

Solutions for Conservation and Development of Intellectual Assets in Tay Nguyen in the New International Integration

Assoc. Prof. Dr Vu Tuan Hung¹, Tran Thi Hai Yen^{2*}

¹Southern Institute of Social Sciences, Vietnam Academy of Social Science, Vietnam

²Vietnam Academy of Social Sciences, Vietnam

***Corresponding Author:** Tran Thi Hai Yen, Vietnam Academy of Social Sciences, Vietnam

Abstract: *The Central Highlands is a land with great potential for intellectual property development. Here exists a treasure of indigenous knowledge, characteristics of nature, people and traditional cultural characteristics of local ethnic minorities. In the current context of new international integration, for socio-economic development, it is necessary to take new steps and perspectives on how to optimally exploit the hidden strengths and specific advantages of the West. Original. In the new orientation, the Central Highlands will move from "stability for development" to "development for stability", so that the active exploitation of available resources to create competitive advantages and value for development will lead to the development of the Central Highlands region. development is essential. The research paper contributes to analyze the current situation and propose solutions to preserve and develop intellectual property in the Central Highlands in the context of new international integration.*

Keywords: *Intellectual property, conservation and development of intellectual property, Central Highlands, new international context.*

1. PROLOGUE

The Central Highlands presently has potential for intellectual assets in the fields of agriculture, forestry, culture and knowledge (traditional knowledge, indigenous culture...) that can be used for exploitation and conservation in tourism, culture, in medicine and herbal medicine. Currently, the intellectual assets of the Central Highlands have not been fully identified, there is no comprehensive and synchronous solution system to preserve and develop this valuable resource as well as contribute to the economic development of the Central Highlands socio-economic in the context of international integration.

The Communist Party and the Government of Vietnam have developed specific strategies and plans on development for the Central Highlands. The Central Highlands continues to be affirmed as an area holding a particularly important strategic position in terms of socio-economic, national defense, security and ecological environment of the country. Prime Minister Nguyen Xuan Phuoc affirmed "Highland must strive to become the plateau rich in organic agriculture, ecological diversity, rich in culture. The key of rising to wealth of the Central Highlands is to develop the agro forestry and pharmaceutical processing industries in the direction of upholding the identity and uniqueness of the world agricultural product value chain. At the same time, the Central Highlands must be a prominent symbol of Vietnam's tourism, imbued with the legendary nuances and heritage of Asia in the 21st century" [13] and the Prime Minister identified the development strategy in the new period for the Central Highlands as "development for stability". Whether the identity and uniqueness considered as the local intellectual assets of the Central Highlands?

The research, conservation and development of intellectual assets in the Central Highlands in the context of new integration are analyzed and evaluated from the perspective of recognizing the role of intellectual assets as one of the important factors for the sustainable development of the ethnic minority communities of the Central Highlands as well as in the dialectical relationship between conservation and development, development for conservation, and conservation for development. At the same time, this approach is placed in the context of international and regional integration must inherit research results and lessons learned from developed countries. The protection, exploitation and

promotion of endogenous values and capacities must conduct with the contribution of the community, enterprises and the role of the state and the institutional system is very important to preserve and develop intellectual property, preserve and promote traditional knowledge, turn intellectual assets into an important factor promoting rapid and sustainable socio-economic development. This contribution plays an important role to the successful implementation of the basic contents set out by the Resolution of the 13th Party Congress to ensure sustainable development and equal development opportunities among regions, ethnic groups and for the sake of common goal to “*turn our country basically into an industrialized country in the direction of modernity soon*”.

2. THEORETICAL BASIS AND OVERVIEW OF THE RESEARCH SITUATION

2.1. Research Overview

There are various studies related to the topic of conservation and development of local and regional intellectual assets. Some studies conduct in the nation and abroad can be reviewed as follows:

2.1.1. Some foreign Studies

Bruce A. Babcock and Roxanne Clemens (2004), *Geographical Indications and Property Rights. Protecting Value-Added Agricultural Product*, which gives us a clearer view of the geographical indications that added values to agricultural products. Research has shown how the protection of agricultural products that create added value and currently being protected by different countries such as the European Union and the United States. On the other hand, Nathan Associates Inc (December 2003) in " *Intellectual Property and Developing Countries An Overview* " pointed out what intellectual property is, the role of intellectual property in socio-economic development, and its consequences in the absence of measures to protect intellectual property, developing countries now face some problems with intellectual property, besides the study also points out the legal framework to protect intellectual property. intellectual property, technical assistance to protect intellectual property based on local needs and interests. In addition, World Health Organization with the work “*The role of intellectual property in local production in developing countries opportunities and challenges*” (World Health Organization (2016), “*The role of intellectual property in local production in countries Opportunities and challenges developing*”). This report has guided policy makers on how to design a system of Intellectual Property Law that benefits domestic production and public health; the report also shows how and where local production can still take place despite the existing intellectual property regime; The report also cites many real-life examples that illustrate that even if a drug is patented in some countries and regions, it can still be manufactured in other countries where the patents are not filed or licensed. Research by Kamil Idris (2004), "*Intellectual Assets - an effective economic development tool*" by National Office of Intellectual Property which used as a practical guide to using intangible assets such as knowledge, information, creativity and inventions. Assets are replacing traditional and tangible assets such as land, labor, capital, social welfare, etc.

2.1.2. Some domestic Studies

Le Van Tien (2007), *The role of local authorities in building and operating the geographical indication management system for specialty products*, the article clearly shows the role of the state and local authority in the development, administration and management of geographical indications for specialty agricultural products where the study was limited to a narrow area of Binh Thuan province. Author Nguyen Thi Thuy Hanh, *Experience in exploiting local intellectual property in sustainable tourism development in Japan and some lessons for Vietnam* , the article has given the definition of intellectual assets, local intellectual assets, classification, and from Japan's experience in exploiting local intellectual assets in tourism development, the author offers three lessons for Vietnam. Le Ngoc Lam, Le Thi Thu Ha (2016), “*Registration and exploitation of local intellectual property in tourism development in Vietnam*”, *Journal of Research and Development*, No. 3 (129), 2016, According to the report, Vietnam's legal regulations have not considered local intellectual assets as a tourism resource, nor have specific policies and orientations on promoting the value of intellectual property for tourism development, there is a lack of coherence between policies related to intellectual property rights and tourism development in the exploitation of local intellectual property.

2.1.3. Commenting on the Research Situation and Finding Research Gaps

The above studies are quite diverse from different aspects of intellectual property in relation to local resources. The review is reflected from many legal, economic, and institutional perspectives.. There are many practical problems and proposed solutions to preserve and develop intellectual property for the Central Highlands which has not been conducted directly and comprehensively. Therefore, this research paper will provide valuable experiences and lessons for the Central Highlands in providing solutions to preserve and develop intellectual property in the current context of new international integration.

2.2. Research Methods

Research on solutions to conservation and development of intellectual property in the Central Highlands in the context of new international integration is a rather complicated topic, requiring a lot of documents related to many fields and through different stages. Therefore, the authors use research methods including:

- Methods of collecting information and data: Information and data are collected from researches on conservation and development of intellectual property in the Central Highlands in the country and internationally, books and journals
- Methods of analysis and synthesis of theories: study different documents and theories on conservation and development of intellectual property by analyzing them into each aspect to find out deeply. Synthesize and link each aspect, each aspect of analyzed information to create a complete theoretical system.
- In addition, the research team has developed survey methods and field surveys with questionnaire interviews, in-depth interviews, expert interviews, combined discussions and seminars in some localities in 05 provinces of the Central Highlands.

2.3. Some Concepts used in the Study

2.3.1. Intellectual Assets

In terms of the nature or form of property, it can be understood that intellectual asset is a type of property consisting of intangible creations of human intelligence¹ or in other words, intellectual property are products created by human intelligence through creative and creative activities in the fields of industry, science, literature and art. This creative result must reach a certain level so that it can be exploited to create benefits and values for the owner. [13]

2.3.2. Conservation of Intellectual Assets

is the activity of preserving and promoting the value of intellectual property for both present and future. Conservation does not mean "freezing" the values of the community, but it needs to be refined and developed in accordance with the current context while ensuring the core values that need to be preserved for the next generation. With this approach, intellectual property is likely to be proliferated in a sustainable way, towards the long-term benefits of an entire community or region. Therefore, it requires everyone's attention and determining the appropriate strategy and way of managing intellectual assets. According to this understanding, it is impossible to separate conservation from development because it has a reciprocal and reciprocal dialectic relationship .

2.3.3. Development of Intellectual Assets

This concept is not merely synonymous with generating economic growth from direct exploitation of intellectual property, but needs to be identified as an activity that creates values of intellectual property. Development of intellectual property is viewed dialectically and from the perspective of sustainable development as the management, exploitation and use of intellectual property to satisfy

¹“Intellectual Assets” means any results or products of research and development activities of any nature whatsoever (including, but not limited to, knowledge, publications and other information products, databases, improved germplasm, technologies, inventions, know-how, processes, software, and distinctive signs), whether or not they are protected by IP Rights. Nguồn: https://en.wikipedia.org/wiki/Intellectual_property

the needs of the present generation without compromising harm the ability of future generations to meet their own needs. The purpose of intellectual property development is to exploit to bring added values to the development of individuals, organizations, communities, local areas and the country.

2.3.4. Conservation and Development of Intellectual Property

is a combination of dialectical actions to preserve, exploit, promote and increase the value of intellectual property in order to bring benefits, value, Economic growth goes hand in hand with social welfare and environmental protection. From the perspective of time and inheritance, the preservation, maintenance, exploitation and promotion of values are inherited and inherited by current and future generations.

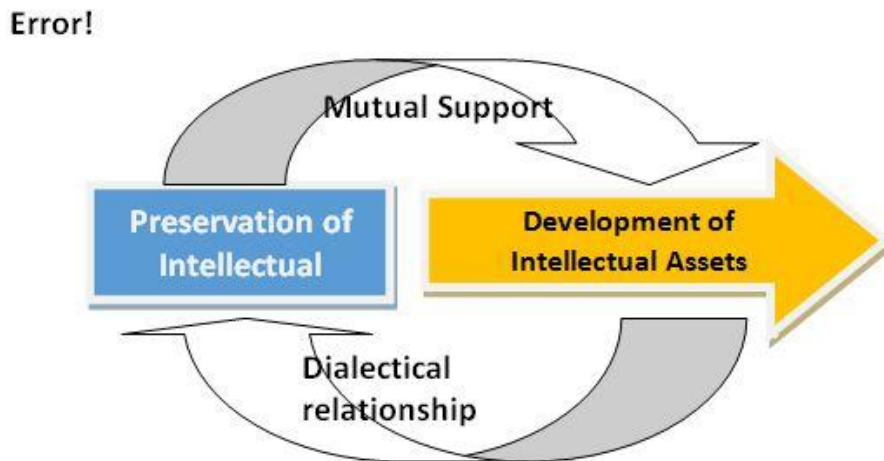


Figure1. *Dialectical relationship between conservation and development of intellectual property*

Source: Author (2021)

3. CURRENT STATUS OF CONSERVATION AND DEVELOPMENT OF INTELLECTUAL ASSETS IN THE CENTRAL HIGHLANDS

The Central Highlands is facing enormous opportunities and challenges along with the country's deep integration. Conservation and development of intellectual property in the Central Highlands have been implemented in practice, although the scale, speed and spillover effects on socio-economic development of other localities are still different, and very humble. In this article, the author would like to limit practical issues in a number of aspects: State management of intellectual property; Conservation and development of intellectual property as genetic resources, medicinal plants and remedies associated with traditional knowledge; Conservation and development of indigenous poetry.

3.1. State management of intellectual property

As mentioned, state management of intellectual property in particular and intellectual property in general in the Central Highlands in comparison with the region's internals in recent years has seen positive changes. Activities to support people, businesses and organizations in the conservation and development of intellectual property have been carried out more and more effectively by state management agencies. Positive changes are reflected in many different aspects of intellectual property management as well as intellectual property in general.

Firstly, the propaganda and awareness raising about intellectual property as well as the role of intellectual property in socio-economic development has been deployed and maintained by the Department of Science and Technology every year. Dissemination of the IP Law and guiding documents for its implementation are also carried out synchronously in localities.

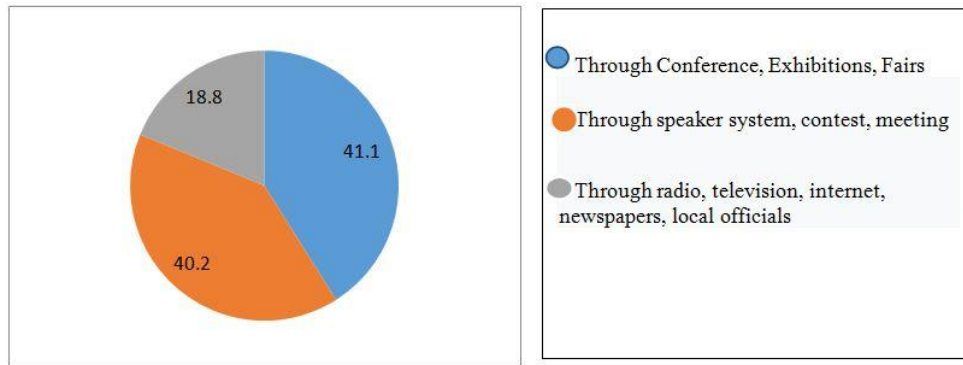


Figure 2. Types of IPR propaganda in the Central Highlands

Source: Investigation and survey of Project TN17/X04 [13]

The above activities in the localities have gradually created a positive change in awareness for the community, especially for officials of state agencies and enterprises on intellectual property. At the same time, through these activities to advise, answer and support to remove difficulties and obstacles for organizations, businesses and people in the process of implementing the legal provisions on IP, know how to establish and protect the intellectual property rights of individuals, organizations and enterprises.

Second, in terms of the number of applications for establishing rights to intellectual property: In the three years of 2016 to 2018, the number of applications for establishing rights to intellectual property has increased in proportion to the increase in intellectual property rights which strengthen propaganda and raise awareness of people and businesses in recent years.

Table 1. Statistics on the number of applications for registration of intellectual property rights in the Central Highlands provinces, period 2016-2018

Conscious	2016	2017	2018
Kon Tum	21	45	42
Gia Lai	81	98	102
Dak Lak	179	189	228
Dak Nong	31	39	41
Lam Dong	244	276	299
Total of the region	556	647	712

Source: National Office of Intellectual Property in 2019

According to the above statistics, it is clear that the number of applications for establishing rights in all 5 provinces in the Central Highlands has increased gradually in the 3 years 2016-2018. Leading the list of provinces with the highest number of applications are Lam Dong and Dak Lak. The province with the number of applications doubled in 3 years, Kontum increased from 21 to 42 applications. With the above data, it is clear that there has been a change in awareness about the role of intellectual property in general and intellectual property in particular when businesses and people have been more interested in registering for protection of their rights. its intellectual property.

If we look at the overall period from 2012 to 2017, we can see a positive change in the upward direction. These signals can be seen more clearly in the chart in figure 4 below.

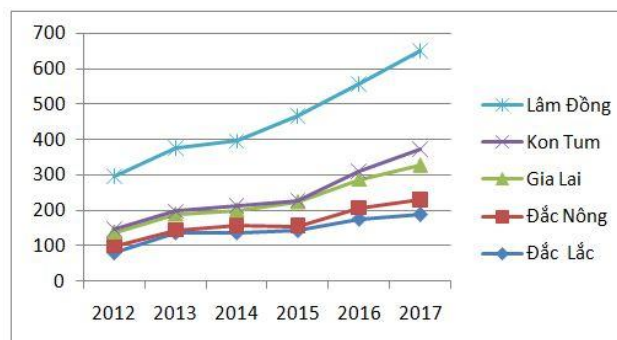


Figure 3. Number of IPR applications in the Central Highlands in the period 2012-2017

Source: Author's compilation from data of the National Office of Intellectual Property

Together with the number of applications for establishing rights, the number of certificates of ownership for intellectual property that are granted every year increases, also shows the efforts of the local IP management agencies as well as the efforts of organizations, businesses and people in the Central Highlands.

Table2. *Statistics on the number of intellectual property diplomas granted by provinces Central Highlands, period 2016-2018*

Conscious	2016	2017	2018
Kon Tum	5	6	thirty first
Gia Lai	19	24	34
Dak Lak	68	82	40
Dak Nong	13	11	14
Lam Dong	96	118	128
Total area	201	241	247

Source: *National Office of Intellectual Property in 2019*

Looking at the above statistics table, Lam Dong is the leading province in terms of intellectual property certificates with 201 degrees in 2016, 241 degrees in 2017 and 247 degrees in 2018. The province has a high speed. The fastest increase in 3 years is KonTum, in 2016 there are only 5 applications, in 2018 it will increase 6 times as 31 applications.

Third, the professional capacity of officials of the IPR enforcement agencies of the Departments of Science and Technology at provincial level is generally guaranteed according to regulations. All officials in charge of IP affairs have university degrees or higher, have participated in training programs on IP, and are proactive in assessing, reviewing and handling infringements of rights. However, in addition to the staff in charge of general IP issues (usually the Deputy Directors of the Department of Science and Technology), the number of staff in the specialized department (Department of specialized management) is still insufficient compared to actual needs, often 3-4 people, most of which are part-timers. Only Lam Dong province has 01 staff in charge of IP issues, the rest of the staff and in other provinces are part-time officials. This shows that, with a very few staffs in charge of intellectual property in general and intellectual property management in particular, capacity and qualifications as well as experience are still limited. Although, with a small number of staff, they hold many jobs, but in fact, based on the number of seminars, trainings, awareness raising and looking at the intellectual property granted documents Equal and increased awareness of businesses and people is the basis for assessing that the staff working on intellectual property in the Central Highlands has changed and is suspicious.

Table3. *Statistics of personnel at specialized management departments in the Central Highlands provinces, period 2016-2018*

Conscious	2016		2017		2018	
	Total	Responsible	Total	Responsible	Total	Responsible
Dak Lak	3	0	3	0	3	0
Dak Nong	3	0	3	0	4	0
Gia Lai	2	0	3	0	2	0
Kon Tum	2	0	2	0	2	0
Lam Dong	4	1	3	1	3	1

Source: *Report on State management of IP in 2016, 2017, 2018 in Central Highlands provinces*

Fourth, *Activities to support the development of local intellectual property in the Central Highlands:* The introduction of an online digital library of industrial property on the NOIP's website has created favorable conditions for the Department's experts. Science and technology in the localities can advise more accurately, step by step meeting the needs of organizations, businesses, and individual business households in the province. The Departments of Science and Technology in the Central Highlands have also actively coordinated with the Department of Industry and Trade on market management, inspection and examination of counterfeit, counterfeit and poor quality goods; coordinate with the Department of Agriculture and Rural Development, the Department of Culture, Sports and Tourism in the protection of intellectual property in the fields of plant varieties and copyright.

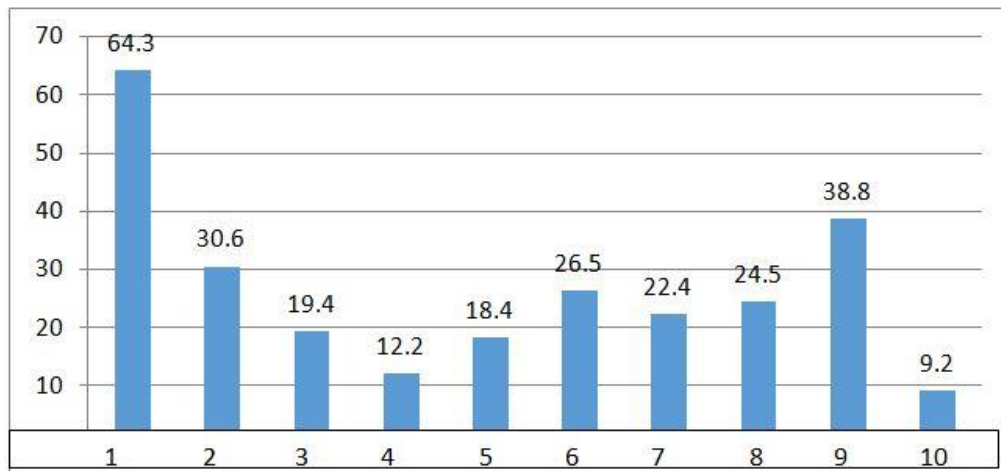


Figure4. Household's perception of the role of actors in conservation and development of natural resources

Note1: People's Committee; 2: Department of Agriculture and Rural Development; 3: Department of Industrial and commercial facilities; 4: Department of Culture, Sports and Tourism; 5: Department of Science and Technology; 6: Professional Association; 7: Cooperative; 8: Enterprise; 9: individual business households; 10: community.

Source: Investigation and survey of Project TN17/X04 [13]

The perception of the role of the subjects also differs according to the respondents. The difference is quite clear between households and local businesses.

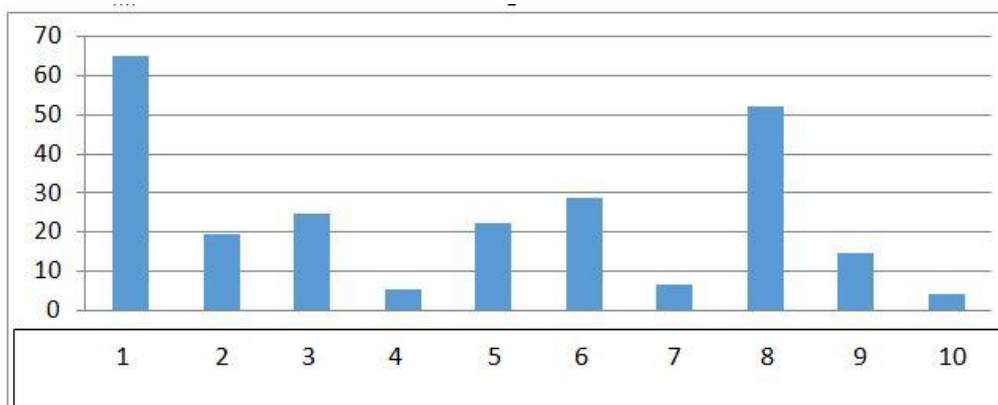


Figure5. Enterprise's perception of the role of actors in conservation and development of natural resources

Note1: People's Committee; 2: Department of Agriculture and Rural Development; 3: Department of Industrial and commercial facilities; 4: Department of Culture, Sports and Tourism; 5: Department of Science and Technology; 6: Professional Association; 7: Cooperative; 8: Enterprise; 9: individual business households; 10: community.

Source: Investigation and survey of Project TN17/X04 [13]

In these activities, the roles of each entity is presented and evaluated differently. In which, the role of two entities as enterprises and people's committees at all levels, is clearly emerging, followed by the role of professional associations, departments and agencies. The state has set up support for the cost of trademark registration for IP objects in order to establish rights for the province's key agricultural products but have not yet been registered for protection such as: Gia Lai honey, Gia Lai coffee, Krong Pa beef, Gia Lai forest honey, Phu Thien rice, Kbang red rice, etc. These are identified as typical and typical products to develop an organizational and management plan. intellectual property rights, thereby building demonstration points, replicating the model.[6]

It can be seen that, through the study of the situation of state management on intellectual property in general and with intellectual property in particular mentioned above is not commensurate with the available potential of the Central Highlands. State management of intellectual property still has some shortcomings and limitations that need to be overcome.

3.2. Conservation and Development of Intellectual Property as Genetic Resources, Medicinal Plants and Remedies Associated with Traditional Knowledge

As a place with a large area of natural forest, the climate and soil are suitable for many precious medicinal species to grow and develop, from time to time, the resources forest of Central Highlands always considered as the pantry of rich and diverse resources. According to documents of the Institute of Ecology and Biological Resources (Vietnam Academy of Science and Technology), medicinal potential in the Central Highlands provinces is very abundant, with 1,657 species of plants (belonging to 197 families). has medicinal value [1]. In which there are many precious medicinal plants, such as *Cibotium barometz* (also known as dog spines, loris) used to treat tendon and bone pain, back pain, especially, have very good hemostatic effect; *terroir* has the effect of curing osteoarthritis, sciatica, detoxification; *Smilax glabra* can be used to make diuretics, antiseptics, and diarrhea. Or *Anoectochilus setaceus* (also known as brocade orchid) has the effect of making blood circulation, enhancing health and curing neurasthenia, chronic hepatitis...; *Stephaniaglabra* can treat headaches, stomach pain, insomnia, fever...^[21] The traditional knowledge of the local ethnic minority people in the Central Highlands is very diverse, in which is the knowledge of unique and effective herbal remedies.

In recent years, localities in the region have also paid much attention to the development of medicinal herbs. Many provinces have implemented the plan on development of medicinal herbs, assessed the potentials and advantages of the locality, formulated master plans and programs, and approved a resolution on the development of medicinal herbs for local economic development. As such, many new medicinal products have been created to serve the health care of the community.

However, the development practice in recent years shows that the development of the pharmaceutical industry in the region has not been commensurate with its potential, and the value created is small. Many precious medicinal herbs have not been planned or developed, leading to low efficiency and the risk of depletion. Besides, research and application of science and technology in the development of pharmaceutical materials is still limited; no appropriate policies to promote the development of the pharmaceutical industry; there is no close association in the process of production, processing and consumption of medicinal herbs; the construction and promotion of herbal brand names of the provinces in the region is still weak.

With the protection of genetic resources. The protection of genetic resources is increasingly valued and mentioned as one of the factors determining the development of the Central Highlands. Sources of popular and unique plant and animal varieties of the Central Highlands have been statistically and confirmed.

Currently, genetic resources for medicinal plants are receiving adequate attention. According to the statistics of Dr. Nguyen Van Du, the list of medicinal plants in the Central Highlands includes 1,633 species belonging to 6 branches of higher vascular plants, of which 51 species of medicinal plants are supplemented to the list of medicinal plants in the Central Highlands. Orchid has the largest number of species (1,559 species), accounting for 95.47%; The number of surnames is 197 families, accounting for 85.65%. The most species-rich family is Asteraceae with 88 species, accounting for 5.38%. The genus with the most species is the genus *Ficus* of the family Moraceae with 17 species, accounting for 1.04% of the total species. Among them 88 species are recorded in the Red Book of Vietnam (2007), the species group is Critically Endangered (CR) with 4 species: Water pine - *Glyptostrobus pensilis* (Staunt.) K. Koch, Three Indian antlers - *Rauvolfia serpen believe* a (L.) Benth. ex Kurz, *Cinnamomum* – *Cinnamomum parthenoxylon* (Jack) Meisn, *Vajra petelot* – *Smilax petelotii* T. Koyama, Endangered (EN) 37 species, Vulnerable (VU) 47 species.[13]

At the moment, activities of research and collection to preserve the valuable medicines and genetic resources of the Central Highlands have been carried out in research programs, especially the Central Highlands Program. However, the promotion of genetic resources, precious medicinal herbs and traditional remedies in the Central Highlands is still modest and not clearly expressed. Therefore, the region has not yet created added value and benefits from activities associated with this type of intellectual property.

3.3. Conservation and Development of Indigenous Knowledge

With the diversity and uniqueness of the geological region, the Central Highlands has 70 geological - geomorphological heritage sites, of which 2 are world-class heritage sites, 13 are national-class

heritage sites and 55 are local heritage sites. In particular, the 2 clusters of Dray Nur and Rray Sap waterfalls and the unique system of basalt caves in Krong No volcano are evaluated for geological and geomorphological value. The Central Highlands is also a potential place for humanistic tourism with 66 sites of historical and cultural relics, 19 religious-religious works, 31 craft villages, 49 contemporary construction units and economic establishments in the Central Highlands. Historical - cultural relics in the Central Highlands are very diverse, with three types including historical relics, architectural and artistic relics, and archaeological relics [5]. On the other hand, the Central Highlands also has two world cultural heritages, that is the space of gong culture in the Central Highlands - a unique heritage recognized by UNESCO as an oral and intangible masterpiece of humanity (2005). Woodblocks of the Nguyen Dynasty - one of the four documentary heritages of Vietnam under the Memory of the World Program recognized by UNESCO on July 31, 2009. These are unique cultural values typical of the Central Highlands. In addition, the Central Highlands also has festivals that are popular cultural and religious activities, showing the vivid worldview about the universe, crops and people's activities here.

Currently, the Central Highlands provinces have had a number of activities such as organizing Gong festivals; Flower, Coffee festivals, etc., combined with the creation of cultural spaces to bring attraction to tourism and promote products with competitive advantages of the Central Highlands. In addition, preserving the traditional cultural heritage of indigenous peoples (EMs) will enhance the exploitation of cultural resources and promote economic development in the ethnic minority areas and the region in general. Types of tourism, including cultural tourism, pose a requirement to preserve cultural identities in ethnic minority areas because tourists' psychology only wants to visit areas with strange and unique cultural features. Currently, cultural tourism activities in ethnic minority areas are increasing, tourism is promoted for development, even becoming a key local industry. Therefore, preserving ethnic cultural heritages ensures that cultural tourism resources can be developed sustainably, thereby promoting economic development in the indigenous ethnic minority areas. In the Central Highlands, gongs are an extremely unique cultural feature, capable of attracting domestic and foreign tourists. In order to continue to promote this cultural strength, one of the requirements is to preserve cultural values.

In fact, each ethnic group in the Central Highlands has its own culture, customs and practices. The scale of organization and atmosphere of folk festivals and cultural festivals in the Central Highlands are very grand and vibrant, the most popular are the buffalo stabbing ceremony, the new rice worshipping ceremony, the gong festival... which has become a product. Cultural tourism products are attractive to domestic and foreign tourists. Many festivals are held every year such as: Elephant Racing Festival: taking place in the spring, is a typical cultural activity of the Central Highlands, usually held in Buon Don and by the Serepok River, in order to raise the spirit, the resilience of the peoples as well as the ability to tame and nurture elephants; Central Highlands gong festival: Central Highlands gongs have been associated with the lives of the people of the Central Highlands for thousands of generations, a unique evidence and feature of the cultural traditions of the Central Highlands ethnic groups. Gongs are ceremonial instruments, and gong music first meets the requirements of each ritual. Each ethnic group in the Central Highlands has a different way of organizing gongs, with at least 3 styles of gong music in the Central Highlands. Ede gongs have complicated rhythms, fast speed and great intensity; The intensity of M'nong gongs is not great, although the speed is quite fast; Ba Na - Giarai gongs tend to be dominant in nature, and the low surface of the gongs resonates with a solid and majestic timbre. Especially, Space of gong culture has been recognized by UNESCO as a masterpiece of oral and intangible cultural heritage of humanity. [3]

In summary, the above analysis shows that in the current international integration context, although a number of activities have been organized to preserve and develop intellectual property in the Central Highlands, the scale and extent and the effect is not commensurate with the potential and available resources of the region. To reach to a stronger development requires learning, absorbing and proactively creating in connecting and exploiting the best resources of the Central Highlands in a strong, professional and strategic way. Therefore, the conservation and development of intellectual property in the Central Highlands, if properly exploited, will create a premise for the development, overcome challenges, and promote the socio-economic development of the whole region.

4. CAUSES OF RESTRICTIONS ON THE CONSERVATION AND DEVELOPMENT OF INTELLECTUAL PROPERTY IN THE CENTRAL HIGHLANDS

Through the analysis of the above contents, it shows that conservation and development of intellectual property in the Central Highlands have been implemented and have had certain results. It has created a change in the perception and application of business models of enterprises and business households as well as in thinking and shaping the work of officials and civil servants in the system of management agencies. local government. In addition, there are many limitations and inadequacies that need to be overcome to make the conservation and development of intellectual property more and more commensurate with the available potential of the Central Highlands. In this section, the author will analyze some basic causes of the limitations and inadequacies that need to be overcome, thereby proposing views and solutions in the following section.

4.1. Objective Causes

Firstly, about the legal documents, policies of the State and local authorities. Currently, the system of documents is quite complete on intellectual property in general, but the identification of different forms of intellectual property has not been fully defined and regulated. As a result, the construction, exploitation and valuation of intellectual property are unfamiliar issues to most businesses, people and even officials and public servants who are doing the work related to local intellectual property activities. In addition, at the national level, the Government has developed and promulgated a national strategy on intellectual property, at the provincial level, the provinces in the Central Highlands have developed a strategy for the development of intellectual property of the province but the issue of financial and human resources to implement the strategies is still facing many difficulties. Most of the officials in charge of intellectual property in the provinces are responsible for many different tasks, the funding to implement the program is limited, leading to the choice of non-universal and small-scale implementation forms. efficiency is not high.

Second, the socio-economic situation of the Central Highlands . Compared with other regions in the country, the socio-economic conditions of the Central Highlands have many difficulties. The Central Highlands has a small population, about 5.8 million people, and is unevenly distributed. The population density is low, but it is diverse in ethnicity, of which up to 30% of the population are ethnic minorities. This is a hard- living area of the country, accompanied by outstanding problems of population, intellectuals, lack of skilled workers, underdeveloped infrastructure.[2]

Third, infrastructure for social development and transportation is still limited. Although it has received the attention and investment of the State, there are still many roads between districts, communes and villages that are difficult connected. The ability to connect trade for socio-economic development is still limited, especially in the rainy seasons. This is a barrier in attracting investment as well as promoting economic development from the region in general, including the development of intellectual property in the Central Highlands.

Fourth, the potential of enterprises in the Central Highlands is still modest. Most of the businesses in the region are small and medium enterprises. The model is largely spontaneous, family-style management, no clear strategic business orientation, limited financial and human resources. Processing enterprises have not been invested commensurate with the potential and output of key products of the region such as: coffee, pepper, rubber, cashew nuts, vegetables, flowers, etc. Leading to the majority of enterprises investment is seasonal, trading is buying and selling raw or semi-processed products, but not investing in deep processing or branded products. Investment attraction of large enterprises and FDI enterprises is still limited.

Fifth, there are some complicated security, political and religious issues. In recent years, the security, political and social safety situation of the Central Highlands has been stabilized, the abuses of religion and belief and land disputes have been resolved. However, because of a period of time, the system of government and residential areas, businesses are also more or less affected in attracting financial investment and attracting high-quality human resources to the Central Highlands. It can be said that this is also an objective cause affecting the conservation and development of intellectual property in the Central Highlands in recent years.

Sixth, the technical infrastructure to support people in accessing and exploiting information on intellectual property is still limited. Information technology infrastructure in support of the registration process to establish rights is still weak and lacking, not meeting the requirements; The construction of information search tools, the organization of information exploitation on IP are still limited and have not met the requirements.

In addition, there are other factors that have eroded traditional cultural identities and indigenous poetry such as: The strong impact of the market economy, the process of industrialization and globalization; The wave of free migration from all regions of the country to the Central Highlands caused the cultural identity of the indigenous peoples to be gradually diluted, broken, and mixed; The lives of indigenous peoples in this area are facing many difficulties, so the people have not had the conditions to pay attention to preserving and promoting traditional culture. The livelihood of ethnic minorities - an important foundation for creating traditional values of indigenous peoples has been seriously damaged. The source of people's spiritual life is the forest, which has been destroyed seriously.

4.2. Subjective Causes

Firstly, local human resources are still limited and it is difficult to attract quality resources. The population of the whole region is about 5.8 million people, of which more than 30% are ethnic minorities, most of the population is low-educated, scattered in many areas, including many difficult and dangerous areas. Awareness of the issues related to the conservation and development of local intellectual property of the people, especially the local ethnic minorities, is still limited.

Second, the qualifications and skills of state management staff on the conservation and promotion of intellectual property are still modest. This is a worrying situation because the state management staff must be the first nucleus to activate the system and play an important role in creating a starting point for raising awareness and then taking action on implementing strategies and tasks for the conservation and development of intellectual property in the Central Highlands. In fact, the survey shows that, in all science and technology departments in the Central Highlands, only Lam Dong Department of Science and Technology has one person in charge of intellectual property. In addition, other personnel in Lam Dong and the rest of the provinces are all part-time jobs and in addition they have to be in charge of many different fields of work depending on the assignment and structure of the provinces. Among the officials surveyed during the survey, 35% of staff have been trained in short-term courses on intellectual property and intellectual property, while 65% have not received any short-term training directly related to the conservation and development of intellectual property.[13]

Third, the coordination and direction mechanism of state agencies in the field is still not tight and effective. Currently, the coordination between agencies such as the Department of Science and Technology, the Department of Culture, Sports, Tourism, the Department of Industry and Trade, the Department of Agriculture and Rural Development, the People's Committees at all levels, the police, border guards, etc. Or the coordination between state agencies and associations, socio-professional organizations, resident communities, businesses, etc. is still not effective and close. In order to preserve and develop intellectual property, it is necessary to have the synchronization, consistency and coordination of the subjects to be able to effectively deploy and execute the work.

Fourth, professional associations, social organizations, colleges, universities and research institutes in the area have not yet promoted their capabilities.

Fifth, subjects and businesses dealing in products related to intellectual property development have not been really drastic and focused on long-term development. Although the number of IP rights registrations has increased in recent years, the percentage of enterprises that have not yet registered for IP protection is still high. This is partly due to the limited propaganda and policy dissemination, and partly because it also reflects the reality that intellectual property issues have not really been applied and created value in their production activities and business so people awareness decrease.

Seventh, there are many addition reasons such as: The information technology infrastructure in processing applications for registration of rights establishment is still weak and lacking, not meeting the requirements; The construction of information search tools and the organization of information exploitation on IP are still limited and have not met the requirements. The application processing process is not transparent, the applicant cannot actively monitor and look up the status of the submitted application.

Table4. Assessment of the causes leading to the limitation of conservation and development of intellectual property in the Central Highlands

Reasons for the restriction	Ratio (%)
Conservation and development of natural assets receive little attention / awareness level is not high	13.2
Business households are not really active	14.9
Lack of knowledge, skills, experience	11.6
Has not been paid attention by the authorities at all levels, sectors, and mass organizations	6.6
Developing community property has not been paid attention by the community	8.3
Coordination and support among relevant agencies is not close	10.7
Management agency is not clear	5.0
Enterprises with limited financial capacity	10.7
Knowledge and skills in building and developing assets are still limited	8.3
Knowledge and skills in propaganda and advocacy are limited	6.6
Infrastructure system is not guaranteed	4.1

Source: Investigation and survey of Project TN17/X04 [13]

Thus, through the above analysis, we can see that there are many different objective and subjective reasons that limit the conservation and development of intellectual property in the Central Highlands. Clearly defining this content is important for giving opinions and solutions.

5. PERSPECTIVES AND SOLUTIONS FOR CONSERVATION AND DEVELOPMENT OF INTELLECTUAL PROPERTY IN THE CENTRAL HIGHLANDS IN THE CONTEXT OF NEW INTERNATIONAL INTEGRATION

5.1. The Context of New International Integration and its Impact on the Central Highlands

Our country is facing the current international integration process that is taking place more deeply and strongly than ever before. Through more than 30 years of renovation, Vietnam has risen to become a country with an increasingly prominent position in the international arena. Vietnam is increasingly proactive and actively integrating into the international economy. With the motto of flexible, active and effective diplomacy, Vietnam has become a member of many major international organizations, a reliable and strategic partner of many countries and territories. So far, we have completed the negotiation and signed a number of free trade agreements (FTAs). With the new generation of free trade agreements, it has brought opportunities and besides, challenges for Vietnamese businesses in integration.

The general context in international economic integration and especially related to intellectual property will have a great influence, both an opportunity and a challenge for Vietnam's key export products and brands. in general and the Central Highlands in particular. In the current trend of deep integration, a strong intellectual property system is the basis and premise for a country to control business activities and protect brands; thereby helping to attract investment of multinational companies, increasing access to advanced technologies, creating an environment, as well as a solid legal corridor for individuals and organizations to develop with peace of mind. creative ideas, bring to the market quality products with high applicability.[4]

The current international and domestic context will bring great opportunities and challenges for the Central Highlands in socio-economic development in general and especially in the conservation and development of intellectual property in the Central Highlands in particular getting better day by day. Hopefully, with the overall implementation of different options for both parties in this intellectual property management activity, it will make an important contribution to the good, effective and sustainable implementation of intellectual property development. intellectual property in the Central Highlands. Since then, it is a premise for the Central Highlands to develop quickly, sustainably and commensurate with the potentials of the land and people associated with many unique cultural values.

5.2. Perspectives on Conservation and Development of Intellectual Property in the Central Highlands in the Context of New International Integration

The Party and State have paid attention and promulgated many legal documents indirecting, orienting, and supporting to promote the conservation and development of intellectual property for socio-economic development in the Central Highlands in the context of new national integration. Some important legal documents expressing views and orientations for the conservation and development of intellectual property for the Central Highlands region can be seen as follows:

Firstly, enhancing the role of science, technology and innovation in the conservation and development of intellectual property;

Second, increase the contribution of intellectual property to the sustainable development of the Central Highlands in all aspects and identify the pillars of focus in phases to ensure practical and scientific effectiveness, maximize many specific advantages of the Central Highlands;

Third, improve the positive impacts, limit the negative impacts of the new context on the conservation and development of intellectual property;

Fourth, build a synchronous system to preserve and develop local intellectual property and effectively exploit it to develop a sustainable system;

Fifth, strengthen the connection between social and natural science research and technology as a premise for the conservation and development of intellectual property in the Central Highlands.

6. SOLUTIONS TO PRESERVE AND DEVELOP INTELLECTUAL PROPERTY IN THE CENTRAL HIGHLANDS IN THE CONTEXT OF NEW INTERNATIONAL INTEGRATION

6.1. Group of Solutions for State Management Activities

To ensure the efficient, smooth and complete operation of the management system for the conservation and development of intellectual property in the Central Highlands, it is necessary to do the following tasks:

Firstly, it is necessary to review the system of legal documents and policies of the state, as well as the provinces in the Central Highlands and the coordination to implement the policies and regulations between the management agencies. State management and related entities. Ensure that the identification of different forms of intellectual property is fully defined and regulated, easy to understand for citizens and officials to jointly implement. How to build, exploit and value intellectual property are issues that are no longer strange to businesses, people and officials and public servants, who are doing other jobs that have little to do with local intellectual property activities.

Second, it is necessary to complete a system of strong intellectual property rights enforcement agencies and a close and effective coordination and direction mechanism in the field. For each province, there should be coordination between relevant agencies in the system of agencies with enforcement functions such as: Department of Science and Technology, Department of Culture, Sports and Tourism, Department of Industry and Trade, the Department of Agriculture and Rural Development, People's Committees at all levels, police, border guards, specialized inspectors... Or the coordination between state agencies and associations, professional social organizations, etc. residential communities, businesses, ... need to be really effective and tight. In order to preserve and develop intellectual property, it is necessary to have the synchronization, consistency and coordination of the subjects to be able to deploy and implement well, which is a premise to promote conservation and development activities. intellectual property development in the Central Highlands.

Third, it is necessary to improve the qualifications and quality of state management staff in the conservation and promotion of intellectual property. This is a worrying situation because the state management staff must be the first nucleus to activate the system and play an important role in creating a starting point for raising awareness and then taking action. implementation of strategies and tasks for the conservation and development of intellectual property in the Central Highlands. The workforce needs to be trained in-depth in the industry, arranged to take on the main work in a focused, dedicated manner and associated with the function of entrepreneurship, innovation and intellectual property together with start-up function support and establish a separate human resource department is

necessary to do well and effectively in the locality, especially for departments that are assigned the function of state management of intellectual property such as the department of science and technology.

Fourth, it is necessary to carry out propaganda and raise awareness about intellectual property as well as the role of intellectual property in socio-economic development, the above activities need to be associated with real models, practical and practical activities. The Department of Science and Technology and local departments and branches need to coordinate to deploy and maintain every year, helping to spread the connection with startup and innovation activities to bring spirit and passion to the community, enterprises, people and other entities. In addition, the dissemination of the IP Law and the guiding documents for the implementation of the Law are also carried out synchronously in the localities.

6.2. Group of Solutions Associated with Conservation and Development of Indigenous Knowledge

In order to achieve well-done job of preserving cultural values in the Central Highlands and promote the unique cultural values of the people, it is necessary to implement a number of solutions as below:

Firstly, raising awareness of agencies, organizations and individuals related to the conservation and preservation of cultural values in the locality. In addition, targeted programs on cultural planning and cultural development must be implemented effectively and substantively.

Second, the preservation of traditional ethnic values in place must be associated with the livelihood of the people. The national culture must be allowed to speak in its own space, so that the gongs and singing rhythms can be harmonized, echoing throughout the mountains and forests of the Central Highlands.

Third, focus on the principle of "preservation of life" for the traditional culture of indigenous people in the Central Highlands. "Preservation of life" means the preservation of intangible cultural forms in the community's lives.

Fourth, preserve the traditional cultural heritages of the Central Highlands. In order to implement this solution effectively, it is necessary to do the following jobs: (1) to total up the statistics and management of cultural heritages, encourage and support the funding of artisans to teach their children and grandchildren. heritages to avoid the risk of being lost and lost in the future; (2) to encourage and provide financial support for the synthesis, translation, classification and archiving of oral documents, languages, scripts, literary works and artistic works of ethnic minorities. ethnicity; (3) to develop healthy beliefs, restore traditional craft villages and folk festivals to develop tourism and raise income for local people; (4) to preserve and promote the values of food, clothing, and other healthy folk beliefs.

Fifth, honor and have a good remuneration for folk artisans and artists who have contributed to preserving and disseminating traditional cultural values. Promote the socialization in the field of culture - art to encourage the masses to participate in preserving the values of the heritage.

Sixth, must build a healthy cultural activity environment, do well the propaganda for the people in preserving and promoting traditional cultural features, moral and spiritual values, customs and traditions. special custom. Regularly and periodically organize healthy cultural and entertainment activities to encourage a large number of people to participate.

Seventh, to do a good job of training cadres working in the conservation of cultural values, ethnic minority support programs need to be integrated with the development and preservation of cultural values, and technical facilities to help people improve their enjoyment of spiritual life.

Eighth, exploit and develop tourism associated with community and indigenous knowledge. For example, in the Central Highlands, the Central Highlands provinces are focusing on developing a number of tourism products bearing the characteristics of the Central Highlands' tourism resources, specifically the following product groups: Research tourism. the ethnic cultural heritages of the Central Highlands; Ecotourism in the Central Highlands; Tourism on mountain resorts and mountain lakes in localities; Adventure sports tourism, conquering the heights by the Central Highlands

6.3. Solutions Associated with Tourism Development

Firstly, exploit and develop tourism associated with communities and indigenous knowledge in the Central Highlands. As analyzed above, the Central Highlands has potentials and typical cultural values such as: space of gong music; Epics are special forms of folklore; communal houses, tomb houses and tomb statues are unique cultural values;

Secondly, it is necessary to put craft village tourism in the cultural space of craft villages because the Central Highlands culture is closely linked with the space - the natural environment has existed for thousands of generations here. In addition to visiting the production site, visitors can even participate in a part of the product creation process, enjoy the village scenery, learn about the customs and festivals of the countryside. Stemming from the current actual needs, tourists not only want to visit the craft village to visit but also learn about the craft ancestors or cultural celebrities. And more than that, many people also want to take part in the production of that product, even if it is a product made by the ideas and designs of visitors. Meeting those needs, craft villages will be an interesting and unique stop for domestic and international tourists, because it will be an interesting memory for them, avoiding boredom and monotony for them. traveler.

Thirdly, to attract more and more tourists to craft village tourism, it is necessary to first classify traditional occupations that are likely to survive and develop and those that are at risk of disappearing in order to have appropriate policies; select typical products of the province for investment and development of traditional craft villages with high foreign currency earnings for export; On that basis, it is necessary to build the brand of the village.

Fourth, there should be a mechanism to encourage indigenous people to participate in tourism development planning, organize the development of tourism products and directly serve tourists to bring benefits to the community. Only then will community-based tourism in the Central Highlands help alleviate poverty, generate income and improve people's lives as the goals of the rural programs of the Party and State are being implemented.

Fifth, it is necessary to create a favorable environment for tourism and travel agencies, besides, it is necessary to raise awareness and responsibility towards the community of these units in exploiting craft village tourism, Travel agencies also need to distribute profits earned through the form of constructive contributions to the craft village community and pay salaries to artisans and craftsmen at the establishments so that they can feel secure in their jobs. At the same time, it is recommended to arrange a service system, a place to display and sell products and souvenirs for tourists, helping to increase income for people in the region.

6.4. Solutions Associated with the Role of the Business

The promotion of economic development must have the role of enterprises and business entities. Enterprises have a direct role in determining the success of rapid and sustainable economic development. To develop quickly on a sustainable foundation is a rather difficult choice and requires a good macro policy to control, as well as the important role of business owners and business organizations. If enterprises learn how to exploit the intellectual assets of the Central Highlands during their business processing, they will be favorable in reaping long-term and sustainable successes. Leading enterprises will have the role of leading and orienting, if they master to exploit and promote, these units will be the development locomotives promoting the development of many local businesses and business entities. Therefore, the role of enterprises is extremely important in preserving and developing intellectual property in the Central Highlands.

Firstly, for start-ups: Intellectual property is the first legal issue that startups need to pay special attention to when forming business ideas and developing ideas. In order to avoid problems and disputes over IP, it is necessary to keep the idea confidential until the time of officially entering the market, or gradually reveal it to partners to support or cooperate with startups (if any) through appropriate security protocols. Before publicizing the idea or registering a business to operate, entrepreneurs or start-ups can register IP for their business ideas. Entrepreneurs can choose to register trademarks, copyrights, patents, industrial designs, etc. in their own name, to prevent theft of ideas or at least not to get caught up in violations. infringement of IP in the future business process.

Second, solutions for businesses associated with local key products: Specific products associated with locations are valuable assets, community "brands", reputation and prestige long-standing quality credits; brings great potential value not only in economic terms but also in social aspects. It is necessary to identify the "leading" - strong enterprises to have policies to encourage and attract large enterprises to invest in the Central Highlands, along with having policies for local small and medium enterprises. The above activities need to be carried out in parallel to contribute to quickly gathering a powerful business force to create a strong brand name for products and intellectual property of the Central Highlands.

6.5. Solutions Associated with Research, Training and Industry Associations

The entities with the role of researching, consulting and training quality human resources for the Central Highlands region is still not really strong and still modest. The Central Highlands has a system of many universities and colleges such as: Da Lat University, Central Highlands University, Central Highlands Law University, Buon Ma Thuot University, etc. In the locality, the role of research and training agencies and organizations in the area, especially research and training institutions in law, economy and culture is still weak and has not really brought into play their capabilities. Associations have participated but their activities are still limited due to funding, human resources and other policy and mechanism issues. Therefore, it is necessary to shape and make the most of these intellectual resources to spread to localities and the Central Highlands. It is necessary to organize and encourage stronger, as well as connect the above subjects associated with the linkage chain into a closed loop in which there is a close relationship between the authorities: the State, researchers, enterprises, farmers as well as associations to create strong connections to bring greater values through exploiting resources for the development of the Central Highlands. This is also a subjective cause leading to the failure to promote the strengths of these organizations in policy consulting and on-site human resource training in the conservation and development of intellectual property in the Central Highlands.

7. CONCLUSION

In the current context of new international integration, intellectual property has become an existing asset and plays a very important role in the existence and development of any business or country that wants to survive. in, rise up to develop quickly and sustainably. An important factor to guide the strategy, create a favorable mechanism and encourage the creation and development of intellectual property to bring success to businesses and people is the state management of water resources. intellectual property in general and intellectual property in particular. Through research, the intellectual property of the Central Highlands provinces has shown that in recent years, remarkable results have been achieved, many positive signals have been shown. , enforcement of intellectual property rights has been basically implemented. However, compared with the potential of the Central Highlands with many unique indigenous values associated with diverse and attractive traditional knowledge, this activity is not really effective. Solutions are given on the basis of considering different aspects in both the management subject and the managed object. Hopefully, with the overall implementation of different options for both parties in this intellectual property management activity, this will make an important contribution to the good, effective and sustainable implementation of the intellectual property development. intellectual property in the Central Highlands. Since then, it is a premise for the Central Highlands to develop quickly, sustainably and commensurate with the potentials of the land and people associated with many unique cultural values here.

REFERENCES

- [1] Vietnam Museum of Nature, Project TN3/T15: "*Study on genetic diversity and chemical composition of some conifers in the Central Highlands, propose solutions for conservation, use and development sustainable development*" (implementation period from 11/2012 to 10/2015)
- [2] Ministry of Foreign Affairs & People's Committee of Lam Dong Province (2016), "*International Integration and Sustainable Development*", Central Highlands Regional Conference, held on July 20-21, 2016.
- [3] Bui Anh Tuan, Dao Ngoc Tien (2016), "*Local intellectual property management in tourism development: an approach from the perspective of knowledge management*", Proceedings of international conferences, Social Labor Publishing House Assembly, Hanoi.

- [4] Bui Quang Tuan (2014), "*Coffee in the Central Highlands in the global value chain*", Regional Sustainable Development Magazine, No. 4, December.
- [5] Bui Thi Ly, Nguyen Ngoc Ha (2016), "*Models for exploiting local intellectual property to develop tourism in the world and recommendations for Vietnam*", Proceedings of international conferences, Lao Publishing House Social Action, Hanoi.
- [6] Hoang Thi Oanh (2016), "*Some legal issues on exploitation of local intellectual property to create tourism products*", Proceedings of international conferences, Labor and Social Publishing House, Hanoi.
- [7] International Trade Centre, *Guide to Geographical Indications to Link Products and Product Origins, Translated Book*. Experiences of some countries on legislative design and development of interest relations in the field of IP to meet requirements international integration demand
- [8] Kamil Idris, *IP - an effective tool for economic development*, Vietnamese translation of the National Office of Intellectual Property of Vietnam, 2005
- [9] Art Law Center of Australia, *Indigenous Cultural and Intellectual Property (ICIP)*, download at: https://www.artslaw.com.au/images/uploads/aitb/AITB_information_sheet__Indigenous_cultural_and_intellectual_property_ICIP_2.pdf
- [10] Asker, John, and Andrew Stoeckel. *Intellectual Property In Agricultural Trade. Rural Industries Research and Development Corporation*, 1999. Web. 1 May 2017.
- [11] BERNSTEIN, HOWARD. "*The Role Of Intellectual Property In Building Economic Strength In Developing Countries*". 2006. Web. 30 Apr. 2017.
- [12] Geneva (2009), *Guide to Geographical Indication: Linking Products and their*
- [13] Vu Tuan Hung (2020) "*Conservation and development of intellectual property in the Central Highlands in the context of new international integration*" Summary report of State-level scientific research project, under the Central Highlands Program for the period 2016 - 2020.

AUTHORS' BIOGRAPHY

Assoc. Prof. Dr Vu Tuan Hung, He is an Associate Professor of Economic Management. Currently, He is the Head of a State Research Institute of Viet Nam Academy of Social Sciences. Mr. Hung Has More Than 20 Years of Experience in Research, Teaching, and Policy Consulting Related to Economic Management, Intellectual Property, Local Brand Development and Public Policy.

PhD Student. Tran Thi Hai Yen, Ms. Yen is a doctoral student in public policy. Ms. Yen has done a number of researches on local intellectual assets, intellectual assets development policy and related issues of intellectual property and exploitation associated with local characteristics in development in Vietnam. She will received PhD in next year.

Citation: Assoc. Prof. Dr Vu Tuan Hung & Tran Thi Hai Yen. "*Solutions for Conservation and Development of Intellectual Assets in Tay Nguyen in the New International Integration*" *International Journal of Humanities Social Sciences and Education (IJHSSE)*, vol 8, no. 10, 2021, pp. 147-163. doi: <https://doi.org/10.20431/2349-0381.0810014>.

Copyright: © 2021 Authors. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.