

THE ROLE OF CULTURE IN ECONOMIC DEVELOPMENT IN VIETNAM IN THE CURRENT CONTEXT OF INTERNATIONAL INTEGRATION

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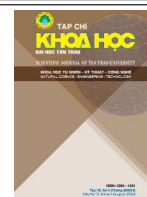
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Abstract:

Promoting the role of culture to promote economic development is an inevitable trend in the 4.0 era, in the current global and integrated context. Culture is not only a reflection of economic activity, but it has always been relatively independent and, moreover, culture has a great impact of orientation and adjustment. From the published research results, relevant documents and from practical research, through analysis and synthesis of scientific arguments to come up with oriented solutions to promote the role of culture as a driving factor, objectives, orientations and areas that directly contribute to economic growth in the current context.



VAI TRÒ CỦA VĂN HÓA VỚI PHÁT TRIỂN KINH TẾ Ở VIỆT NAM

TRONG BỐI CẢNH HỘI NHẬP QUỐC TẾ HIỆN NAY

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Từ khóa:

*Văn hóa; phát huy văn hóa;
phát triển kinh tế; hội nhập;
toàn cầu hóa.*

Tóm tắt

Phát huy vai trò của văn hóa để thúc đẩy phát triển kinh tế là một xu thế tất yếu trong thời đại 4.0, trong bối cảnh toàn cầu, hội nhập hiện nay. Văn hóa không chỉ là cái phản ánh hoạt động kinh tế mà nó luôn có tính độc lập tương đối và hơn nữa, văn hóa có sự tác động mang tính định hướng, điều chỉnh trở lại rất lớn. Từ những kết quả nghiên cứu đã công bố, các tài liệu có liên quan và từ tìm hiểu thực tiễn, thông qua phân tích, tổng hợp xây dựng luận cứ khoa học để đưa ra các giải pháp mang tính định hướng nhằm phát huy vai trò của văn hóa là nhân tố động lực, mục tiêu, định hướng và là lĩnh vực trực tiếp góp phần cho sự tăng trưởng kinh tế trong bối cảnh hiện nay.

1. Introduction

When the general formula for the success of many countries in terms of economic development is to give top importance to the promotion of all resources related to people, culture is increasingly valued. For the economy, culture is not just a spiritual field, it is a reflection of social existence, where the most important factor is material production activities, but culture is also capable of having a very positive impact again. Culture is considered a “soft power” because, first of all, talking about culture is talking about people, referring to the most important factor in the system of activities that create material wealth for society. Culture creates social people and orients

and motivates them to operate. Since the last decades of the twentieth century, countries around the world have found the key to the success of a developed and sustainable economy, which is to rely on and exploit the potential and strengths of the national culture.

Today, the great achievements of science and technology have made the productive forces of different countries, although different, constantly making very rapid progress to make economic activities have new growth. That makes the trend of globalization and integration an inevitability that no country can avoid or stand outside of it. Researchers from the perspective of any scientific field have one thing in common, which is to affirm

the indispensable role of culture on the road to the goal of a sustainable development economy. The role of culture in relation to economic development is explained by most studies that it increases at the same time as affirming the role of people, science and technology in production.

A country with thousands of years of history, the homeland of 54 ethnic groups and the common denominator of wet rice farming culture has created a huge treasure of colorful unity in the diversity of Vietnamese culture. Having experienced four exchanges, cultural transformation, and currently, in the context of globalization and international integration, the national culture is in a new process of exchange with a scale many times that of history combined. In this contact, the problem is no longer only to preserve the identity but also to promote the value of culture, in which the inherent potentials and strengths are promoted to contribute to the country's economic development. However, during a period of time, with a lot of potential, "Culture has not been given commensurate attention to the economy and politics, has not really become a resource and endogenous driving force of the country's sustainable development. The role of culture in building people has not been properly defined, and there is a tendency to attach importance to the mere entertainment function..."⁽¹⁾.

The article contributes an explanation from the perspective of Philosophy on the relationship between culture and economy, pointing out the relative independence and the active impact of culture on the economy under the impacts of the context that the country is integrating into the trend of integration. global. From the analysis and evaluation to come up with oriented solutions to promote the role of culture, contributing to achieving the goal of building a green economy,

the digital economy with sustainable development is a matter of theoretical significance to meet the requirements of the current national development practice.

2. History of research

The author of the book *Culture and Development* (N.T.T.Thang, V.T.P.Hau, 2018) has presented basic theoretical issues on promoting national cultural values in international exchange and integration. The book *Protecting and Promoting the Values of Vietnam's Cultural Heritage* (T.Q.Binh, 2014) has introduced articles on preserving and promoting the values of Vietnam's cultural heritage. The author has analyzed different aspects of promoting the unique values of cultural heritage treasures.

In the book *The relationship between economy and culture - Theoretical and practical issues in Vietnam today* (L.Q.Ly, L.Quoc, 2023), the authors have summarized the relationship between economy and culture and the factors that affect it in both theoretical and practical aspects. The book analyzes the current situation of this relationship in the renovation period and proposes a number of solutions to harmoniously solve this relationship towards the goal of sustainable development in Vietnam. Monograph *Promoting cultural values and human strength of Vietnam in the construction and development of the country* (N.D.Bac, V.T.P.Hau, 2023) synthesizes and systematizes theoretical and practical issues to promote cultural values and Vietnamese human strength from an economic perspective, and at the same time proposes orientations and solutions to promote these two resources in the current national construction and development. *Culture and people of Vietnam in the era of integration* (N.H.Vinh, 2023) is a book that collects the author's articles from 2014 to 2023 analyzing the basic views of the Party and the State considering culture as the foundation of social spirituality. The author has shown the role of Vietnamese culture

1 - Communist Party of Vietnam (2021), *Document of the 13th National Congress. Volume I. National Political Truth Publishing House, Hanoi, p. 84*

with unique values that are being promoted in the 4.0 revolution and proposed a number of solutions to make culture develop synchronously and in harmony with the economy and other fields. In the book *Brand Culture - Endogenous Resources of Vietnamese Enterprises* (T.T.Van, 2024), from the approach of reading culture and the survey results, the theoretical issues of the brand and the structure of the brand have been clarified by the author. In addition, the author also offers some solutions that can be referred to for businesses to promote the cultural aspect of the brand more effectively.

In journals, many authors have been interested in this issue. In the article *Policies for the Conservation and Promotion of Japan's Intangible Cultural Heritage* (N.T.T.Ha, 2017), the author has presented an overview of policies in promoting the value of bringing great benefits from Japan's intangible cultural heritage *Culture in Vietnam today: Issues raised* (T.T.Hanh, 2023), the author has stated Ho Chi Minh's and the Party's views on the relationship between economic growth and cultural development. The author assesses the current situation and identifies a number of problems posed in resolving this relationship in Vietnam in the current context of globalization. *Culture is an important driving force for economic development* (V.T.Lam, 2023) is an article by the author pointing out the impact of culture in the relationship between culture and economy. The author also explained the contents to affirm that promoting cultural potential and strength is an urgent and inevitable requirement to improve the development level of Vietnam's economy in the current context.

The relationship between culture and economics has been mentioned by many studies at different levels. Researchers have shown that the potentials and strengths of culture can contribute to economic development. However, analyzing this relationship from a philosophical perspective to clarify the relative independence and the directional and

regulating impact of culture on the economy has not been mentioned in any in-depth work.

3. Research methods

From the published research works, relevant documents and secondary data collection of ministries and sectors, the authors conduct analysis to detect and exploit different aspects of the research topic, reproduce and explain the rules, etc making judgments about the nature of the laws of things and phenomena, thereby building a scientific argument on the role of culture in the relationship of interaction with the economy in the context of globalization and international integration.

The survey statistics are processed into percentages and averaged using Microsoft Excel software.

4. Results

4.1. Economy and culture - two fundamental parts of social life

In any age and society, human needs ultimately belong to only one of two categories: material or spiritual. All other social activities also revolve around these two main areas, the relationship between which forms the basis of social life.

Economics is the research and production of goods and services in society with the main goal of establishing the most effective measures to maximize resources and resources. Economy is an activity that is the activity of creating a social foundation. From the expansion and development of economic activities, all fields and social relationships are becoming more and more diverse and multi-dimensional. In order to meet the needs of existence, human beings must be economically active, here, human beings establish human-nature and human-social relationships. From economic activities, people not only create items to satisfy material needs, biological needs, but also satisfy spiritual needs and also produce ways of behaving, lifestyle, thoughts, emotions...

In other words, if animals only produce what they directly need to satisfy their physical needs, humans produce products that go beyond, aiming at spiritual needs - the unlimited needs of humans. Regardless of the perspective from which culture is considered, the common thing of culture is to promote and develop the capacity of human nature, that is, to direct people to the truth, the good, and the beauty. Economy is the material foundation for social development, the basis for the emergence and formation of culture, but culture is the second environment that nurtures people - the humanistic environment, besides the natural environment. From any point of view, culture is also in two aspects: *first*, it is people's attitude towards the external world and the inner world, which is the sum total of material and spiritual values in people's lives; *Second*, it is the mode in which each person, each community of people exists, it is expressed in the way in which each individual, each community maintains and implements the life of a different person.

Reality and human history have always proven that economics is the basis and foundation for giving rise to culture. Every condition, every way of economic activity will give rise to a culture corresponding to it. This creates cultural diversity among human communities, regions and regions. All characteristics, all cultural phenomena that want to be "deciphered" accurately, in the end, must come from economic activities. Thus, the economy is the first aspect, regulating culture. However, in a broad sense, culture includes both material culture and spiritual culture, even material production - economic activity is also a cultural activity, in which, its products are not only material but also spiritual products, reflected in the behavior between people and people and nature throughout the past the production process of that product. Thus, in the relationship between culture and economy, it is the relationship between the whole and the part. Here, the economy is a part, a mode of expressing cultural behavior. Culture is

the whole, it includes both activities, material and spiritual values, and is a comprehensive expression of human sociality in relation to the surrounding environment.

Currently, in the context that if you want to have and maintain sustainable development and development, every country must participate in international integration to a certain extent. This condition raises a problem that no country can avoid, which is to solve the dialectical relationship between culture and economy. must choose between the cultural traditions of the nation and the development of the national economy. The choice of goals and solutions will determine the results not only in economic growth but also in the sustainable development and happiness of the whole nation. Correctly aware of this relationship and the role of culture, our Party emphasized: "Culture is the spiritual foundation of society, the goal and driving force for the sustainable development of the country. Culture must be placed on a par with the economy, politics and society"⁽¹⁾.

4.2. Independence and economic impact of culture in the context of globalization and international integration

- Culture is the goal, the driving force of the economy

For a long time, there were many people who considered culture as the result, the "reflection" of the economy, which could only be obtained when the economy was surplus. According to these people, culture is outside the economy and belongs to the subsidized sector. However, when the commodity economy develops day by day, that concept is denied. Because, when it comes to culture, it refers to people, the original

1 - Communist Party of Vietnam (2014), *Document of the Ninth Meeting of the Central Committee (Session XI), Office of the Party Central Committee, p. 48.*

meaning of culture is to “cultivate” towards the goal of a comprehensive human being of virtue - intellect - body - beauty, directing people to true beauty - goodness - beauty. Economic activities do not only meet the needs of “survival” but also the needs of “living” of people. In the end, all efforts of economic activities are directed towards people, towards building a society, a full human life, harmonious both material and spiritual, a high standard of living, a beautiful way of life, a safe and sustainable society, that is, culture, is the goal of the economy. The effort to develop from “Eat well, dress warmly” to “Eat well, dress beautifully” and “Diet, wear fashion” is also a manifestation of that goal of the economy.

Most of the input factors of the economy are related to people, to culture. Not only “human capital”, but the way of thinking, lifestyle and customs have always directly affected the mode of production in each era of a country. Since the 90s of the last century, culture has been considered the “soft power” of each nation. In the conditions of integration, globalization, the development of the 4.0 revolution, and AI technology as it is today, the creative potential of people is increasingly aiming to be the most important factor for economic development. The origin of this factor is culture, which is lifestyle, morality, qualifications, cognitive capacity, aesthetics, is “mental strength”. Today, culture is not only an indispensable driving force for social development, but also with the goal of mere economic growth. The goal of economic development is no longer growth and profit indicators, but must go beyond them with standards to ensure sustainable development, harmony with nature, for happiness, human safety and social progress. All of these indicators are aimed at an economic development goal that ensures comprehensive human development.

There have been countries that, for the sake of growth goals, have sacrificed culture, an economic mindset for a short time but enough

to cause consequences that need to be overcome for a very long time. Thus, if culture is excluded from the goal of development, that nation-state will inevitably slide into a “strange society”, a “society without a future” when they have lost the foundation of national cultural traditions. Human beings – the subject of economic activities – are a natural-social entity, they can be a “global citizen” but cannot be a human being without a nation. When cultural identity is lost, that nation will remain only in name. Therefore, at present, regardless of differences in political institutions or social models, countries have in common that they focus on exploiting endogenous resources and consider culture as a main driving force to promote economic development. Practice has always proven that next to a poor economy is always a backward culture and only an advanced culture imbued with national identity is the driving force for a sustainable development economy. Therefore: “Our Party determines: Culture is the spiritual foundation of society, both a goal, an endogenous strength, an important driving force for national development”⁽¹⁾.

- Culture-oriented for economic development

In any mode of production, human beings are always the most important factor, when the power of the fourth industrial revolution, when science and technology become more and more the direct production force, the role of human beings becomes even more important. But the source that motivates human activity has always been culture. The choice of behavior of a person, a community, and a country is always decided on the cultural basis - the spiritual foundation of that individual, community, and nation. In the current market economy, if there is no intervention of culture, intervention to tame, prevent and minimize

1 - Nguyen Phu Trong, *Some theoretical and practical issues about socialism and the path to socialism in Vietnam*, National Political Truth Publishing House, Hanoi, 2022, p. 164.

the negatives of the law of value and monetary relations, especially when they have the help of modern technology and techniques, that economy will definitely soon go bankrupt. that society will inevitably be chaotic. In the context of integration and globalization, if not for the harmony of interests and mutual respect in behavior, economic conflicts between countries will soon lead to conflicts in other fields, leading to regional and international insecurity.

In business, the word “trust” that each individual, each business, and each country must build and protect with its partners is derived from culture. Culture with a humanistic nature, for the sake of human interests, has always required each subject of economic activities to respect and protect its interests as well as the legitimate interests of partners and consumers. Deceitful, fraudulent, and profiteering to achieve the goal of profit sooner or later will sink and eliminate from the economic environment the individuals and organizations that carry it out, in the conditions of the expansion of social media as it is today, that elimination is becoming more and more formidable. In order to create a foundation for sustainable development and even immediate profits, right from the start-up, each individual and organization is forced to comply with cultural codes of conduct in production and business with consumers, partners and even with their competitors. Nowadays, profits may have more opportunities to make up, but if you lose confidence in business, it is very difficult to recover.

In the current context, when a country expands international cooperation for economic purposes, it will be governed by many different international regulations and sanctions. In addition to separate regulations to protect the domestic trade regime of each country such as tariff barriers and technical barriers, many countries or groups of countries also apply international standards on quality and safety for import and export goods. The provisions

of the United Nations Framework Convention on Climate Change (UNFCCC), the Convention on Biological Diversity (CBD), the Agreement on the Management and Protection of Community Seafood Resources (RFMOs), etc. with specific standards to help ensure product quality, safety for consumers and environmental protection. Even for agricultural production, in order to be accepted by consumers, production methods such as VietGAP, GlobalGAP, organic agriculture, the principle of “4 right” in the use of pesticides (right: drugs; dosages; timing; methods) must be applied. When the economy is like a new “accelerator”, the top goal is growth and profit, besides, culture is like a “brake pedal”, “steering wheel” to regulate the orientation to ensure the long-term benefits of people, the whole community and the natural environment of humanity, ensuring sustainable development. It is no coincidence that even in the last years of the twentieth century, UNESCO has affirmed that: “When economic growth goals are set and separated from the cultural environment, the results obtained will be very lame and unbalanced both economically and culturally. at the same time, the creative potential of each ethnic group will be greatly weakened”⁽¹⁾.

- Culture itself is also an economic sector

In a modern society, material needs no longer seem to be number one, but instead, the measure of standard of living is paid attention to on the steps of mental entertainment. Commodity economy, globalization, and integration have helped culture become an economic sector. Culture not only includes spiritual and artistic values but is also a field of production and consumption with obvious economic value. Culture, in this perspective, relates to cultural products, cultural services and activities related to the arts, entertainment,

1 - *National Committee for the International Decade for Cultural Development, World Decade for Cultural Development, Hanoi, 1992, Publishing House of the Ministry of Culture and Information, p.19.*

heritage and media, which can generate income, employment and contribute to a country's GDP. The more trade developed, the more cultural exchanges expanded there. That condition makes culture an indispensable factor in the process of sustainable economic development. By combining the preservation of traditional cultural values and the promotion of creativity, it is possible to build a diverse and sustainable economy.

The cultural industry consists of many different sub-sectors, each with its own characteristics and values, but all share the same goal of developing cultural products and creating economic value. It includes the following sectors: *Creative industries*, including industries such as performing arts, music, film, design, literature, and other creative products. These fields not only bring cultural values but also generate revenue from selling products, releasing works, organizing events, etc.; *Cultural tourism*, historical relics, festivals, and traditional arts are important resources for tourism development, bringing great economic benefits to localities through attracting tourists and creating job opportunities; *Education and communication* with educational activities on culture and art, as well as the media (press, television, internet) play an important role in the dissemination and development of culture, and at the same time create a large consumption market; *Cultural products and services* such as books, music, movies, handicrafts, fashion, traditional food and beverages, etc. can all be considered cultural products with economic value.

With its advantages, more and more countries and regions now regard culture as an important economic sector, investing in the development of cultural industries as an economic development strategy. From culture, each locality and country gains a lot of economic benefits. First of all, the culture and creative sector creates millions of direct and indirect jobs, jobs related to art, entertainment, event organization, heritage conservation, etc. all

have made a great contribution to the economy. Next, culture contributes to the development of trade and exports. Not only serving domestic needs, but culture can also be exported to the world with music, cinema, fashion, and handicraft products. Cultural products can play an important role in building a national image. For example, music, cinema or cultural heritage can be a tool to promote and enhance the value of a country in the world. In addition, culture can encourage creativity and innovation, which in turn can spread to other industries such as technology, education, and commerce, especially in the context of globalization and digital transformation.

According to Touring Data - an independent box office revenue tracking platform - the two nights of Blackpink's "Born Pink" concert on July 29 and 30, 2023 at My Dinh National Stadium had revenue of 13,660,064 USD (more than 333.4 billion VND). The figure of 3.51 billion USD is the amount of money each year the BTS brand - the name of another Korean band brings to the country's economy. This is the same number as the contribution of 26 medium-sized companies in the country of Kim Chi. In Vietnam, the cultural industry has begun to make new strides and has made certain contributions to GDP growth. Cultural industries contributed 2.68% of GDP in 2015, reached 6.02% in 2019, only 4.32% and 3.92% in 2020 and 2021 (due to the impact of the COVID-19 epidemic), and contributed more than 4% in 2022 and 2023.

When the world today is gradually entering the era of cultural economy, the market economy and socialist orientation that Vietnam is building is not only building a technical foundation for a new society but also closely related to culture. This is not due to the requirements of culture but because if there is no consensus The Ministry of Development and Culture cannot build ethical standards in business, if so, the economy cannot develop sustainably. The market economy that we

are building is a cultural economy, an economy based on knowledge and culture. Develop an economy in which each business and commodity product is built on a cultural foundation. There, not only promoting culture as an endogenous capacity to promote production and business, but higher, the surplus value is not only in profits but also for the happiness of the community and social progress. Promoting cultural potential and strength is an urgent and inevitable requirement to improve the development level of the economy. General Secretary Nguyen Phu Trong emphasized: “Building a digital cultural environment suitable for the digital economy, digital society and digital citizens, making culture adapt and regulate the sustainable development of the country in the context of the Fourth Industrial Revolution. Urgently develop cultural industries, build a healthy cultural market”⁽¹⁾

4.3. Solutions to promote the role of culture in the current context

Firstly, thoroughly grasp the correct and full awareness of the role of culture

Culture is not a specialized activity of a group of people, but it is an ecological-humanistic environment, so there must be the participation of all members of the community. Each individual exists both as a product of culture and as a subject of cultural creation. Only when the leaders, managers, full-time officials and people in each locality are properly and fully aware of the guidelines, policies and laws on culture, then culture can continue to be maintained, created and then promote its role. its potential for development. The Party’s guiding contents from the Outline of Vietnamese Culture in 1943, to the Third, IV and VIII Congresses and the milestones of the Fifth Meeting of the Eighth Central Committee to the

XIII Congress are consistent and unified on the special role of culture. However, when the whole political system and all the people are unanimously aware correctly, culture will “light the way for the nation” and at that time, cultural values and people of Vietnam can “be the foundation and important endogenous strength to ensure sustainable development”.

Secondly, the development of cultural industries ensures cohesion with the knowledge economy and the digital economy

Building and developing cultural industries should be considered as a “front” for Vietnam to participate in the competition in today’s global and integrated context. This is a trend and has been proven to be successful, the cultural industry not only helps to promote the cultural traditions of the nation to the world, Not only is it an effective way to create more jobs, but it actually has the potential to make a very important contribution to economic growth. In addition, the essence and basis of the knowledge economy is information, knowledge, and culture, which is an economy that combines high technology and culture. In addition, currently, the development of the digital economy is an inevitable trend of every country on the path of modernization. Therefore, cultural development is also inseparable from the foundation of the digital economy. The digital economy will help traditional cultural resources soon become economic resources, shortening both the path and time for the unique values of the national culture to reach the world community. The development of cultural industries cannot be carried out individually in each locality, but it sets requirements for the State to have an overall strategy and be implemented synchronously. It requires strong investment in finance, technology, an appropriate tax policy system and along with that, creating a high-quality “human capital”. Only then can it be possible to “Closely and harmoniously link economic development with

1 - Nguyen Phu Trong, *Some theoretical and practical issues about socialism and the path to socialism in Vietnam*, National Political Truth Publishing House, Hanoi, 2022, p. 172.

cultural development and realize progress, social justice, and improve people's lives"⁽¹⁾.

Thirdly, to responsibly and effectively implement solutions to preserve the cultural identity of the nation

If the cultural industry is a means to promote the potential and economic role of culture, which is a sufficient condition, then the necessary condition for that development is the cultural identity of the nation. Culture is a special resource, it has both eternal vitality and the length of the nation's history, but it can also disappear in just a few generations. Unique features with many layers of depth of human values hidden in each heritage, a unique eco-humanistic space and scenic spots are the basis and material for the cultural industry to exploit. The problem is that in the face of the impacts of globalization, international integration, and cultural exchanges that are constantly expanding in terms of space and objects, the risk of losing identity will always be permanent. When a culture loses its identity, that nation will no longer exist, and at that time, the motivation, goals, and orientation of economic development will also be lost. Domestic orientations, measures, lessons as well as foreign experiences have been fully summarized and generalized. The problem is how to implement it in association with each locality, each heritage appropriately, and how to preserve and promote the potential of culture.

5. Conclusion

Not merely the "spiritual foundation" of social life, culture is also not a product or derivative of economic development; not only does it represent relative independence and its impact on the economy, culture itself is also an area of economic development. In the face of the impacts of globalization and international

integration, in the face of the rapid changes brought about by the achievements of the 4.0 revolution, culture is increasingly showing its role and strength in the relationship with the economy. It is both a colorful picture that deeply reflects and fully reflects the characteristics of economic and cultural activities that are being supported by scientific and technological advances and historical trends to affirm its role as a driving force, goal and orientation for economic development. However, in order for the potentials and strengths to come true, the subjects of culture must simultaneously implement many solutions in a scientific, synchronous and unified manner with a radical revolutionary spirit to realize the policy emphasized by the 13th Congress of the Party: "Building and promoting cultural factors to truly be a breakthrough in socio-economic development and international integration"⁽²⁾.

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1 - Document of the 13th National Congress, National Political Truth Publishing House, Hanoi, 2021, p. II, p. 134

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