

Cultural Development in Vietnam During International Integration Process: Current Situation and Solution

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Abstract

Culture comprises all mental and physical values human have been creating, accumulating throughout the process of practical works, is a key component to constructing a social community's distinctive character. It is capable of governing how one lives out their life psychologically and also every activity of which people in that community choose to lead their lives off. Through 35 years of innovation and integration, Vietnam has made many crucial and noticeable changes and got its hand on numerous considerable achievements in various fields of social life including cultural development, and for that Vietnam has always been affirming culture being a society's mental foundation, a goal as well as a push to growing the economy. Now, Vietnam is applying international integration to every aspect of social life. Thus, previous precise and objective evaluation on cultural development during international integration process has proved to be a scientific establishment of defining policies for this particular area.

Keywords: Culture, human, integration, international, Vietnam

Introduction

During the state of international integration, Vietnam has been fixed on building an "advanced Vietnam culture imbued with national identity" and culture being a society's mental foundation. Culture is to be not only the motive but also what a country aims to grow upon. In the course of integration, with a vision and open mind about global relation, from "desire to be friends" to "ready to be friends", "be friends, be reliable partners", being a "responsible member" of the global association; from being under suppression, embargo and surrounded, Vietnam has made its way to integration and pro-active, constructive international integration effectively step by step (Communist Party of Vietnam, 2015: 131-132).

In the face of vivid changes arising from life, our Party often attaches great importance to summarizing domestic practices, referring to the world's experience and adhering to the human-centric view of development strategies. The Resolution of the 5th Plenum of the 8th Plenum stated that: "Economic construction and development must be aimed at culture, for a fair, civilized society and a comprehensive human development. Culture is the result of economy and

the driving force of economic development. Cultural factors must be closely linked to life and social activities in all aspects of politics, economy, society, law, discipline ..." (Communist Party of Vietnam, 1998: 55). In the spirit of renewing the theoretical thinking, the 12th National Party Congress of the Party (2016) identified the objectives: "By 2020, strive to complete the system of market-oriented economic institutions consistently. socialist orientation following the common standards of modern market economy and international integration; ensure uniformity between economic and political institutions, between the State and the market; ensure the harmony between economic growth with cultural development, human development, implementation of social progress and justice, social security, environmental protection and sustainable social development" (Communist Party of Vietnam, 2016: 104).

After 35 years of innovation and integration, Vietnam has successfully exerted itself in many feature of social life, from economy, politics, culture to national security to public relations. Changes in culture has made rooms for new growth, new appearance for Vietnam culture, start

a major move for cultural intelligence, traditional culture draws more attention, ethnic culture has its rightful place back. Citizens benefit from various culture's achievements, get access to novel cultural art values of the world and, therefore, contribute to creating more cultural values. However, there are no doubts drawbacks and challenges that go along with cultural development on the path of international intergration. This piece of writing holds an objective view to how past cultural development being scientific fundament of determining policies for this specific field.

Material and Methods

First and foremost, it is clear that Vietnam culture dates back to thousands of years ago, underwent countless wars, had its ups and downs hence the accumulated positive values, such as patriotic tradition, valor, high adaptability to changes in surrounding elements, generosity, optimist, being merciful, being a people person, being upright and diligent. Nowadays, Vietnam is globally known as a modern land of peacefulness, energetic and full of youth, moreover, an active member in international cooperative acts for peace and collective prosperity worldwide. Furthermore, within the context of Vietnam making a turning-point, the "collision" between what is old and what is new has developed a special attraction for Vietnam culture. Present-day culture is pursuing the ability to inherit the traditional cultural values, and at the same time absorbing novel values as well as going for the future like democracy, the state of being contemporary, humannism, liberality, being merciful and open-minded... Identifying this feature and basic quality of Vietnam culture in traditional and modern view will bring forth positive meaning, to convert into the nation's "soft power", hence becoming more persuasive towards international neighbors.

Secondly, Vietnam has a rich cultural background, imbued with national identity, built throughout thousands years of history. Vietnam's cultural resources are aplenty, diverse and have high value on multiple levels, are regconized locally and globally and this is considered to help pave ways for economic, cultural and social development. Plentiful cultural heritage system, grand and dreamy scenaries are invaluable assets, potentially capable of transforming into unique

products, services that can add to economic and trading growth as well as building Vietnam's cultural name.

Statistically, up to 2018, there are over 40.000 vestiges gone through, among which 36.000 sites are ranked on provincial level, more than 3.000 sites are on national level, 20 sites are listed as special national sites and 8 immaterial cultural heritages that were approved by UNESCO got included in the Cultural Heritages of Humanity: Hue kingdom elegant music, Space of gong culture in the Vietnam Highlands, Quan ho folk songs, ca trù, xoan singing or spring singing... dozens of material cultural heritages regarded by UNESCO as world cultural heritages: Ha Long bay, Ho Citadel, Ha Noi Thang Long Imperial Citadel, Phong Nha Ke Bang Cave and other heritages to name (UNDP, 2015).

Collecting, preserving, embellishing, repairing and improving national cultural heritage value have gone places, met the needs of relishing and innovating diverse culture of mankind. Preservation and restoration of traditional festivals are becoming more effective. More projects, science topics about immaterial cultural heritage have been deployed, priceless documents within the immaterial cultural heritage area itself such as dances, songs, fairs, secrets to traditional craftsmanship, knowledge about ancient pharmacy... have been and are being looked into, research, collected and reinforced.

Thirdly, the practical, proactive side in creating, maintaining, propagating and enjoying the cultural and artistic value of human has been enhanced. The role and potentially creative mind of men got disclosed and shined through composing and performing activities as well as many other types of artwork. Literary art and mass media have had great steps on the way of providing to the people's mental wishes. The type of social cultural activity that attracts the most attention nowadays is festivals and fairs. Cultural values, through thorough movements of the people, gradually apply themselves into varied situations of life, appear as a way of life as well as the way human, communities interact with each other, consequently contribute to the society's stability and growth. National cultural potential got affirmed, art lines take their stands, Vietnam cultural values radiate and are globally regarded as

one among many of the indispensable to humankind. Policies that socialize cultural works have made some commendable impact in gathering resources for investment in upgrading culture and been breathing a new life into all ranges of cultural, athletical work and tourism all the while try to become more fitting with the flow of growth and international intergration regionally and worldwide.

Fourthly, legal documents about culture managing of Vietnam are progressively close to being complete. Up until now, a large number of legislations have been rebuilt or adjusted, added up in order to establish a legal ground for appropriating cultural activities to take place under current time. Lots of primary rules associated with culture and other related legislations also have their share in accomplishing cultural institution so as to own up to the new era's demands for example Press law, National Cultural Heritage law, Advertisement law, Publishing law... Aside from the law system and all the cultural policies, the government has promulgated strategies associated with cultural development like: Cultural development up to 2020 strategy (promulgated in 2009); Cultural diplomatic up to 2020 strategy (promulgated in 2011); Vietnam household development up to 2020 strategy (promulgated in 2012)... as base for setting up practical cultural activities.

Fifthly, undertaking "socialize" cultural activities has attained factual results, results in first step to gathering social resources. Socialization is seen as one of the central methods for attracting social resources, economic factors into partaking in imaginative works, supplying and popularizing cultural products, building responsible communities which can wholeheartedly contribute to its society's cultural development course, bracing itself for cultural activities to thrive wide and wild, thus enhance the people's joy from culture. The diversity in cultural subjects, the alteration from the sole government's source itself to being sided with and able to carry out divergent and multi-component power from various subjects in society for cultural affairs; pushing the need of diversity in appearance, idea, trend and style of cultural expressions and, as a consequence, then delivery more differing subjective taste.

Sixthly, cultural products, literary art are constantly expanding; having experience in different approaches and new expressing measures will diversify genre, composing style and artwork with topics, subjects that are broadened beside all the effort to preserve and upgrade conventional types of art. A number of artworks, musical and cinematographic products have gained significant awards domestically and internationally; applying science and current technology into producing cultural products is, little by little, getting fulfilled, numerous cultural art projects have stimulated novel senses in artists, hence attracting youth's attention and bringing out new perspectives on present-day matters of life.

Seventhly, economy rising, citizens' lives getting improved are premises upon which cultural consumer market is formed with ever-rising demands. Culture, from an area that is considered to be full of propaganda, is making its way to becoming a field that has economic value and social profit. Especially, tourism is highly boosted, which has raised the exploited cultural potential and, from that, give Vietnam tourism a more alluring aura, add to economic increase and improving regional lives.

Moreover, international cultural partnership is advanced contributing to the increasing delivery of the Vietnam's image, culture and people to the world just so that the nation's "soft power" is installed. Cultural exchange with the foreign is bolstering every day simultaneously with multilateralism, diversifying Vietnam government's universal relations therefore enhancing the harmony between one another, promoting what there are about Vietnam to love. Technology, especially mass media had somewhat of a breakthrough. The internet infrastructure and the internet itself are still getting strongly invested. Press news agencies' doings are also changing up, enthusiastically intergrating, studying the world's media's wisdom, making breakthroughs, multifaceted information, intriguing content play their roles in increasing people's cultural standard, opening up minds, providing faster access to novel intellect, strengthening productivity and life quality.

Nevertheless, along side with the dazzling achievements in cultural development in Vietnam

during international intergration are also a number of challenges to name.

To start with, cultural management mindset is not catching up to social growth. Subsidized mentality, “ask for”, administrative and commanding, operational thinking, are still a heavy burden. Currently, regulatory organizations are still holding onto many so-called cultural works or stuck with specific developmental tasks, incidental jobs, movements that were not brought into play to it’s full reponsibility, social status of communities, businesses and career-oriented association. Management mechanism is still highly centralized; decentralization is not getting enough attention. Undertakings, approaches, cultural development procedures are mostly defined and constructed from macro level down to micro level, not suggested and built up from the bottom or possible ground. Laws have not met the requirements to be the ultimate tool that can govern, control and make adjustment to cultural life. Outlook on culture in fields and ranks is at times still conservative, imposing and dogmatic. In reality, culture’s status is still insignificant and have not been considered at the same level with other fields.

Next, Vietnam is still in the state of continuous transition, the market economy that is orienting socialism is still waiting to be completed, scientific position, national expertise, human resources...are still lacking. Instability in economic development affects social life in many ways, including cultural aspect. Cultural institutions are still slow on sprouting and synchronizing. Legislation still has its flaws. Some management documents that were just promulgated already show inadequacies, require adjustment and addition. Administrating carrying out cultural legislations appears too shaky for regulations to truly have their effect on people’s lives.

Furthermore, human resources for cultural development are still of low level as well as lacking in advanced skill and management, especially the ability to switch things up and invent along with business management skills. The nature of cultural management squad in various positions is behind on the diversity and complex of cultural activities and that has led to hardships in forging policies, in administrative instruction, in handling cases of law and cultural policies violation.

Additionally, there’s a misfit between cultural investment and the part of culture in general growth. Overall, cultural investment taken from total budget expenditure is relatively low compared to other fields and not close to practice. The system of cultural institutions and infrastructure, on the whole, is still underdeveloped and in a state of degradation, being patched up, unsynchronized and ineffective. Plans on zoning and investing in central cultural institutions are still sluggish. Cultural institutions system in rural areas, specially in remote areas is still lacking and unmeshed and does not match with location’s features as well as the local’s wishes; practical contents are still poorly carried out and impractical.

Besides, law enforcement associated with cultures is proved to be stiff. Services and cultural products are still of average condition; there are still local, national and international cultural brands missing from the whole picture and the same goes for finest cultural products that are supposed to help shape one’s nature, and act as chicken soup for the soul along with being a tool for moral education. Foreign stock importation as well as deficit are quite superior to cultural exportation, also consuming overseas merchandises is still lack of selection. Vietnam cultural products are still short on creativeness and not yet owning up to the people’s expectation, not to mention its inferiority in competing capability in domestic as well as worldwirde market.

In addition to that, national cultural identity is on the verge of fading away. A considerable number of ethnic minorities have been losing their own distinctive cultural touch to developing and intergration, hence poorer cultural art. Many immaterial cultural heritages related to ethnic minorities have yet to be inventoried and preservatively enlisted, including various fields of prime art, traditional art, public art and novel art.

Another point to consider, cultural environment still contains what are considered, in some ways, as unsafe, exotic and ethically wrong; society’s vices, superstition, criminals are on a rise. Cultural behaviour in public, workplace, household and school is still facing complications. Degeneration of beliefs, deterioration of moral and degradation in lifestyle of a number of officers and Party members have caused a bit of a commotion in society affecting people’s belief towards the Party,

the government and the regime. Corruption, bribery, illegal business, carefree lifestyle, living fold, opportunistic habit in politics, cheating in education, qualifications... are becoming more and more common. Professional ethics is reaching its downfall, even within professions that are highly regarded by society such as health, education, law enforcement, media... Family culture has not enough been tended to. Institutional culture has left a great deal to be desired. Violent, offensive and uncivilized behavior, moral downgrade, lifestyle degradation, cultural values collapsing are not taking any break. The gap of cultural enjoyment between mountainous, remote and urban areas as well as between social ranks is slowly reduced.

Finally, analytical activities, literary and art criticism still have their limits, are not yet sufficient for life matters and are still far from practical composing. Not only is the chasm between many analytical topics and reality gotten cut down but is also likely to grow. Deep researches into literary art analysis are not many to mention and low on quality; barely provide any answers to practical issues. At the time being, there are 2 conflicting realities co-existing: On one hand, cultural analysis has gone outdated and is almost left behind, multiple vital and urgent questions are pragmatically raised that theoretical work has not been either able to deal with or convincing enough; on the other hand, due to lack of guidance and orientation of proper study, different cultural events have occurred spontaneously, making it difficult for efficient command to actively handle or have any clear and timely kind of strategy. Cultural criticism has not found the opportune time to bring out their share in orientation, direction and adjustment as well as accompanying composition procedure, which has been at times laid-back, avoidant and subjective in criticising and the other way around. Imposing and science-denial criticism in art have also made their appearance; deviations and intolerant tendency have not yet to be seen to enough.

Results

The reality of cultural development in Vietnam during international intergration

Globalization and international intergration support Vietnam culture in gaining further outreach across the world. Vietnam culture has

been rising with the background of technology making those big leaps after one another, globalization and international intergration also opened up to networking, thorough cultural cooperation and progress and so increase Vietnam's chance of cultural reveal to the globe. Evolving science, technology, mass media have given human the opportunity to create and immerse themselves conveniently, efficiently and interactively in new cultural merchandises.

The fourth Industrial Revolution and digital economy have brought forward conveniences for cultural development in Vietnam, aided us in profiting from potential economic element of digital ground's culture. Digital technology, internet is growing more and more and the ability to access easily cultural contents especially those that are limited by national border line follows. This requires divergence in context and ideas that come into cultural products as a primary competing advantage. Developed countries in the world are switching fast to knowledge economy, creative economy, technologically digitalizing and digitizing cultural contents. These changes have led to major opportunites in minimalizing production expense, contributed in making distribution channels and promoting new products, also require meticulous performances and continuous adaptation to the surrounding. Digital changeover and trading spirit come with new opportunities, possibilities and challenges for the cultural industry about functional practice.

The market economy orientating socialism in Vietnam has been positively creating social and cultural impact, which can be seen as a push to self-governing attitude and the people's ability to take control in organizing and creating cultural events. The citizens are more and more encouraged to take part in social and cultural activities as active factors, from defining to evaluation social and cultural issues, or even as the society and culture's co-creator with the governmental apparatus. Endogenous elements of social and cultural development are raised strongly, which partially shows the rising part of the people compared to that of the government in terms of social and cultural matters.

The policy of active, positive and wholesome international intergration that the Party and the government has promulgated has provided

Vietnam culture with useful tools in the process of intergration and development. While globalization is working its way through the world, with approaches to multilateralizing and diversifying international relations, Vietnam has the benefits of taking in acumen, resources and advanced management wisdom, absorbing elite human culture and create new cultural values. Specifically, cultural industry is oriented to be one of the main arms of the economy. Rising economy, better civil lives have built up a market of cultural consumption and indulgence with increasingly high demand, which proves to be one vital fudament as cultural development's motivation. Aside from the conveniences, Vietnam culture has to face with varied challenges which are:

Challenge in finishing cultural institution. In order to support cultural diversity and energy (without too much interference into creative limits), we need to complete tax policies and laws about art and market trading, such as intellectual property rights, finishing up the legal corridor, inspire different partners and power sources to join in the process of cultural development. Sway the rising of the cultural industry or creative industry as a way to advance culture. Establish mechanisms that increase power sources so as to create synergy and strengthen cultural collaboration, incline coordination, cooperate with the government, sponsors, private sectors in order to intensify stable growth, competition as well as reformation in cultural fields.

Challenge in switching model from centralized management to cultural decentralized management befitting the socialism-oriented market economy; and in it, the government's role has gone from doing culture to managing culture, from micro management to macro management, from direct management to mediate management... Challenge in continuing the Party's renewing cultural leadership ethos in a way that is open, creatively stimulating and pro-active from the view of cultural subjects. Forming policies, methods, resolutions that have a tight grasp onto the practical socialism-oriented market economy and demanding reliable development; There is clear decentralization between the Party and the government and there's also the need to increase checkup, monitoring, compilation and assessment in the process. Renewing cultural management

mindset based on understanding about cultural rights as well as the spirit in installing a modernized public administration system is also necessary; step by step, establishing new decentralization mechanism in relation to the rules upon which state agencies focus to develop institution system and invest in imperative infrastructure, open training for highly qualified human power, hosting a number of national cultural art events, and the rest will be left for communities, enterprises, organizations and individuals to execute.

Challenge in raising cultural fields' quality and efficiency in the context of the stock of power and policy system that support and encouraging cultural investment have not yet met expectations and do not suit the culture's role and status considering the nation's stable development viewpoint. Challenge in the ability to create, in revolutionizing cultural fields so that culture can flourish durably; in which there exist many new risks about enhancing cultural management skills in the market mechanism or business skilss. One of the current demands in cultural fields is to undoubtedly establish a stronger connection with the people/consumers, enterprises and communities, and then raise awareness about different cultural values from that.

Challenge in the context of the digital economy and the fourth Industrial Revolution. With the rapid growth of multimedia communication technology and digital technology, free market, cultural fields need to make a difference and apply scientific and technical advancement to production, unique and diverse services that the public could find suffice. Media and information burst out followed by cultural intergration along with various cultural factors, some are better than others, and in the meanwhile the level of officers and technical means to control these brand new problems is still inadequate and that has led to passive and poor handling.

Challenge in globalizing culture is rather a circulation process from which ethnic cultures are intergrating and depending on each other. Globalizing culture has the risk of losing the distinctive touch of ethnic culture unless we ourselves could bring out the endogenous strength in culture, begin modernizing culture without omitting those irreplaceable values that come from

within. Globalization has put out there challenges that need proper execution with the relationship between protecting what thrives in an ethnic culture and selectively absorbing mankind's cultural elite thus enriching Vietnam culture, reinforcing inner power, building up resistance to "cultural invasion" from outside, accurately dealing with the relation between old and new, national and international as well as cultural conflicts that arise within the industrialization, urbanization and globalization process.

Solutions to cultural development in Vietnam during international intergration

From what we have known from above, as well as taking good advantage of the given opportunities, overcoming obstacles, cultural development in Vietnam during international intergration further requires carrying out these solutions:

First of all, awareness needs to be raised and transformation demands conversion to social action in building and progressing culture. The Party and government's policies, approaches are in need of being taken into practice by all ministries, industries, provinces truthfully and competently. Propagation on media needs to be more active, creative, fascinating and adjacent to what is going on around the world, also carefully consider some impactful factors of the new media. Another thing worth putting effort into is to draw more attention to the culture's role and position in the nation's general growth. Culture needs to be one of the breakthroughs in the country's upcoming years of strong prosperity.

Next in order is to focus on raise the people of Vietnam with apt virtues that fit with the new era. Those are important Vietnam's ethic like patriotic, kind, sentimental, truthful, consolidated, diligent and creative. Along with that is to develop and improve the lifestyle of "One for all, all for one", of self-respect, of living and working according to the Constitution and the laws, of protecting the environment; and then there is also the need to harmonize individual positivity and social positivity, feature individual responsibility with oneself, family and society. Of course to not leave out affirming and honoring what is right, true and noble as well as to spread around benevolent values of humanity.

Then, completing cultural institution will make ways for liberate creativity. Logical investment, especially human power, for culture is also essential. And there is no doubt about not letting officers being underqualified or transferring poor reputation within committees to cultural administration. This is one of the reasons that provoke culture being disregarded.

Apart from that, building a safe and healthy cultural environment will enhance opportunities to flourish Vietnam culture and people. Safe cultural ground in households, schools and society will be the place to nurture cultural features and practically educate of Vietnam civilians so that justice will be guarded, multiplied and wrong doings will be judged and casted out. Renewing education in every level while emphasizing on moral, artistic and creative subjects is also unavoidable. From those knowledge and skills that are learnt from schools, cultural values will spread across every community.

Next up on the list, industries require advancement in order to make Vietnam cultural products and services with Vietnam people being centralized and help with growing socioeconomically and distributing Vietnam cultural values which are deemed to be the nation's soft power.

Last but not least is to increase international intergration, which includes intergrating international culture, promoting cultural messages, delivering images of Vietnam people and nation to the world as well as selectively taking in world cultural elite to further enrich Vietnam culture. This is a crucial path to walk on considering the current situation of globalization.

Conclusion

Thanks to renewed attitude that international relations are expanding day by day and always aiming at constructive goal of an open and creative culture, that's why in the past years, Vietnam culture has left some impressive marks in the book of achievements. In almost 35 years of refurbishing, Vietnam managed to escape the group of poor countries, life standard and culture have been climbing non-stop, Vietnam's stand has never stopped improving in the global view. What Vietnam cultural development in the upcoming years has to offer is belief to be crucial to the

nation's genuine growth. Taking this opportunity into consider, strengthening what is already, limiting shortcomings and overcoming challenges will be the best route for Vietnam to take to upgrade culture, truly turn culture into the motivation and goal needed for national growth, for culture to legitimately be "the beacon of guidance" to the citizens just like what Ho Chi Minh cued.

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