databases, while the design of systematic digital platforms capable of integrating content and supporting user interaction has not received adequate attention. In addition, studies on the use of websites as tools that simultaneously serve preservation, educational support, and the dissemination of heritage values remain relatively scarce.

With regard to the Khu Cù Tô Festival of the La Chí people, to date, no study has developed a dedicated digital platform for the comprehensive storage, presentation, and utilization of its heritage values.

Furthermore, the engagement of local communities in the processes of digitization and heritage promotion has not been sufficiently emphasized. Factors such as the participation of local residents, artisans, students, and teachers in contributing to and using digital resources remain limited. This indicates a significant gap in connecting technology, heritage, and education in practice.

Therefore, this study aims to:

- Examine the current state of heritage preservation and the level of digital technology application to the Khu Cù Tô Festival;
- Propose a website model for heritage preservation oriented toward integrated resources, enhanced interactivity, and user suitability;

Contribute to expanding approaches to intangible cultural heritage through digital technology, particularly in the context of contemporary education and communication.

### 3.0. METHODS

#### 3.1. Research Procedure

The research process is implemented through the following steps:

1. Preparation: Developing research instruments, including survey forms and questionnaires, to investigate the current state of preservation of the Khu Cù Tê Festival heritage, the level of community access, as well as the demand for applying digital technology in heritage preservation. At the same time, relevant materials such as images, videos, articles, and information from the local context are collected.
2. Instrument validation: The questionnaires are refined through consultation with the academic supervisor and individuals knowledgeable in the field of cultural heritage. The survey content is reviewed to ensure clarity, comprehensibility, and suitability for the target participants.
3. Survey implementation and data collection: Surveys are distributed to participants including students, teachers, and local residents to collect information on their level of understanding, interest, and demand for learning about the Khu Cù Tê Festival heritage. In parallel, the research team collects empirical materials to support the development of website content.
4. Website design and development: Based on survey results and collected materials, the website structure is designed, content is developed, and multimedia elements such as images and videos are integrated to present the heritage in a visual and engaging manner. The website is designed to be user-friendly, accessible, and suitable for diverse user groups.
5. Evaluation and refinement: After development, the website is piloted to gather user feedback. Based on this feedback, the research team revises and improves the product to better meet users' needs for accessing and exploring the heritage.

#### 3.2. Research Methods

*Theoretical analysis:* The study is grounded in the theoretical foundations of intangible cultural heritage preservation as defined by UNESCO, combined with the Digital Heritage framework (UNESCO, 2003; Cameron & Kenderdine, 2007; Giaccardi, 2012). These theoretical perspectives are used to guide the processes of digitization, storage, and the promotion of heritage values in digital environments.

*Survey research:* A questionnaire is employed to collect data from 150 participants, including students, teachers, and local residents, selected to ensure diversity in age and levels of technological access. The survey focuses on participants' level of understanding of the Khu Cù Tê Festival heritage, their demand for learning, their ability to access digital platforms, and their expectations regarding the application of technology in heritage preservation. The collected data are primarily qualitative and are synthesized and analyzed to clarify perceptions, needs, and trends in heritage engagement in the current context of digital transformation.

*Data analysis and processing:* The collected data are compiled and analyzed using a descriptive approach to clarify the current situation and user needs. Qualitative information is used to supplement and further explain the survey results, thereby supporting the proposal and design of an appropriate website.

*Product design method:* Based on survey findings and theoretical foundations, the study designs a website that integrates textual content, images, and videos related to the Khu Cù Tê Festival heritage. The design process emphasizes usability, accessibility, and suitability for diverse user groups.

This approach enables the study not only to reflect the current state of heritage preservation but also to propose a concrete solution through the development of a website, thereby contributing to enhancing the effectiveness of heritage storage and dissemination in the current context.

## **4.0. RESULTS AND DISCUSSION**

### **4.1. Khu Cù Tê Festival - A Unique Indigenous Cultural Value**

The Khu Cù Tê Festival is considered the most sacred and significant ritual in the cultural life of the La Chí people, embodying the profound values of beliefs, customs, and the spiritual life of the community. In the La Chí language, “Khu Cù Tê” refers to the communal house of the village - a sacred space for ancestor worship, closely associated with the legend of Hoang Din Thung (also known as Hoang Van Thung), the progenitor who laid the foundation for the La Chí community.

“In folk narratives associated with place names and land among the La Chí, there is a story that Hoang Din Thung is regarded as the ancestor of the La Chí people. His body is described as a vast range of overlapping mountains upon which La Chí villages are settled. His head gave rise to the eldest lineage in Ban Diu; the second child, born from his abdomen (or back), became the ancestor of the La Chí in Ban Phung; while the youngest, born from his legs, became the ancestors of the La Chí in Ban May and Ban Pang. The story is also told in another motif: in the past, a great flood covered the mountains and forests. Seeing this, Hoang Din Thung carried his three sons and fled to the mountains. Eventually, the three sons transformed into mountain ranges. The eldest, carried on his shoulder, became the ancestor of the La Chí in Ban Diu; the second, from his abdomen, became the ancestor in Ban Phung; and the youngest, born from his legs, became the ancestors in Ban May and Ban Pang” (Nguyen Van Huy, *Traditional Culture of the La Chí People*, p. 23).

From the legend of Hoang Din Thung- the progenitor closely associated with the mountains and the formation of villages- it is evident that the La Chí people possess a strong sense of origin and a deep connection with their land of residence. Today, despite significant changes in living conditions, the La Chí people in villages such as Ban Diu, Ban Phung, Ban May, and Ban Pang continue to maintain their belief in ancestors through traditional rituals. Notably, the Khu Cù Tê Festival is preserved as an important occasion to commemorate the founding ancestors, pray for prosperous harvests, and wish for a peaceful life.

At the same time, in the modern context, the community has gradually adapted to new ways of life, combining the preservation of traditional cultural values with the application of technology and the

development of community-based tourism, thereby contributing to the dissemination and safeguarding of La Chí cultural identity.

The Ministry of Culture, Sports and Tourism officially included the Khu Cù Tê Festival of the La Chí people in the National Intangible Cultural Heritage List on August 25, 2014. This recognition affirms that the Khu Cù Tê Festival is not only a ritual of profound spiritual significance but also a representative symbol of La Chí cultural identity.

In the flow of contemporary life, the preservation and promotion of this festival's values not only contribute to safeguarding traditions and strengthening community cohesion but also open new directions for cultural promotion and sustainable development, enabling the heritage to be continuously transmitted and disseminated to future generations.

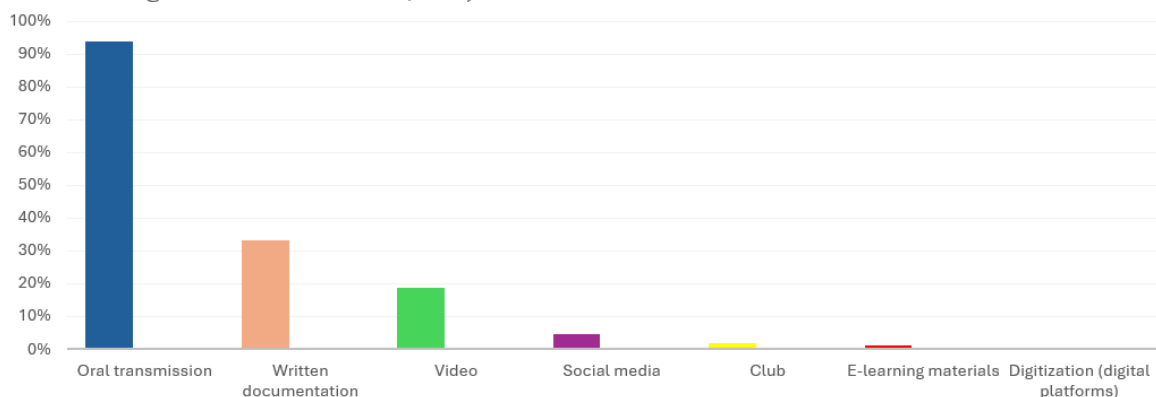
#### **4.2. Current Status of the Preservation of the Khu Cù Tê Festival Heritage in Xin Man, Tuyen Quang**

The Khu Cù Tê Festival of the La Chí people in Xin Man, Tuyen Quang is still maintained by the community through traditional rituals, clearly reflecting distinctive cultural and spiritual values. In this process, artisans and elderly individuals play a crucial role in transmitting and practicing the heritage. Initial efforts in collecting and documenting materials have also been implemented, contributing to heritage preservation.

However, the current state of preserving the Khu Cù Tê Festival still faces several limitations. Preservation largely relies on oral transmission, lacking a systematically digitized body of materials, while the risk of losing traditional knowledge is increasing due to the shortage of successor generations. In addition, promotional activities remain limited, the application of digital technology has not been effectively implemented, and there is no suitable online platform for storing and presenting the heritage. The awareness of a segment of the younger generation regarding the value of the Khu Cù Tê Festival also remains insufficient. From this situation, it can be observed that strengthening the application of digital technology in heritage preservation and promotion is both an urgent requirement and an inevitable trend in the current context. This issue has begun to attract attention in several studies, notably the article *"Preserving the Cultural Heritage Values of the Khu Cù Tê Festival of the La Chí People in Xin Man – Tuyen Quang in the Digital Era"* by Ngo Thu Thuy. In this work, the author proposes solutions that combine traditional preservation with modern technological applications, such as digitizing materials, developing online platforms, and enhancing digital communication to disseminate heritage values. These suggestions provide important orientations for preserving the Khu Cù Tê Festival in a sustainable manner, in line with the ongoing process of digital transformation.

Through a qualitative survey involving 150 participants, the research team collected a rich body of empirical data, which serves as the basis for analysis and the derivation of the following findings:

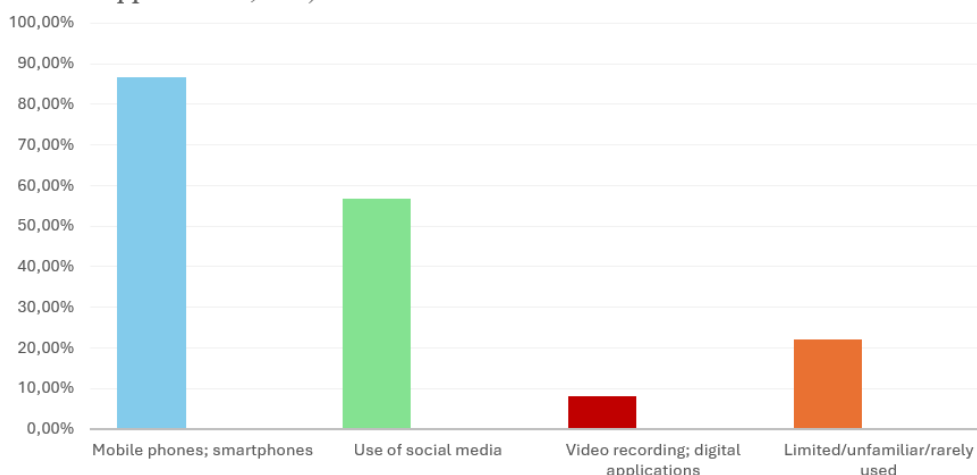
**3. In your opinion, how is the Khu Cu Te Festival of the La Chi people currently preserved and transmitted? (oral transmission, written documentation, videos, e-learning materials, social media, clubs, digitization in tourism, etc.)**



**Figure 2:** Survey results on current forms of preserving the Khu Cù Tê Festival

The results of Figure 2 indicate that the modes of transmitting the Khu Cù Tê Festival remain predominantly traditional, with oral transmission being the most prominent, selected by 141 out of 150 respondents (94.0%). This suggests that heritage knowledge is still primarily preserved through folk experience and direct transmission within the community. In addition, several other forms such as written documentation (50/150 respondents, 33.3%) and videos (28/150 respondents, 18.7%) have begun to emerge but are not yet widely adopted. Notably, technology-based forms such as social media (7/150 respondents, 4.7%), clubs (3/150 respondents, 2.0%), e-learning materials (2/150 respondents, 1.3%), and especially digitization on digital platforms (1/150 respondents, 0.7%) account for very low proportions. This situation clearly reflects the disparity between traditional and modern modes of transmission, while also highlighting the urgent need to promote the application of digital technology in order to preserve and disseminate heritage values more effectively and sustainably.

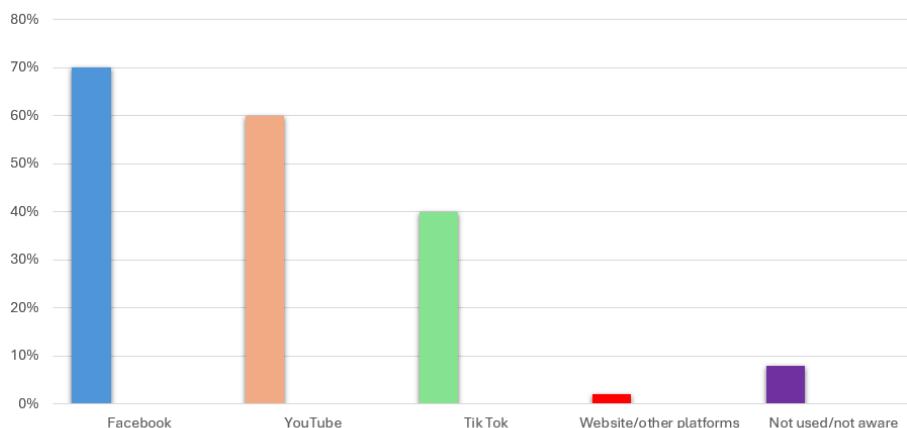
**13. How do you assess the technological proficiency of the La Chi community and other ethnic minority groups in the locality? (e.g., ability to use smartphones, social media, cameras, digital applications, etc.)**



**Figure 3:** Survey results on the technological proficiency of the La Chí people and other ethnic minorities in the local area

Based on the results of Figure 3, it can be observed that the technological proficiency of the La Chí community and other ethnic minority groups in the locality is at a moderate level but remains uneven. Specifically, the proportion of respondents who are able to use smartphones is the highest, with approximately 131 out of 150 participants ( $\approx 87\%$ ), indicating that basic technology has been widely adopted. This is followed by the use of social media, with about 84 out of 150 respondents ( $\approx 56\%$ ), reflecting a relatively common level of access to online platforms. However, more advanced skills such as video recording and the use of digital applications remain limited, with only around 12 out of 150 respondents ( $\approx 8\%$ ). Notably, approximately 33 out of 150 participants ( $\approx 22\%$ ) fall into the category of limited or no technological proficiency. This situation suggests that although a basic technological foundation is in place, the capacity to effectively utilize and apply technology for heritage preservation remains low. This, in turn, highlights the need for supportive measures, training, and the design of digital platforms that are appropriate and user-friendly for the community.

18. Are you aware of or have you used any digital platforms to learn about or disseminate the Khu Cu Te Festival heritage of the La Chi people? (e.g., YouTube, Facebook, TikTok, online learning applications, etc.)



**Figure 4:** Survey results on digital platforms used to preserve the Khu Cù Tê Festival

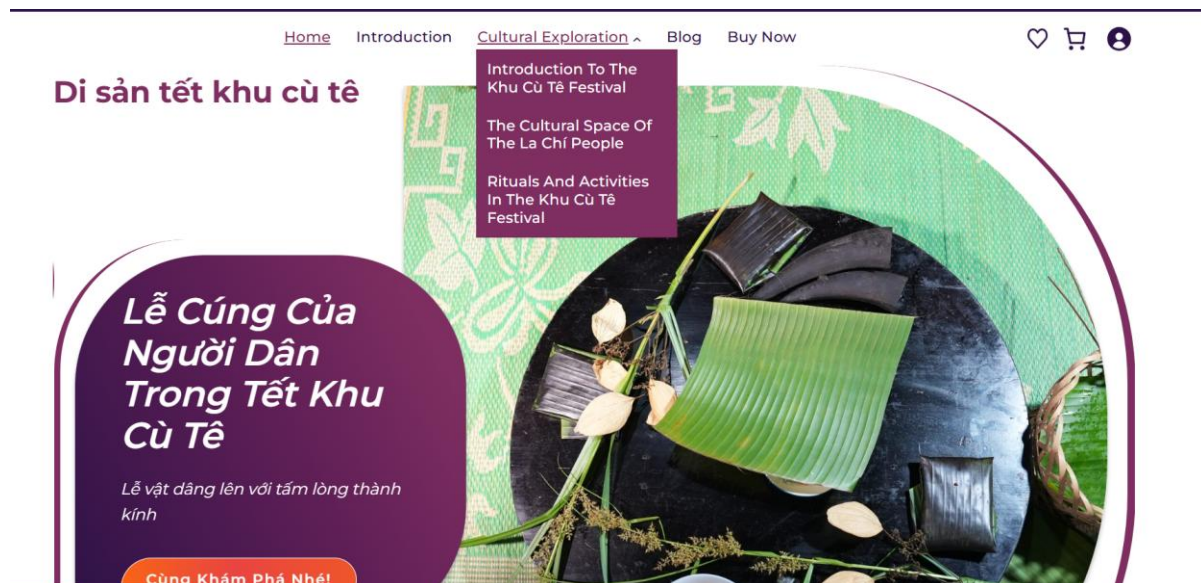
Based on the results of Figure 4, it can be observed that social media platforms play a dominant role in accessing and disseminating the Khu Cù Tê Festival heritage. Specifically, Facebook is the most widely used platform, with approximately 105 out of 150 respondents ( $\approx 70\%$ ), followed by YouTube with about 90 out of 150 respondents ( $\approx 60\%$ ), and TikTok with around 60 out of 150 respondents ( $\approx 40\%$ ). Meanwhile, more specialized platforms such as websites or other platforms are used by only about 3 out of 150 respondents ( $\approx 2\%$ ), indicating a very limited level of utilization. In addition, approximately 12 out of 150 respondents ( $\approx 8\%$ ) have never used or are not aware of these digital platforms. This situation suggests that the community primarily engages with heritage through widely used social media platforms, while also highlighting the need to develop dedicated digital platforms (such as websites) that align with users' habits in order to enhance the effectiveness of communication and heritage preservation.

From the survey data, it is evident that the preservation of the Khu Cù Tê Festival still relies primarily on traditional methods such as oral transmission, while digitization efforts remain very limited. Although the community has initially accessed and used technological devices and social media at a relatively widespread level, the capacity to utilize technology for heritage preservation remains low and lacks systematic organization.

In addition, local people mainly access information through popular social media platforms such as Facebook, YouTube, and TikTok, whereas specialized platforms such as websites are rarely used. This situation indicates that, although awareness and access to technology are present, their practical application in heritage preservation is still inadequate. Therefore, the development of a dedicated website for the Khu Cù Tê Festival represents a necessary and feasible approach. Such a website would not only help systematize and store materials in a structured manner but also leverage the community's existing technology usage habits to expand the dissemination of heritage, particularly among younger generations. At the same time, it would serve as an important platform to promote community participation in the digitization process, thereby gradually narrowing the gap between awareness and action, and contributing to enhancing the effectiveness of heritage preservation and promotion in the current context of digital transformation.

#### **4.3. Developing a Website for Preserving the Khu Cù Tê Festival Heritage**

In the context of rapid digital transformation, the preservation of the Khu Cù Tê Festival requires solutions that are not only culturally appropriate but also technologically feasible. During the process of exploration and research, we selected the WordPress platform for website development and management. WordPress is an open-source Content Management System (CMS) developed using PHP and MySQL database management, and it currently holds a leading position in website development and operation worldwide. With its flexible architecture and strong scalability through a vast ecosystem of plugins and themes, WordPress enables users to customize interfaces, optimize functionalities, and implement various types of websites, including personal blogs, news portals, corporate websites, digital archives, and e-commerce systems. A key factor contributing to the success of WordPress is its user-friendliness: an intuitive administrative interface, a quick installation process, and optimized content editing features that significantly reduce the requirement for programming knowledge. In addition, its large and active developer community, with frequent updates, ensures continuous improvements in security, performance, and user experience. Thanks to these advantages, WordPress has become a reliable choice for research, projects, and practical applications related to the design, implementation, and management of modern websites.



**Figure 5:** Homepage of the Khu Cù Tê Festival Heritage Website

The website structure was developed with a navigation menu positioned at the top, including main sections such as Home, Introduction, Cultural Exploration, and Blog, thereby facilitating users' access to information. Notably, the "Cultural Exploration" section is designed as a dropdown menu with subcategories such as an introduction to the Khu Cù Tê Festival, the cultural space of the La Chí people, and rituals and activities in the Khu Cù Tê festival, reflecting a relatively systematic and well-organized content structure.

The website is designed to create a strong impression through its intuitive layout, prominent visuals, and a clear navigation system, enabling users to easily access key sections such as introduction, cultural exploration, and related materials. The website also provides basic information on the time and location of the Khu Cù Tê Festival, offering users an overall understanding of the spatial and contextual setting of the event. This section is presented through a combination of illustrative images and concise textual content, enhancing visual appeal and information accessibility. In subsequent sections, a rich system of images is employed to vividly represent various aspects of the festival, including rituals, costumes, offerings, and community activities. These images serve not only as illustrations but also as valuable visual resources, allowing users to gain a deeper understanding of the cultural identity of the La Chí people. Finally, the website develops a cultural archive section featuring diverse content such as introductory articles, videos of the Khu Cù Tê Festival, and related folk legends. This section constitutes the core component for storing, disseminating, and utilizing heritage values from a digital perspective, while also effectively supporting learning, research, and cultural education activities.



Figure 6: Interface of the Khu Cù Tê Festival Activities Section



Figure 7: Interface of the Cultural Archive Section of the Khu Cù Tê Festival

The website “*Khu Cù Tê Festival Heritage*” plays a significant role in contributing to the digitization and systematic organization of festival-related materials in a scientific manner, thereby facilitating long-term storage and effective utilization. At the same time, it serves as a communication channel for promoting the image and cultural values of the Khu Cù Tê Festival to a broader audience, particularly younger generations in the context of rapid digital development. Through the website, users can not only access information in a visual and engaging way but also gain a deeper understanding of the cultural identity of the La Chí people. This, in turn, contributes to raising awareness and fostering a sense of responsibility in preserving and promoting ethnic cultural heritage.

## 5.0. CONCLUSION AND RECOMMENDATIONS

### 5.1. Conclusion

The research results indicate that the development of a website combined with digital resources has opened up an effective approach to preserving and promoting the cultural heritage values of the

Khu Cù Tê Festival of the La Chí people in Xin Man. The website not only complements traditional modes of transmission, which have largely relied on oral practices, but also creates a systematic, visual, and more accessible environment for storing and disseminating heritage to the public, particularly younger generations.

The integration of indigenous cultural content with digital technology simultaneously addresses two key objectives: preserving the spiritual values, beliefs, and folk knowledge of the La Chí community, and expanding the promotion of heritage within the digital space. As a result, heritage is not only “preserved” but also “activated” in contemporary life, contributing to raising community awareness and fostering local cultural and tourism development. It can be affirmed that digitization and website development are not merely technical solutions but also represent a strategic orientation for the preservation of intangible cultural heritage in the current context.

## 5.2. Recommendations

To enhance the effectiveness of website development in preserving the Khu Cù Tê Festival heritage, the study proposes several key directions:

First, heritage digitization should be implemented through an appropriate roadmap. The initial phase should focus on building a basic digital database (texts, images, videos), followed by the gradual development of interactive content such as digital maps and 360-degree experiences, and ultimately the integration of technologies such as VR/AR to enhance user experience and promotional effectiveness.

Second, it is necessary to strengthen collaboration among stakeholders, including cultural management agencies, research and educational institutions, technology enterprises, and the La Chí community. In this process, the community plays a central role in providing indigenous knowledge and participating in preservation activities, while professional institutions offer technical support, research, and digital platform development.

Third, emphasis should be placed on training and improving digital capacity for the local community, particularly younger generations, to ensure the long-term maintenance, updating, and effective utilization of digital resources.

Finally, the development of websites and digital resources should be closely linked with local cultural tourism. Integrating heritage data into digital communication and tourism platforms can help create distinctive cultural products, enhancing visitor experiences while contributing to sustainable local economic development.

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### Author Profile



**Nong Thi Kim Thuy** is a student majoring in Literature Education, interested in researching and preserving the culture of ethnic minorities. During her studies, she participated in a research project to develop a digital resource on a website platform to preserve the Khu Cu Te Tet festival heritage of the La Chi people in Xin Man, Tuyen Quang. The project focused on digitizing materials about the festival, contributing to the preservation and dissemination of traditional cultural values, while also supporting teaching and research activities. Through this, she oriented her research development towards combining literature, culture, and digital technology to contribute to the preservation of ethnic cultural identity.



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