

THE IMPACT OF ECONOMIC GROWTH ON CULTURAL DEVELOPMENT

Nguyen Minh Tri¹, Van Khac Vu² and Dang Don Lai³

¹HUTECH University, 2Vietnam

²Ho Chi Minh City College of Economics, Vietnam

³Cao Thang Technical College, Vietnam

¹E-mail: nm.tri@hutech.edu.vn

ABSTRACT

Cultural development is a concept that refers to a change in cultural life, including the material culture and the spiritual culture of society, especially the ideology, morality, lifestyle, culture, art... in the direction of progress and humanity, to meet the increasing demands of society. After 35 years of international integration, the growth rate of Vietnam's economy has constantly improved over the years, creating favorable conditions to improve the quality of material life and spiritual life for all people, motivation for sustainable socio-economic development. The impact of economic growth on cultural development in Vietnam is one of the basic factors reflecting the level and quality of the country's sustainable development. Because the ultimate goal of sustainable development, which is human development, economic growth is also to meet the increasing material and spiritual needs of each individual as well as the whole community. Cultural development is the goal of economic growth, and also a pillar of sustainable development.

Keywords: Economic growth, Cultural, Human, Sustainable development, Vietnam

Introduction

Economic growth creates a physical foundation for cultural development, contributing to the creation of new values for individuals and communities in the process of promoting economic relations. Culture becomes the spiritual foundation and creates new incentives that directly contribute to economic growth. Therefore, a clear separation of the two-way interaction between economic growth and cultural development is not feasible. However, identifying the main impact channels from economic growth to cultural development and vice versa so that more specific policy proposals to harmonize the aforementioned relationship are necessary.

Culture plays an important role in the development of the nation. There are many different definitions of culture, of which the UNESCO definition is one of the most widely agreed upon in academic and cultural management circles. Accordingly, "culture should be referred to as a set of spiritual, material, intellectual and emotional characteristics of a society or a group of people in society, and it contains beyond literature and art, both ways of life, ways of coexistence, values systems, traditions, and beliefs". In short, cultural development as understood by the author of this article is the progressive development of the "hard" factor in culture, including cultural institutions and cultural production and business activities (also known as

cultural industries) and the "soft" element of culture (values, norms, beliefs... of individuals and communities). Developing the "soft" factor of culture is the development of human and community capacities and qualities, crystallizing on the personality and character of each nation and country. In this article, we focus on the formation and development of the cultural value system of individuals and communities.

Literature Review

First, 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, optimism, being merciful, being a people person, being upright and diligent. Nowadays, Vietnam is globally known as a modern land of peacefulness, energy, 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, humanism, 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.

Second, Vietnam has a rich cultural background, imbued with national identity, built throughout thousands of years of history. Vietnam's cultural resources are aplenty, diverse, and have a high value on multiple levels, are recognized locally and globally and this is considered to help pave ways for economic, cultural, and social development. Plentiful cultural heritage system, grand and dreamy scenarios are invaluable assets, 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 the provincial level, more than 3,000 sites are on a 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 tru", "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 values 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 at into, research, collected and reinforced. Third, the practical, proactive side in creating, maintaining, propagating, and enjoying the cultural and artistic value of humans 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 in 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 contributing 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, athlete work, and tourism all the while trying to become more fitting with the flow of growth and international integration regionally and worldwide. Fourth, 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 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 institutions 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 a base for setting up practical cultural activities.

Fifth, undertaking "socialize" cultural activities have attained factual results, resulting in the 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 for diversity in appearance, idea, trend, and style of cultural expressions and, as a consequence, then delivery more differing subjective taste.

Sixth, 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 besides all the effort to preserve and upgrade conventional types of art. Several 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.

Seventh, economy rising, citizens' lives getting improved are premised 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, gives Vietnam tourism a more alluring aura, adding to economic increase and improving regional lives.

Moreover, the international cultural partnership is advanced contributing to the increasing delivery of 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 integrating, studying the world's media's wisdom, making breakthroughs, multifaceted information, intriguing content plays their roles in increasing people's cultural standard, opening up minds, providing faster access to novel intellect, strengthening productivity and life quality.

Nevertheless, alongside the dazzling achievements in cultural development in Vietnam during international integration are also several challenges to name.

To start with, the 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 its full responsibility, social status of communities, businesses, and career-oriented association. The 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 an 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 has not been considered at the same level as other fields.

Next, Vietnam is still in a 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 aspects. Cultural institutions are still slow on sprouting and synchronizing. The legislation still has its flaws. Some management documents that were just promulgated already show inadequacies that 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 the cultural management squad in various positions is behind on the diversity and complexity 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 the 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, especially 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 the 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 a deficit, are quite superior to cultural exportation, also consuming overseas merchants is still lacks deselection. Vietnam's cultural products are still short on creativeness and not yet owning up to the people's expectations, not to mention its inferiority in competing capability in domestic as well as worldwide markets.

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

Another point to consider, the cultural environment still contains what is considered, in some ways, as unsafe, exotic, and ethically wrong; society's vices, superstition, criminals are on a rise. Cultural behavior in public, workplace, household, and school is still facing complications. Degeneration of beliefs, deterioration of morals, and degradation in the lifestyle of several 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 habits 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 enough. 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 research into literary art analysis is not many to mention and is low on quality; barely provides 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 criticizing and the other way around. Imposing and science-denial criticism in art have also made their appearance; deviations and intolerant tendencies have not yet to be seen to enough.

W.J.Duiker has no sympathy for communism but has been intrigued by Ho Chi Minh's diplomacy since working at the US embassy. He has a unified view with many other researchers when he said that Ho Chi Minh built his thoughts based on cultural diversity. Ho Chi Minh was not only a patriot and communist house but also a great cultural house. He even emphasized, on the world level, the image of Ho Chi Minh as a quintessential figure of the twentieth century. Ho Chi Minh represents the voice of the future (William, 2001, p.167).

Pierre Brocheux, a French historian, has faithfully and vividly portrayed the image of Ho Chi Minh in real life but extremely legendary, outstanding is the blending between the image of historical people and cultural people with a great cultural style, excellent cultural behavior. Though Pierre Brocheux's speech or research results did not once mention the concept of Ho Chi Minh's diplomatic culture, it is clear that in those assessments, the shadow of Ho Chi Minh's diplomatic culture appears quite clear - An honest, loving, and special person with a very cultural behavior style (Pierre, 2007).

Hellmut Kapfenberger - Famous German journalist, writer, reporter, recreated the biography of an extraordinary but so simple character, a communist soldier, a patriot, and a model, "Tan thien tan my" about revolutionary moral qualities. The author commented, Ho Chi Minh has experienced life in the world, opened his heart to the world, opened his heart to the world, enjoyed a great education. The humanistic thought, warm human love, natural modesty, and unadulterated integrity make Ho Chi Minh outstanding. The author's comments make people heartbreaking, contributing to affirming the core values Ho Chi Minh is conveying that have reached the heart and reason of humanity (Hellmut, 2010).

Domestically, Trinh Thanh Mai points out, at diplomat Ho Chi Minh there is a natural and skillful combination of cultural and diplomatic elements. After discussing the basic content, the author focuses on researching the implementation of Ho Chi Minh's operating culture and the problems posed based on solutions to improve the quality of applying Ho Chi Minh culture diplomacy, developing cultural diplomacy in Vietnam in the international integration period. Although the author discussed Ho Chi Minh's cultural diplomacy, some of the contents analyzed and interpreted Ho Chi Minh's cultural diplomacy to the need to inherit and exploit the work of researching Ho Chi Minh's diplomatic culture (Virgin, 2019).

The author Vu Khoan comment that many thoughts of Ho Chi Minh and were and doing applied creatively by the Communist Party of Vietnam in practice, bringing great success. The author asserted that the application created "the Vietnamese diplomacy school". It is also "Ho Chi Minh's school of diplomacy" (Ministry of Foreign Affairs, 1995, p.296). The author's point of view demonstrates the significance and importance of applying Ho Chi

Minh's thought and affirms that Vietnamese diplomacy has its nuances. Author Vu Khoan and many other scholars focused on clarifying the diplomatic situation of Vietnam in the current period and agreed to evaluate: Today, implementing the foreign policy of expansion, multilateralization, and diversification of national relations, Vietnam's diplomacy still maintains an independent national organization, national sovereignty, and security; preserve and develop Vietnam's identity in the process of creating a favorable international environment for the cause of national construction and defense. Because we know how to harmoniously combine the trend of international integration with maintaining national identity, we have achieved great successes in terms of socio-economic construction, ensuring political stability, and strengthening foreign relations.

Author Pham Gia Khiem explains the issue in the length of history, connecting the past with the present and the future, arousing the compassion of each person about a Vietnam that has caused a lot of sympathies and won love international friends. Today, Vietnam needs to show its friends a Vietnam with a rich history and culture, heroic historical sites, a country with strong vitality, rich potentials and achievements in innovation, friendly people, love of peace, gratitude, loyalty. What should Vietnam do to continue to preserve that love (Pham, 2015, p.511-517).

Besides, author Pham Binh Minh attaches great importance to evaluating the successful lessons and learning experiences in implementing foreign affairs of the country since the 11th Party Congress, actively contributing to the preparation of the Grand Congress. National Congress XII and approved the country's foreign policy for the new period. The author discusses the content establishing Vietnam's international position on the path of development, at the same time emphasizing that international position is an important basis for the realization of national and national interests in foreign relations. Raising the position and promoting influence in the international arena is the foreign goal pursued by all countries. To establish and enhance its status, each country must rely on national synergy. The author stated that more than ever, the diplomatic front should maintain its sovereign role in the cause of defending the independence, sovereignty, unity, and territorial integrity of the country. While putting the national interests first, it is necessary to continue to raise the

banner of peace, stability, and cooperation, harmoniously handle the relationship between the national interests and the common interests of the nation the whole regional community (Pham, 2015, p. 286-287).

Some other researches and articles clarify theoretical and practical issues of the process of building and implementing the independent, autonomous, and creative foreign policy of the Party and the State of Vietnam; characteristics and characteristics of modern Vietnamese diplomacy, achievements, and diplomacy lessons from which to propose the development orientation of Vietnam's diplomacy in the new situation. These are: "Active diplomacy, actively mobilizing, building and taking advantage of new opportunities to build and defend the country" (Trong, 2014); "Diplomacy of Vietnam 1945 - 2000" (Nguyen, 2015). This is a rich source of documents providing materials and arguments for a more accurate and complete assessment of the new international context and problems posed in modern diplomacy. In summary, these works have a positive reference value, providing arguments and arguments for the assessment of the current situation and the application of Ho Chi Minh's diplomatic culture in the context of international integration current in Vietnam.

Research Method

Method and Data

The method used in this research is the qualitative analysis and explanatory research. The analysis process was carried out by using historical information and with historical and dialectical materialism methods.

Results and Discussions

Firstly, impact on cultural development. State budget spending on cultural fields has not had a priority breakthrough. Last time, the expense ratios of several related careers, including cultural - information, radio, television, news, and physical education (collectively referred to as the cultural field): education - training, science-technology career, and economic and environmental career compared to GDP (left vertical axis) and total recurrent expenditure of the central budget (right vertical axis). Cultural expenditures only accounted for an average of 1.16% of total recurrent expenditure of the central budget and equal to about 0.1% of GDP over the period 2010 - 2017, which is equal to about 1/5 - 1/6 of the expense is for economic and environmental protection. It is worth

noting that this structure has remained almost unchanged since 2013, showing that under the limited budget, Vietnam is only trying to ensure the spending to maintain its operation "stable". Of this area, but not a priority breakthrough. Compared to the spending level of the two fields directly related to human development, education, training and science, and technology, the spending on cultural fields is lower.

The development of cultural institutions contributes to building a rich cultural life, a healthy and civilized cultural environment, comprehensive and harmonious human development. The report of the Ministry of Culture, Sports and Tourism, the standing body of the movement "All people unite to build a cultural life" shows that with aggregated data from 58/63 provinces and cities, up to the year In 2017, the country now has more than 24 million households; 19.7 million households registered cultural families; 17.8 million households achieved the title of the cultural family; 80,849 villages, hamlets, population groups registered to meet cultural standards; 57,727 recognized villages, hamlets, population groups, equal to 71.40%. The direction of building agencies, units, and enterprises that meet the cultural standards has been paid attention to, aiming to build cultural people, cultural environment, and cultural life 68,269 agencies, units and enterprises registered to meet cultural standards; 57,800 accredited agencies, units, and enterprises (84.67%).

Cultural institutions have been interested in all levels, sectors, and localities in arranging land use planning, raising the effectiveness of the use of cultural institutions to ensure the cultural and sports activities of people. There are currently 69 provincial cultural institutions (cultural centers, exhibitors...); 613/713 districts have cultural centers - sports or district cultural houses, reaching about 86%. The whole country has 5,996/10,230 communes, wards, and towns with culture and sports centers (reaching 58.5%); 66,513/109,727 villages and hamlets have cultural houses, accounting for 60.6%...

The development of the cultural industry creates multi-dimensional impacts. The term "cultural industry" is new to Vietnam and many countries in the region and around the world are not strangers. In fact, in many countries, cultural industries have become a pillar of economic development. For example, the cultural industries in the UK have generated an income of about 112.5 billion pounds

a year, contributing 5% of GDP, accounting for 10% - 15% of the world cultural industry market 85% of the national income of Hong Kong (China) comes from entertainment and television revenue. In Korea, the film and music industry flourished and had a global influence.

In our country, several industries, such as cinema, theater, publishing, etc. have conducted revenue and expenditure accounting to effectively use investment capital. However, the accounting efficiency is not high. For example, in the film industry, about 10 films are produced each year, but only 1/10 of these films are received by viewers outside the market.

The country has more than 129 performing arts units, of which 12 are directly managed by the Ministry of Culture, Sports, and Tourism. Only these 12 units, each year, the State invests an average of 100 billion VND, but directly in the show is only about 10 billion VND, but most of it is for facility maintenance, salaries, and policies... In the "semi-industrial" picture of Vietnam, we can see different types of cultural industries, such as newspapers, radio, and television, cinema, publishing, production of tapes and discs, production of toys. Investment in equipment for theaters, libraries, and entertainment areas has made significant progress in production and business technology. These advances are laying the initial foundation for the development of the cultural industry in the future, but in general, this movement is still slow. No sector has yet fully developed as a cultural industry.

Innovation in state management of culture, especially in areas of the cultural industry, such as mass media, music, cinema, performing arts, fine arts, and services entertainment has allowed for the free competition of cultural products and services. The policy of shifting cultural production and business units to operate under the State-regulated market mechanism, promoting the socialization of cultural and artistic activities has been consistently implemented, and created a dynamic and creative development of these establishments, increasing revenue significantly. Economic policies in culture and culture in the economy have partly facilitated the expansion of autonomy for units in the production and trading of cultural goods.

It can be seen that Vietnam has initially appeared as a "semi-cultural industry" and has a mix of different types but there has been a division of the public. The process of development and urbanization is the

basis for the formation of a public class in the urban area with good income and high affordability for the need to enjoy cultural and artistic values. This has been creating a market segment between urban and rural areas, between cultural products and consumer needs. The production and trading of cultural products in our country are currently mainly small-scale production and business establishments, and the role of businesses and entrepreneurs in this field is still lackluster, and large corporations, multi-functional complexes have not appeared yet. The current process of producing – distributing, and disseminating cultural products is still mainly undertaken by the State units, the private units mainly participate in the circulation of the market. All are still fragmented, spontaneous, not professional. If we take a standard view of the cultural industries of developed countries, then the activities that are taking place in some of these areas still have a great distance.

Secondly, impact on the change of development value system. Cultural development is expressed in many different aspects, but it is most concentrated in the development value system. This is also a core part of "software" in cultural development. Each nation has a common system of values created by all subjects, creating the characteristics of the national and ethnic culture. But in it, each social subject has its unique values, including those that are consistent with the national cultural value system of the nation and the nation, but there are also differences, even lice are conflicting or conflicting. The role of the state is to determine the overall value system of the country and respect the differences and cultural values of each individual and group if those values do not go against the national value system. The process of economic renewal in Vietnam is also a fundamental renewal process of the national development value system, including selectively receiving, shaping, and developing the values of development models and new development institutions of the country according to the market mechanism and socialist orientation...

A survey of 686 grade 12 students and 1,585 students in the second and final year of 13 high schools and 13 universities in Hanoi, Da Nang, and Ho Chi Minh City on patriotism and national pride shows that 89.4% - 91% of students and 89.7% - 94.9% of students think that "patriotism and national pride are important moral values"; 90% - 95% of students see patriotism and national pride as

important ideological values and 75% - 85% of students aspire to contribute to a developing country, having ideals, ambitions to set up a body, establish a career. More recently, when the Government launched the startup movement (startup nation, startup ecosystem...), it created a new breeze to promote the spirit of commitment and innovation of the younger generation. According to a study on entrepreneurship of students of information technology, of 430 students surveyed in the form of direct surveys (376 people) and online (54 people), nearly 80 % of students intend to start a business. This is a very encouraging result, partly reflecting the beliefs and the self-assertion of young people in Vietnam.

Economic growth not only strengthens the ideology but also contributes to building a positive, progressive lifestyle for Vietnamese people. The country's sustainable values, such as patriotism, the will to strengthen the nation, the spirit of solidarity, the sense of solidarity of individuals and community... continue to be inherited and promoted. Charity movements, solidarity, Green Summer movement of volunteer students... bloomed in many localities and units. Democracy, transparency, openness, which are demands of market economy institutions, have adjusted the behavior and thinking of individuals to be more disciplined and accountable in their work and activities. These are bright areas in the impact of economic growth on cultural development. In addition, economic growth is also strongly affecting culture in the negative aspect, in which the deviation of the value system is the most worrying issue. The current value system is being mislabeled in some positions as puppet values. Pragmatic custom, through the exaggeration of the downside

of a market economy, has made many people consider money and status to be the pinnacle of life, and thus has not been tricky to achieve those stray goals. The appearance of the distorted value system is the phenomenon of moral degradation, human alienation, inadequacies of the education - training and health sector with the habit of chasing degrees, achievements and the relationship between teachers - students, physicians - patients, childishness, backwardness in cultural policies, disparities in cultural life and distorting traditional values. It is also the division of opportunities and conditions for the creation, production, and dissemination of cultural values through its means of transmission. The emergence of increasingly low-quality cultural products and services negatively affects the spiritual life of society, adversely affects the aesthetic tastes of a part of the population, threatens to keep preserve and promote the national cultural identity, the traditional ethical values, the aesthetics, and the nation's art.

Conclusion

Acutely aware of the positive and negative impacts of the market economy on culture, well solving the relationship between economic growth and cultural development, implementing social progress and equity are prerequisites for realizing sustainable development, for the people in our country. It is the process of cultural development to create endogenous power and environment conducive to economic development and at the same time, economic development is a condition for cultural development. Therefore, it is necessary to closely link cultural policies in economics and economic policies in culture to create a harmonious development between culture and economy.

References

1. An, V.D. (2005). Perspectives and practice of high-speed, sustainable, high-quality socio-economic development in Vietnam. Hanoi: Statistics.
2. Anh, L. (2019). 32 years of renovation, Vietnam reached the Top 50 of world economies. <https://www.brandsvietnam.com/17031-32-nam-doi-moi-Viet-Nam-lot-Top-50-nen-kinh-te-the-gioi,%20truy%20c%e1%ba%adp%20ng%c3%a0y%2015-3-2019>
3. Communist Party of Vietnam. (1987). Document of the Sixth National Congress. Hanoi: National Politics – Truth.
4. Communist Party of Vietnam. (1998). Document of the Fifth Conference of the Central Executive Committee Session VIII. Hanoi: National Politics – Truth.
5. Communist Party of Vietnam. (2016). Document of the 12th National Party Congress. Hanoi: National Politics – Truth.
6. General Statistics Office. (2019). Vietnam Statistical Yearbook 2018. Hanoi: Statistics.

7. General Statistics Office. (2020). Press release on the socio-economic situation in Quarter IV and 2019. <https://www.gso.gov.vn/default.aspx?tabid=382&idmid=2&ItemID=19453>
8. Kuznets, S. (1966). *Modern Economic Growth: Rate, Structure, and Spread*. New Haven, Yale University Press.
9. Loi, T.N., & Huong, T.V. (2019). The relationship between economic growth and cultural development, making progress, and social justice in Vietnam. Hanoi: National Politics – Truth.
10. Loi, T.N., & Than, D.B. (2019). Impacts of economic growth on human development in Vietnam: Problems and solutions. <http://tapchicongsan.org.vn/nghien-cu/-/2018/525201/tac-dong-cua-tang-truong-kinh-te-den-phat-trien-con-nguoi-o-viet-nam--van-de-va-giai-phap.aspx>
11. Linh, V.P. (2019). Building and developing an advanced Vietnamese culture imbued with national identity. <http://hdll.vn/vi/nghien-cuu--trao-doi/xay-dung-va-phat-trien-nen-van-hoa-viet-nam-tien-tien-dam-da-ban-sac-dan-toc.html>
12. Ly, Q. L. (2020). Renewing the state management of economy adapting to international integration and Industry 4.0. <http://lyluanchinhtri.vn/home/index.php/anh-chinh/item/2892-doi-moi-quan-ly-nha-nuoc-ve-kinh-te-thich-ung-voi-hoi-nhap-quoc-te-va-cach-mang-cong-nghiep-40.html>
13. Minh, C.H. (2000a). The entire episode, ep. 6. Hanoi: National politics.
14. Minh, C.H. (2000b). The entire episode, ep. 8. Hanoi: National politics.
15. Phuc, X.N. (2020). Socio-Economic Situation Report 2019 and socio-economic development plan 2020. <http://vpcp.chinhphu.vn/Home/Toan-van-Bao-cao-do-Thu-tuong-trinh-bay-truoc-Quoc-hoi/201910/26696.vgp>
16. Son, H.B. (2019). Improving cultural institutions to meet the requirements of the country's sustainable development. <https://tcnn.vn/news/detail/43741/Hoan-thien-the-che-van-hoa-dap-ung-yeu-cau-phat-trien-ben-vung-dat-nuoc.html>
17. Tung, T.D. (2011). The relationship between economic growth and social policy implementation in sustainable development - the key solutions for Vietnam. <http://www.tapchicongsan.org.vn/Home/Nghiencuu-Traodoi/2011/13447/Moi-quan-he-giua-tang-truong-kinh-te-va-thuc-hien-chinh.aspx>
18. United Nations Development Programme. (1995). *Human development report 1995*. Oxford University Press.