

Original Research Article

## Promoting Traditional Cultural Values for Sustainable Socio-Economic Development: An Assessment from a Policy Perspective

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**Abstract:** Traditional culture has a dialectical relationship with sustainable socio-economic development, in which the State's cultural perspectives and policies play a significant role. The reality of socio-economic development, especially the large-scale financial crisis on a global scale, has posed the need for sustainable development. A series of issues raised is the relationship between growth and development, the elements that ensure sustainable development and the dialectical relationship of those elements; the role of culture, and how to direct and organize practices to ensure sustainable socio-economic development. These are problems that need to be solved by every country in the world, including Vietnam. Studies have shown that State policy plays an important and necessary role in creating a link between traditional culture and sustainable development, and a correct and appropriate State policy will be the driving force for sustainable socio-economic development.

**Keywords:** Promoting values, traditional culture, sustainable development, socio-economic, policy.

## INTRODUCTION

In the current era of globalization, national cultural identity is an important value and needs to be protected and developed. Preserving national cultural identity not only ensures the survival and development of traditional cultural values but also has great significance for creating a civilized, diverse, and respectful society. Culture is first of all a product of activities and levels of economic - social - historical development of a certain period, but in general, it has basic and lasting values" (Tham, 2007).

To preserve national cultural identity, we first need to be aware of its importance. National cultural identity is a product of history, a legacy left to us by our ancestors. It carries special cultural values and is an expression of the nation's personality, soul, ideology, and lifestyle. National cultural identity also helps us shape our identity, connect with the community, and create unity and awareness of our culture (Trung *et al.*, 2020). Preserving national cultural identity also requires acceptance and respect from the entire society. This is a continuous process of development and conservation, requiring the companionship of the whole society. We need to promote the unique cultural values of the nation, respect and protect traditional cultural heritage, and promote the unique cultural values of each nation.

For a country, to achieve development goals and meet the material needs of society, it is necessary to have economic growth, physical, technical, and technological foundations, and build potential power and strength for the nation. It is a requirement and at the same time an objective rule. Appreciating the importance of economic growth is necessary and correct, but what is of concern is that in recent times there has still been the notion of only focusing on economic growth alone, not properly resolving the relationship between growth and development, considering the economy as the decisive factor for all development, while other factors do not directly contribute to development. The mistake in the above concept is that it only focuses on economic growth and considers that economic growth itself will create national potential and strength and will solve other problems, such as society and culture, etc.

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Here it is necessary to clarify the relationship between growth and development. Development is a broader, deeper, and more comprehensive concept than the concept of growth. The connotation of development includes and indicates the progress and progress in the quality of society in all its aspects and fields, of the harmony between living standards and quality of life, of quality, human values, including economic growth and the need to improve the living standards of the entire population, are associated with the level of harmonious, comprehensive human development and cultural development (Giau, 1973; Ngoc, 2002). That means, from the perspective of development requirements, there can be a phenomenon of growth but no development because the quality of society in general and the quality of human life in particular are not guaranteed. Politics may be unstable, culture, ethics, and lifestyle may show signs of decadence, etc.

Thus, even if material life has increased due to economic growth, it has not yet achieved the highest goal of development, which is to improve the quality of life both materially and spiritually. If it is purely economic growth, growth at any cost, even at the expense of other aspects, such as culture, society, and human development, will lead to a direct risk of disrupting economic growth and sustainable development, creating social disorder. In that case, there is growth but no development, which is anti-development.

## LITERATURE REVIEW

The United Nations Population Fund (2011) in the study “Ethnic Groups in Viet Nam: “An Analysis of Key Indicators from Viet Nam Population and Housing Census, 2009” shows that: Vietnam belongs to the known Southeast Asia region. It is a country with many ethnic groups and many ethnic groups living together. The Kinh ethnic group accounts for the largest proportion with about 86%, in addition, there are 53 other ethnic groups and a significant number of Vietnamese people with foreign nationality living in Vietnam. Vietnam recognizes equal rights among ethnic groups, and national unity holds an important position. Vietnam is making efforts to develop and implement policies to support cultural and ethnic diversity, ensure equitable development, strengthen solidarity, and promote mutual assistance between ethnic groups. This policy creates conditions for the ethnic groups on the S-shaped strip of land to promote their unique national values.

Cohen, M. I. (2016) in “Global Modernities and post-traditional Shadow Puppetry in Contemporary Southeast Asia” pointed out that Traditional cultural values have an important position in modern education in Southeast Asian countries. Through researching a type of culture called “shadow puppetry”, the author has pointed out very special things to enhance the nation’s national pride.

Riany, Y. E., Meredith, P., and Cuskelly, M. (2017) in “Understanding the Influence of Traditional Cultural Values on Indonesian Parenting” emphasized that understanding the influence of traditional cultural values on parenting Teaching Indonesian children is advantageous and is also a mandatory requirement for parents. Family is a child’s first school. If traditional cultural values are preserved there, children growing up in that environment will absorb and retain them. Of course, when those children grow up, the next generations will continue to develop those values.

Author Bui Thi Thuy (2019) in “Traditional Cultural Education for High School Students” said: Educating the nation’s traditional cultural values is not simply spreading knowledge about traditional cultural values or cultural values but also considering the traditional culture of the nation as the object of its preservation and promotion, which is the student. Understanding the traditional culture of the nation does not stop at capturing, listing, and describing certain values, but also the ability to comprehend the system of traditional cultural values of the nation, including when discovering misleading perceptions that still exist among a group of students; the role of schools and other socio-cultural institutions in educating traditional cultural values for students; evaluate the participation of organizations and individuals.

Palar, M. R. A., and Rasiah, R. (2019) in “Universalization of Indonesian Cultural and Scientific Regulations” pointed out that: the Universalization of Indonesian cultural and scientific regulations is also an important way to preserve traditional cultural values. Through thematic talks, group activities, and competitions, cultural and scientific regulations will be widely disseminated in schools. Therefore, cultural values will be preserved by young people.

Authors Nguyen Thu Quynh, Duong Thu Hang, and Nguyen Hoang Linh (2022) in “Educating traditional cultural values of ethnic minorities for students of the Faculty of Literature (University of Education - Thai Nguyen University) through a learning project integrating cultural experience” has affirmed: In the context that many traditional cultural values of ethnic minorities are at risk of disappearing today, educating traditional culture of ethnic minorities for the younger generation is becoming increasingly urgent. That is also the orientation that contributes to the formation of core cultural values in education for Vietnamese citizens of the Zen Z generation (“digital world citizens”).

The above studies have shown that each country and nation must have policies to build and develop a culture suitable to the conditions of each country. The lack of a proper policy will lead to the risk of hindering social development. Therefore, properly evaluating policies will help the country’s sustainable socio-economic development.

## RESULTS AND DISCUSSION

### Concept of Traditional Culture and Sustainable Development Traditional Culture Concept

At present, there are still not many documents specifically mentioning the concept of traditional culture. However, when mentioning traditional culture, we are referring to socio-cultural phenomena that have been shaped. Although the length of history is not the core element of traditional culture, the core is its social significance. In traditional culture, there are both positive sides and negative, anti-value sides. Therefore, when we talk about the traditional cultural values of each nation, we only talk about useful and positive socio-cultural phenomena that contribute to social progress. Accordingly, traditional cultural values are essentially what is revealed in the present relationship with the past and towards the future. What attitude people of the present have towards tradition and how much current society needs tradition will determine the value of traditional culture.

All in all, traditional culture or traditional cultural values are the crystallization of all the best things through the historical flow of the nation to create its own identity, which is passed on to the next generations. and over time new values will be added.

Traditional culture plays a huge role in building the cultural value system and human standards of Vietnam today. Therefore, inheriting traditional cultural values in building a system of cultural values and human standards in modern society will be an objective necessity, and at the same time a regular, long-term, persistent work, the perseverance of all of us.

### The Concept of Sustainable Development

The concept of sustainable development is formed from the realities of social life and is indispensable in solving socio-economic difficulties and instability. Therefore, in 1992, the Summit on Environment and Development of the United Nations held in Rio de Janeiro proposed the Global Agenda for the 21st century, according to which sustainable development is defined as: "A development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs". Accordingly, three pillars of sustainable development are identified: First, economic sustainability, or sustainable economic development is rapid, safe, and quality development; second, social sustainability is social justice and human development. The human development index (HDI) is the highest criterion of social development, including per capita income; intellectual level, education, health, life expectancy, and level of enjoyment of culture and civilization; third, ecological sustainability is the rational exploitation and use of natural resources, environmental protection and improving the quality of the living environment.

Recently, researchers through discussions at the United Nations, from the socio-economic practices of countries, have pointed out four pillars of sustainable development, which are politics, economics, culture, and development culture and environment (in the past, many people talked about the social element, but recently, environmental issues have emerged with many challenges, so this pillar has been emphasized with a broader connotation than society, society is considered an important part of the environment in general). The idea of four pillars of sustainable development, including culture, is a step forward in terms of theoretical thinking. Achieving the synchronous, harmonious, and interpenetrating development of those four pillars will create sustainable development, and conversely, if you disregard, to any extent, one of those four pillars, it will cause cracks and lead to disruption of sustainable development.

In Vietnam, sustainable development is both a requirement and a goal of the process of industrialization, modernization, and development of a socialist-oriented market economy, which is reflected in the policy, policies and laws of our CPV and State of Vietnam, in section 4, Article 3, Law on Environmental Protection, sustainable development is defined: "Sustainable development is development that meets the needs of generations present without harming the ability of future generations to meet those needs based on a close and harmonious combination of economic growth, ensuring social progress and environmental protection.

### Cultural Development Policy Promoting Traditional Cultural Values for Sustainable Socio-Economic Development

When discussing the role of culture in our nation, during the time of President Ho Chi Minh, he said: "Culture must light the way for the nation" (Trang & Hoang, 1999, p. 533). This is one of President Ho Chi Minh's important arguments about the role of culture in the revolutionary cause of national liberation; At the same time, it is a guideline for future guidelines and policies for building and developing national culture. At the Resolution of the 5th Central Conference, the 8th CPV Central Committee on Building and developing an advanced Vietnam's culture imbued with national identity, the Communist Party of Vietnam (CPV) stated the opinion: "Culture is the spiritual foundation of society, both a goal and a driving force for socio-economic development". From these orientations and perspectives, the role of traditional cultural values in the process of sustainable socio-economic development can be determined in the following specific contents:

*Firstly, culture is the spiritual foundation of society:*

This viewpoint once again affirms the role of culture in the revolutionary cause of the CPV and the nation, building and developing national culture is taking care of the spiritual foundation of society. Without a progressive and healthy spiritual foundation, there is no sustainable socio-economic development, Resolution No. 33-NQ/TW on “Building and developing Vietnamese culture and people to meet the requirements sustainable development of the country”, one of the important goals that the CPV emphasizes is: “building Vietnam culture and people for comprehensive development, towards truth - goodness - beauty, imbued with the spirit of nationalism, humanity, democracy, and science. A culture truly becomes the solid spiritual foundation of society, an important internal strength to ensure sustainable development and firmly protect the Fatherland for the goal of wealthy people, a strong country, democracy, and justice. fair and civilized”. Therefore, sustainable development must aim at cultural goals, for a fair, democratic, civilized society and comprehensive human development. Culture is the result of economics, the most important endogenous force of socio-economic development, building and developing culture is also an important goal in building socialism in the country.

Cultural values form the spiritual foundation of society because they are instilled in each person and the entire nation. Cultural values are continued, transmitted, and promoted through generations of Vietnamese people, which is inevitable in the historical flow from past to present and towards the future, the future of universal values shouting Truth - Compassion - Beauty. Therefore, we make culture penetrate deeply into all areas of social life so that cultural values become the sustainable spiritual foundation of society.

On the other hand, to develop the culture to truly become a solid spiritual foundation of society, we need to expand international and regional exchanges and selectively absorb the good, the progressive in the elite. cultures of other ethnic groups to enrich the national culture, and create a national cultural identity in the period of industrialization, modernization, and international economic integration, making Vietnamese culture catch keep up with the development of human culture in today’s era and fight against what has become outdated, outdated, and alien to culture.

Viewpoints and policies consider culture as the spiritual foundation of society, which means promoting and valuing cultural resources for the sustainable development of the country. The cultural heritage system and cultural values are priceless and endless “assets” for socio-economic development and are also the spiritual basis for social stability and sustainability.

*Second, culture is the goal of sustainable development of the country:*

The general goal of the transition period to socialism in our country is to build a society of “rich people, strong country, democratic, fair, and civilized”. This is also the goal of culture, if understood in the broadest sense of culture. The socio-economic development strategy for 2020 determines that the main goal and driving force of development is for people, by people. At the same time, clearly stating the requirement that “economic growth must be associated with progress and social justice, cultural development, and environmental protection”, today it is impossible to develop at all costs, especially chasing profits. At most, for today’s benefits, it will harm the future. Karl Marx instructed, “If farming is carried out spontaneously without conscious guidance, etc. then wasteland will be left behind” (Marx & Engel, 1997, p. 80). That means, if you want to develop the economy effectively and sustainably, culture is indispensable, so culture is the goal of development, culture also plays a particularly important role in fostering and promoting human factors and building a new society.

The nature of culture is creativity and innovation to reach universal values that are Truth - Compassion - Beauty, creating a humanistic spirit for people, bringing happiness to each person. The goal of socio-economic development according to socialist orientation in our country is to carry out the cause of the people - people. Talking about culture as the goal of socio-economic development also means that all socio-economic development must aim at human development, social development, and improving material life. and spirit for the people. People must be placed at the center of development, as the goal of development.

From innovation until now (since 1986), the CPV has consistently created a socialist-oriented market economy, which must be an economy that harmoniously resolves the relationships of interest between individuals. individuals and society, between economics and progress, social justice, ensuring environmental sustainability, and creating a material foundation for socialism. To achieve that, culture is needed, the participation of culture in the organization and operation of the economy for social development and human development. That is the role of culture in the organization and operation of the economy, economics in culture.

Culture, as a social spiritual life, is a particularly important goal, because it is a rich, infinite, endless, and delicate need of people. Spiritual needs are also human needs. Literature is the salvation of humanity. That culture not only meets human needs, and advance society, but also motivates people to achieve faith and hope for happiness.

*Third, culture is the driving force of sustainable development of the country:*

Reality shows that many countries and peoples are not rich in natural resources, and are even poor and limited, but are rich in economics, economic development, and social progress thanks to valuing cultural and human factors, through improving people's knowledge, training human resources, fostering talents pave the way for development.

Thus, the endogenous resources of a country's development are deeply embedded in its culture and people. The development of a nation must reach the new, the good, and the progressive but cannot be separated from or ignore the roots, development must be based on the roots, and the source of each nation is culture. Experience of nearly 40 years of innovation in our country has proven that even economic development itself is not only created by purely economic factors but also the driving force of that economic innovation. An important part lies in culture.

In the context of the 4.0 industrial revolution, it has impacted and changed the concept of economic development, sustainable development, and development that does not simply rely on natural conditions and natural resources, although this element is rich and diverse but is limited and can be exhausted, but gradually turns into the decisive factor for development which is intelligence, knowledge, information, creativity, and innovation constantly creating ever-higher material and spiritual values, meeting the diverse needs of individuals and society, that is, culture, the role of culture in development, is only through participation. of new culture leads to sustainable development.

Today, human resources are human creative potential. This creative potential lies in the culture, intelligence, soul, morality, and personality of each individual and community. Only this resource is infinite, capable of regeneration and self-generation, and never exhausted. Other resources will not be used effectively without people with enough intelligence and ability to exploit them. However, even if those resources are rich and diverse, they cannot participate and be effective in development.

The birth of the Resolution of the 9th Central Committee, term XI of the CPV, once again affirms and emphasizes the role of Vietnamese culture and people as an endogenous strength, meeting the requirements of sustainable development. country, to have such endogenous resources, it is necessary to pay attention to the cause of education and training, and to soon revive Vietnam's education system, that education "deeply reflects the philosophy of culture and education." Vietnamese education, reflecting the development trend of the times". Thereby creating new people and new socialist ethics as the CPV emphasized: "Building comprehensive development of the Vietnamese people must become a goal of the development strategy. Summarize and build the cultural value system and standard value system of Vietnamese people in the period of industrialization, modernization, and international integration; create an environment and conditions to develop personality, morality, intelligence, creative capacity, physical and mental health, social responsibility, and civic duty" (CPV, 2016), pp.148-149). The more knowledge, intelligence, emotions, and ethics crystallize and penetrate deeply into all activities of human life and society, the faster and more sustainable the socio-economic development will be that much.

With the historical achievements of nearly 40 years of innovation (starting in 1986), it has been proven that culture, from its very nature, plays a very important role in socio-economic development. society, sustainable development of the country, is the spiritual foundation of society, is the goal, is the driving force of development associated with social justice progress towards cultural development and comprehensive personal development.

In Vietnam, to realize the goal of a rich people, a strong country, democracy, fairness, and civilization with a socialist orientation, it is necessary to properly recognize the role of culture as well as the goals of development, That is the role of culture in economics, economics in culture. Only then can we ensure the goal of sustainable development, and soon realize the goals and path of socialism that we have chosen.

### **Some Issues need to be Discussed**

Culture in general and traditional culture in particular belong to the superstructure, organically linked to the infrastructure, therefore, by nature and in compliance with general laws, culture is in the economy, subject to the economic impact. Economic development is an important basis for creating conditions for the development of culture, even though the development of some specific cultural fields such as literature and art. This universal principle is not an imposition on culture at all but is the social nature of culture, an objective law of the dialectical relationship between economics and culture. Unfortunately, from that principle, over the years, there has been a dogmatic and mechanical notion that culture depends on economics, and is just an unprofitable, "follower" element. In recent years, the practice has refuted that erroneous view and come to new insights by acknowledging the role of culture in development, finding every possible way for the compatibility between production and innovation creation, so that the economy must be "original" in culture. Do not strive for economic growth simply or blindly, absolutely do not sacrifice culture in exchange for economic growth.

In the opening statement for the “Cultural Decade for Development”, the Director General of the United Nations Educational, Scientific and Cultural Organization (UNESCO) strongly affirmed a new, profound, and relevant concept. The universal value in the current era is that the experience of the past two decades shows that, in every society today, regardless of economic level or political and economic trend, culture and development are two aspects linked together; any country that sets itself the goal of economic development separate from its cultural environment will experience a serious imbalance, both its economy, culture and creative potential will be weakened. Development needs to recognize that culture holds a central position and role in regulating society.

From the profound and convincing argument above, we can affirm that the growing trend of economic pragmatism is a real risk leading to unsustainable development, decline, and degradation in the fields of spirit, morality, cultural creativity, etc. Also from the above argument, the inevitable consequence is that culture is not only the result of development but the foundation of development. Sustainable development, or in other words, the economy cannot develop on its own without cultural foundation and motivation. In this era, in economic products, the proportion of brain matter is increasingly large, holding a dominant position in the quality of products. That means the proportion of cultural factors increasingly plays a decisive role. Faced with the increasingly high, diverse, and individual needs of consumers, for many economic products and services, it can be said that if there is a lack of cultural identity in those products, their ability to compete will be difficult. Its competition will decline markedly. Therefore, today, cultural and artistic creative forces, such as cinema, painting, industrial arts, architecture, fashion, folk art, festivals, etc. are increasingly participating directly and deeply in the economic process and economic results, deepening the cultural factors and values in those products. Up to now, in many countries, combining culture with economics, economics in culture, and culture in economics has become a strategy for sustainable development.

In recent years, people have talked a lot about the cultural industry as a new form of an economic sector, or in other words, it is the result of the process of integrating culture in economics, economics in culture. The film industry, audiovisual industry, publishing industry, entertainment industry, etc. are developing into specific economic sectors, closely linking culture with the economy, not only creating products modern cultural products but also creating great economic value. It is clear that the trend of producing and consuming culture according to industrial production methods is an objective trend of contemporary society and that is a new feature of the process of mutual penetration of economy and culture in the modern era.

When stating the thesis “socialist-oriented market economy”, some people often understand and think that it is a motto in the field of economics, but it is a combination of two elements “market” and “socialist orientation” speaks to an overarching cultural meaning: that motto can only be realized once cultural values dominate our entire market economy. In other words, here economic factors and cultural factors are intertwined to ensure that society develops in its health and sustainability. Therefore, there always exists a conflict between market laws and cultural laws. Today, even under new conditions and with major adjustments, the market economy still cannot escape its limitations. Aware of the two positive aspects, by the laws of development, and the negative aspects, the limitations of the market economy, we have persistently affirmed the “socialism orientation” because that is the way to overcome the negative sides of the market economy and efforts to create humane values of the economy. Culture plays the role of value orientation for the operation of the market economy, which means that the socialist orientation must lie in the very content, operation, and impact of the market economy, not two elements standing next to each other or apart. That needs to be clearly and scientifically affirmed in Vietnam’s sustainable development strategy.

## CONCLUSION

To gradually solve the above problems in the process of preserving and promoting traditional cultural values associated with the goal of sustainable socio-economic development in the current period, we suggest implementing some key tasks and solutions as follows:

Firstly, raise ideological awareness and build new people through constantly studying and researching theories and policy views of our Party and State on culture; at the same time, focusing on solutions to develop human resources to serve cultural development. Because, cultural development is about promoting human resources - the largest and most important resource for sustainable socio-economic development in the period of integration and development.

Secondly, innovate and improve the State’s leadership and management capacity in the cultural field associated with sustainable socio-economic development. Continue to research, perfect, and creatively apply the concept of cultural preservation and development; attract investment resources to effectively exploit cultural values to serve the development of economic sectors associated with cultural preservation and environmental protection, according to the conditions and practices of the country. Each nation, each field, each locality. Focus on fighting to prevent, combat, and eliminate toxic culture; strengthen state inspection and examination of culture to propose measures to resolve conflicting issues arising

during the development process; ensuring harmonious and synchronous development between culture and economy towards the goal of sustainable development.

Thirdly, strengthen resources and material and technical facilities for preserving and developing ethnic cultures, such as: training human resources in ethnic minority culture and arts, building cultural institutions community transformation, renovating community houses, restoring unique traditional craft villages, preserving various forms of folk arts and culture, and languages associated with developing an eco-cultural tourism model; strengthen inter-sectoral coordination in culture, sports, and tourism to create synergy to serve socio-economic development; promote the central role of the community - the creator and beneficiary of cultural and economic achievements, and at the same time have solutions to facilitate the application of scientific and technological achievements in conservation and development. promote traditional cultural values of ethnic groups in the Vietnam ethnic community.

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