Nhan Dan

Experience the cultural atmosphere of Ho Chi Minh City at this historic hotel.

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The Ho Chi Minh City General Publishing House recently collaborated with Hotel Grand Saigon (a subsidiary of Saigon Tourism Corporation) to implement the "A Glimpse of Vietnam" program at the historic 5-star Hotel Grand Saigon, aiming to provide tourists with fresh cultural experiences.



Delegates pose for a commemorative photo at the Ho Chi Minh Cultural Space at Hotel Grand Saigon. (Photo: LINH BAO)

This is a cultural experience activity for guests staying at Hotel Grand Saigon, a nearly 100-year-old hotel, hoping to open up new activities connecting books with the hotel space – making the cultural experience for tourists more complete when visiting Ho Chi Minh City.

Highlight: Ho Chi Minh Cultural Space

One of the three main components of the Book and Cultural Experience collaboration program between the Ho Chi Minh City General Publishing House and Hotel Grand Saigon is the creation of the Ho Chi Minh Cultural Space on the 4th floor of the hotel.



Delegates visit the Ho Chi Minh Cultural Space at Hotel Grand Saigon. (Photo: LINH BAO)

In this cozy space, visitors can learn about the life and career of President Ho Chi Minh and his journey during his 30 years abroad searching for a path to national liberation. The space also features an area displaying books about President Ho Chi Minh for visitors to read. In particular, visitors can find much information about him on the digital platform of the Ho Chi Minh Cultural Space, which the General Publishing House has donated to Hotel Grand Saigon.

The content includes a digital journey of "30 years searching for a path to national salvation" (1911-1941); historical events, stories, and milestones; his sayings; and a system of representative works, all digitized to allow hotel guests to easily research and learn about President Ho Chi Minh's life.



The area displaying publications about President Ho Chi Minh at the Ho Chi Minh Cultural Space in Hotel Grand Saigon. (Photo: LINH BAO)

According to Mr. Nguyen Thanh Loi, Director and Editor-in-Chief of the Ho Chi Minh City General Publishing House, in building and developing the Ho Chi Minh Cultural Space at Hotel Grand Saigon, the publishing house hopes to contribute to bringing Vietnamese historical and cultural values closer to hotel guests, in a format suitable for the hotel environment and the information needs of tourists.



The area displaying publications about President Ho Chi Minh at the Ho Chi Minh Cultural Space in Hotel Grand Saigon. (Photo: LINH BAO)

Mr. Huynh Cong Hai, Deputy Director of Hotel Grand Saigon, said that the cooperation with the Ho Chi Minh City General Publishing House is an experiment to find new ways to bring culture into the life of the hotel and into the journey of guests staying at Hotel Grand Saigon. In the future, visitors will have the opportunity to explore the Ho Chi Minh Cultural Space with content that is supplemented and developed in a more modern direction.

Bringing Vietnamese culture closer to tourists
In the "Books and Cultural Experiences" program, the organizers launched the Hotel Grand Saigon postcard set, a product of the Ho Chi Minh City General Publishing House in collaboration with the Ho Chi Minh City General Publishing House, inspired by the historical story of the establishment of Hotel Grand Saigon on the then-famous Dong Khoi street.

In addition, a quarterly event promoting reading culture, such as a workshop, talk show, or author-speaker interaction, will be held at Hotel Grand Saigon. This event will focus on a series of conversations between authors and hotel guests about the history, culture, tourism, and cuisine of Southern Vietnam and Ho Chi Minh City.



The General Publishing House gifted the digital edition of "Ho Chi Minh City Cultural Space" to Hotel Grand Saigon. (Photo: LINH BAO)

Researchers, cultural experts, and authors will introduce and promote the vibrant and profound culture through the pages of books that the Ho Chi Minh City General Publishing House wants to bring to tourists.

Opening the activities to spread reading culture, author Isabelle Müller (a foreigner of Vietnamese origin) was invited to share more about "Vietnam through the eyes of two cultures." This is a journey of discovery in Vietnam from the perspective of someone living between two cultures; experiences about people, life, culture, and stories that have become the material in her works.



Author Isabelle Müller shares more about “Vietnam through the eyes of two cultures.” (Photo: LINH BAO)

Isabelle Müller is a businesswoman and author of works such as "Loan - From the Life of a Phoenix," "Daughter of a Phoenix - Hope is My Path," and the novel "Just a Heartbeat Away from You"… In the children's literature field, Isabelle Müller is known for her humanistic series "Hip Hop," including "Hip Hop in Ellsaby's Land," "Hip Hop and the Golden Forest," and "Hip Hop and the Master Singer." She always emphasizes love of nature, love of humanity, and the spirit of overcoming adversity and being willing to help each other in life. Humanism is fully embraced in each of her works.

Finally, visitors have the opportunity to learn more at the "Take Vietnam Home" area, which displays selected publications categorized into three groups: history, culture, and life. This introduces international visitors to diverse perspectives on the country, its people, and the identity of Vietnam, especially Saigon-Ho Chi Minh City.



The program's setting. (Photo: LINH BAO)

“What we hope for most is that after leaving Hotel Grand Saigon, each guest can take with them more than one memory of the place they stayed. It could be a story they remember, something new they learned, a book they want to read further, or an image of the city they want to share with family and friends,” added Mr. Huynh Cong Hai, Deputy Director of Hotel Grand Saigon.

Mr. Nguyen Thanh Loi, Director and Editor-in-Chief of the City General Publishing House, said that with this collaboration, the publishing house hopes to contribute to making Hotel Grand Saigon not only a luxurious accommodation but also a space with its own cultural life, where tourists can discover more about Saigon-Ho Chi Minh City during their stay.



The space showcasing publications at Hotel Grand Saigon. (Photo: LINH BAO)

Conversely, the hotel environment also opens up opportunities for books to reach new readers. People who may never have visited a bookstore, or had no plans to buy a book about Vietnam, might, in a chance encounter, see a publication, read a story, and develop an interest. This could be the starting point of a cultural exploration journey.

“We also hope that, through the collaboration between the two entities, the selected publications about Saigon - Ho Chi Minh City, its history, culture, people, cuisine, literature, and photo books will become companions for tourists here,” said Mr. Nguyen Thanh Loi.