

THE IMPACT OF CULTURAL AND HUMAN IDENTITIES IN ETHNIC MINORITY AREA ON SOCIO-ECONOMIC DEVELOPMENT ORIENTATION IN NEW RURAL CONSTRUCTION

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The program of new rural construction is one of the major policies of our Party and State, over 10 years of implementation, until now the program has achieved a number of important achievements in material and spiritual life of ethnic minorities in rural, ethnic minority and mountainous areas has made many progress. Especially, many rural areas, ethnic minority and mountainous areas have changed significantly, the infrastructure was invested, many outdated customs were abolished. The reality of that change is always influenced by many factors, of which cultural identity and ethnic minorities have comprehensively impacted on the socio-economic development orientation in building a new rural area. In this article, the research team has studied the values of ethnic identity and culture affecting the socio-economic development orientation in building the new rural area in ethnic minority and mountainous areas.

Keywords: New rural; Cultural identity; Ethnic minority and mountainous areas.

1. Introduction

The program of building a new countryside under Resolution No. 26-NQ/TW of the 10th Party Central Committee, dated August 5, 2008 on agriculture, farmers and rural areas is considered a large and important network that deeply and comprehensively transforms the rural of our country, including ethnic minority and mountainous areas. Over the past 10 years, with the attention and investment of the Party and State, the support and positive response of the people, the program of new rural construction in ethnic minority and mountainous areas has been achieved. With many important achievements, the face of the mountainous countryside has changed markedly. However, in addition to those achievements, the new rural construction program is also posing many issues that need to be further concerned and resolved early, in which it is necessary to study to evaluate the impacts of culture and society factors, especially cultural identity and ethnic minorities on socio-economic development orientation in building new rural areas in our ethnic minority and mountainous areas nowadays.

2. Research overview

Research on values of cultural and human

identities of ethnic minority and mountainous areas affecting the new rural construction has been mentioned by many authors, typically: "Conservation and promoting the traditional cultural identity in new rural construction: current situation, orientations and solutions", proceedings of the Conference "Theory and practice in new rural construction in Vietnam", 2020, the author Ngo Thi Lan Phuong focused on analyzing common issues of cultural identity; the current situation of preserving and promoting the traditional cultural identity in the new rural construction; orientations and solutions to preserve and promote traditional cultural identities to build a new rural area. Pham Tat Thang, in the project "New rural construction: a number of problems", 2019, analyzed the the problem posed in new rural construction, and at the same time analyzing the causes and proposing solutions to promote the effectiveness of the program, in which traditional cultural factors is one of the important factors to improve the effectiveness of the new rural construction program. The author Nguyen Van Bich, "Vietnam agriculture and rural areas after more than 20 years of renovation: the past and present", Chinh tri Quoc gia Publishing House,

2007; To Xuan Dan, Le Van Vien, Do Trong Hung (co-editors), “New rural construction in Vietnam: a new vision - new management organization - new direction”, Nong nghiep Publishing House, 2013 mentioned the achievements of the new rural program and proposed some new directions for the coming years. In the article, “The value system for sustainable rural development in Vietnam”, Proceedings of conference Theory and practice of new rural construction in Vietnam, 2019, the author also stated and analyzed the sustainable development value system for sustainable rural development in Vietnam, in which emphasizes the role of traditional cultural identity for the sustainable rural development of Vietnam in the current context.

In general, new rural construction and cultural identity in relation to the new rural construction program has been studied by many authors. Although these works only mentioned some relevant contents about cultural and human identities of ethnic minority and mountainous areas affecting the new rural construction, these are also important results for reference, contribute to enriching the content of this research.

3. Research methods

In this article, the main research method is the systematic method, the comparison method, the interpretation method. In terms of approach theory, our cultural identity research is based on diachronic approach, the theory of community culture through the study of secondary documents on cultural and human identities of ethnic minority and mountainous areas. We interpret and analyze the close relationship between the preservation and promotion of traditional cultural identity and the direction of socio-economic development in the new rural construction of the agricultural population in Vietnam rural areas, especially the impacts of cultural and human identity values on the socio-economic development orientation of new rural construction in ethnic minority and mountainous areas nowadays.

4. Research results

4.1. *An overview of cultural and human identities of ethnic minority and mountainous areas*

When it comes to the cultural identity of the Vietnamese people, it means the original, fundamental, and core values of the Vietnamese people that are expressed through the current life of the people in all fields (literature and arts, theater, painting, sculpture, architecture, education, military, diplomacy, economics, daily life, communication,

daily conduct of Vietnamese people...). Ethnic minority cultural identity is a system of typical cultural values reflecting the unique appearance, nuance, personality, soul and character of each ethnic group, which is shaped, complemented and shined throughout the nation's history, to become a unique spiritual asset that strengthens community cohesion and to distinguish the difference between one nation and another. It is an invaluable asset of the people, contributing to enriching a united Vietnamese culture in diversity.

During the process of survival, ethnic minorities have formed and developed unique cultural values, reflecting the worldview and human life of an ethnic minority community in compatible relationship with the living environment, to be accumulated and preserved in the entire historical development process. People living in harmony with nature, rich in patriotism, always resilient, indomitable, industrious, creative, united, loving, honest, good-natured with a rich soul, has created and developed their unique cultural features. Culture in general, cultural identity in particular, on the one hand, is the human product during the process of existence and development; on the other hand, it always has a comprehensive and profound impact on all rich and diversified human activities. Culture and people are always intertwined to create a unique nuance of a land. At the same time, those same people have affirmed the role of decisive subjects for the process of socio-economic development, new rural construction in ethnic and mountainous areas.

4.2. *Socio-economic development in new rural construction of ethnic minority and mountainous areas*

On August 5, 2008, the 10th Central Executive Committee issued Resolution No. 26-NQ/TW on agriculture, farmers and rural areas. Then, on April 16, 2009, the Prime Minister issued Decision No. 491/QĐ-TTg on promulgating criteria for new rural construction, including 19 criteria in 5 groups: planning, socio-economic infrastructure group, economic group and production organization, cultural - social group and environment group, political system group. The goal of the new rural construction program is: “New rural construction with modern socio-economic infrastructure, reasonable economic structure and production organizations, associating agriculture with rapid public development, planned industry, services and urban areas; a stable rural society, rich in national cultural identity; improving people's knowledge and protecting ecological environment; political system in the countryside under Party leadership

is strengthened “. The new rural construction program has quickly become a great revolutionary movement, being welcomed and trusted by the people across the country, especially rural people.

In fact, after more than 10 years of implementation, the new rural construction program has mobilized the participation of the entire political system and most importantly, the consensus and response of the people. The new rural model is gradually being formed, agricultural production has made changes; rural socio-economic infrastructure is focused on investment; The rate of poor households has been significantly reduced, people's literacy has been raised, some backward customs have been abolished, the material and spiritual life of the people has been gradually improved, preserved and promoted. traditional culture is given due attention... Rural appearance in extremely difficult regions is gradually changing.

As of August 2018, out of a total of 4,719 communes in ethnic minority and mountainous areas (specified in Decision No. 582/QĐ-TTg), there are 1,052 communes meeting new rural standards, reaching the rate of 22.29%; The national average reached 14.26 criteria/commune, an increase of 0.08 criteria compared to the end of 2017, on average, 51 provinces in ethnic minority and mountainous areas reached 13.66 criteria/commune, but there are many average provinces only reached less than 10 criteria/commune such as Dien Bien, Cao Bang, Ha Giang, Bac Kan; 103 communes under 5 criteria (of which 97 communes are subject to investment under Program 135), a decrease of 10 communes compared to the end of 2017. There are 53 district-level units in 27 provinces and cities directly under the Central Government. The Prime Minister recognized the achievement of standards/ completion of new rural construction tasks (including 27 district-level units in ethnic minority and mountainous areas), an increase of 10 districts compared to the end of 2017. Out of a total of 2,139 there are 34 communes under the investment of Program 135, only 34 communes meeting new rural standards. For provinces with ethnic minority populations greater than 30% (including 16 provinces: Cao Bang, Ha Giang, Bac Kan, Son La, Lai Chau, Lang Son, Dien Bien, Hoa Binh, Lao Cai, Tuyen Quang, Yen Bai, Kon Tum, Gia Lai, Soc Trang, Dak Lak, Tra Vinh), the total number of communes in the ethnic minority and mountainous areas of 16 provinces is 2,236, with 327 communes meeting new rural standards, particularly some provinces have the rate of communes in ethnic minority and mountainous areas meeting new rural

standards below 10% such as Cao Bang, Bac Kan, Dien Bien, Son La, Quang Binh, Dac Nong, Tay Ninh, Bac Lieu (Government, 2018).

Despite the growth compared to the previous years, the progress and results in meeting the new rural criteria of ethnic minority and mountainous areas are still lower than the national average, the proportion of communes belonging to the ethnic minority and mountainous areas meeting the new rural standards are only equal to 58.2% of the rate of the whole country; the priority has not given to allocating central budget capital to communes with extreme difficulty, communes under 5 criteria as prescribed. Some basic criteria currently have the proportion of communes reached is still very low and difficult to achieve (traffic, school, income, environment, multidimensional poverty rate). The gap in results of new rural construction between regions and regions of the country is still quite large, specifically: Red River Delta reaches 63.33%, Southeast region reaches 63.22%, and the mountainous region 15.53% in the North, 22.50% in the Central Highlands, 29.43% in the Mekong River Delta, and 30.87% in the South Central Coast (Government, 2018).

4.3. Impacts of cultural and human identities of ethnic minority and mountainous areas on socio-economic development orientation in new rural construction today

The cultural and human identities of ethnic minorities and mountainous areas have many great values, having a comprehensive and profound impact on the socio-economic development orientation in new rural construction. That is expressed on a number of key values:

Firstly, the value of cultural and human identities is the starting point, the basic foundation for the Party and the State to plan the socio-economic development policies and paths in new rural construction.

The sustainable values of material culture and spiritual culture create the foundation for the formulation of socio-economic development policies in building new rural at both macro and micro level. Regardless of a policy, short-term or long-term solution to socio-economic development, it must be based on its reality, directly from customs, production practices, cultural activities, festivals, cultural values of the community... On the basis of specific conditions in ethnic minority and mountainous areas, especially the ethnic cultural value and human factor to build new rural policy lines in the area. In particular, in the ethnic minority

and mountainous areas, ethnic characteristics, mainly cultural identity, and the quality and capacity of ethnic minority human resources, are based on ethnic minority people to make new rural construction decisions, as well as to identify criteria, solutions, and policies for socio-economic development. This is clearly shown in that the ethnic minority regions always define policies and solutions for socio-economic development on the basis of “Combining economic development with conservation and cultural development of ethnic groups”. Many localities have formed socio-economic development models, set out policies to build new rural area associated with cultural preservation of ethnic minorities and brought high economic efficiency from community based tourism models which are transformed from community cultural values. Localities have taken ethnic culture as the foundation for creating advantages and tourism products, at the same time linking tourism exploitation with cultural conservation of ethnic minorities to attract tourists, cultural preservation is associated with economic development, making culture actively participate in realizing the basic goals of socio-economic development.

Second, the values of cultural and human identities are endogenous resources for the Party, State and localities to determine policies and solutions for socio-economic development in new rural construction.

The values of cultural and human identities are great endogenous resources for the Party, State as well as localities for socio-economic oriented development in new rural construction. Culture, people are decisive resources for socio-economic development in general, new rural construction in particular. This resource is firstly manifested in human resources (internalized resources), which is the mental capacity of the subject, including: knowledge, wisdom, capacity, skills, morality, will... The crystallization of each person and quality of life, satisfaction, and happiness make up people's spiritual motivation in economic activities and their lives. It is also a social-cultural resource that is institutionalized into the rules, laws and principles of conduct that form the cultural environment of economic activities, including: the relationship between individuals and community, individuals and individuals, people with the natural environment which is culturalized and aestheticized. In particular, this resource is crystallized in cultural products, materialized into material products containing intangible cultural values, including: historical and cultural heritages,

landmarks and landscapes, handicraft products containing traditions, aesthetic tastes, art, prestige, brands... On that basis, localities have set out guidelines, policies and awards. The method aims to promote all local resources, focusing on arousing and promoting cultural values and inherent human resources for new rural construction. As a result, many localities have identified socio-economic development policies on the basis of available resources, such as the model of community-based tourism which is transformed from community cultural values. Localities have taken ethnic culture as the foundation for creating strengths and tourism products, at the same time linking tourism exploitation with cultural conservation of ethnic minorities to attract tourists, cultural preservation is associated with economic development, making culture actively participate in realizing the basic goals of socio-economic development. Typically, the model of community-based tourism, homestay tourism has been formed and developed in many places. In Sapa through the strengthening of the welcoming capacity for homestay households, combined with the model of producing traditional products such as bath medicine, brocade, essential oils, bring both economic and social benefits and contribute to preserving and promoting the unique cultural values of traditional craft villages. The conservation model of Quyen village culture of the Tay people in Dinh Hoa (Thai Nguyen) associated with the development of the community-based tourism has brought about practical results. The model of the Tay cultural heritage museum in Thai Hai ecological area (Thai Nguyen) is a prominent example of the link between cultural preservation and socio-economic development. In 30 old stilt houses, more than 100 people who are husband and wife, children of ethnic minorities are invited or voluntarily return to the village to cultivate plowing, grow vegetables, raise fish and set up tourism spot, have attracted tourists by their traditional way of life which they are preserving (An, 2019).

Along with that, the traditional craft village development model associated with tourism has helped people increase their income. Currently, our country has 400 traditional craft villages, including 53 craft groups, making about 200 different types of handicraft products, many of which have a history of development for hundreds of years. Many places have preserved and developed a number of traditional crafts of the ethnic group to serve tourists such as: making paper, making rice wine of the Dao ethnic group, and La Pan Tan maize wine of the Mong ethnic group; knitting, forging, silver

carving, linens, weaving, brocade weaving of the Mong, Thai, and Muong ethnic groups, attracting visitors to ethnic minority villages to have the opportunity to learn indigenous cultural values, living customs, production, labor, participating in festivals, folklore, producing traditional handicrafts together with people, learn about artistic architecture and enjoy traditional culinary specialties. Regions throughout the country have organized the Ethnic Culture Festival, exhibited handicraft products of the ethnic groups, organized ethnic costume festivals, some places organize brocade weaving competition, published a number of publications introducing the craft and traditional products of the ethnic groups... many handicrafts are present in many domestic and foreign markets and are popular with everyone.

In particular, many local knowledge of the people has been promoting the value in production and life. Some experiences of the people are being used in livelihood activities such as: knowledge in handicrafts (selecting raw materials, processing techniques to preserve products ...); knowledge in cultivation (agro-calendar system, awareness of watershed protection, water source protection, multiple cropping, intercropping...); experience in disaster prevention... has brought efficiency in modern life. In recent years, local knowledge on sloping agriculture in upland areas, protecting the environment and natural resources; exploiting land, forest, water management and the residents' experiences to adapt to climate change are widely used in many localities. Especially, folk medicine knowledge, which is quite rich and diverse, is being exploited and used in the ethnic life. It can be clearly seen through the healing experience of the Dao, Thai, Muong, Mong, Ede, Gia rai and many other ethnic groups, directly contributing to the exploitation of customs and practices in environmental protection, village management, new rural construction in ethnic minority areas.

Thirdly, the value of cultural and human identities of ethnic minority area is the regulating system for socio-economic development orientations in new rural construction.

When cultural identity and human strength are penetrated and promoted in real life, they truly become a powerful driving force for socio-economic development, the good values are. it becomes a frame of reference to adjust the process of new rural construction in general, and socio-economic oriented development in particular. In fact, cultural values and human strength in ethnic minority and mountainous areas have become an important factor in socio-economic development, improving

the material and spiritual life of the people. Especially, the association of socio-economic development models with cultural conservation has contributed to promoting the local socio-economic development towards industrialization, modernization, and improvement of living standards; generate income for the community and promote other local industries and services to develop. Many cultural conservation activities associated with tourism and service development have contributed to the transformation of the local economic structure, contributing to hunger eradication, poverty reduction, and improvement of the lives of people in the locality and other local neighborhood. Professions become diversified, employing local and specialized labor, creating jobs for local workers, especially redundant labor. From solving redundant labor force, job models contribute to structural change and improvement of labor skills. This will be an important factor contributing to limiting the flow of community migration from rural areas to urban areas, stabilizing the society to ensure sustainable development. Traditional cultural values in modern life both preserve ethnic culture and create opportunities for socio-economic development. Thanks to that, the socio-economic situation in ethnic minority areas has seen positive changes in recent years.

However, the process of new rural construction still reveals many limitations, especially in terms of planning. New rural planning is a new issue, related to many fields and must be strategic for socio-economic development. Many criteria of the new rural program in ethnic minority areas have not been implemented because suitable for socio-economic conditions, especially the cultural identity of each different locality. Therefore, after 10 years of implementing the new rural construction program, our Party has added and completed the national set of criteria in an open direction: the Central builds the criteria framework, the local determines the criteria content, ensuring the suitability to socio-economic development conditions and harmony among regions, especially with cultural identities of ethnic groups.

5. Discussion

In order to maximize the values of national cultural and human identities in the orientation of socio-economic development in the new rural construction of ethnic minority and mountainous areas, in our opinion, we need to do some of these following suggestions:

Firstly, investing in research in a systematic, comprehensive and in-depth study of natural,

economic, cultural and social conditions, providing sufficient scientific basis for the formulation and formulation of socio-economic development policies in new rural construction.

To have a full scientific basis for building socio-economic development policy in new rural construction of ethnic minority and mountainous areas. In new rural construction, first of all the main implementers must be farmers, the objects of implementation must also be actively planned and implemented by farmers in practice. Therefore, in the process of implementing the new rural construction program in ethnic minority and mountainous areas, it is necessary to study the psychological and cognitive characteristics of ethnic minorities in the new rural construction and its obstacles in the implementation of the criteria of a new rural.

On the other hand, because the cultural characteristics of ethnic minority areas are diverse, it is necessary to systematically study the culture of each ethnic group, clarify each cultural value of each ethnic group on that basis to select socio-economic development models suitable to each cultural identity. And at the same time select criteria suitable for socio-economic development for each ethnic group. For example: According to the National Criteria for New Rural, the income of rural people in the period 2013-2015 must reach 18 million VND/person/year on average. However, due to the production practices of the people in the mountainous areas, they mainly cultivate according to traditional methods, so the productivity is low. The most obvious feature in the production and daily life of the ethnic minorities is self-sufficiency. Sticking with the natural environment, people accept what natural conditions “bestow” and try to adapt to what they can. Therefore, the psychology of production “depending on heaven” is quite popular among many people. Typically, in Cao Bang, the whole province average income is currently only 11.5 million VND/person/year. In 177 communes of the province, only 16 communes meet the income criteria, while the set of criteria for economic development in the new rural construction is higher than the reality achieved in the localities. Therefore, it is necessary to have specific studies to have a basis for the new rural construction in the ethnic minority and mountainous areas of our country.

Second, to focus on promoting internal strengths of ethnic minority areas in new rural construction.

Promoting the subject role of the process of new rural construction, cultural subjects, linking cultural conservation with socio-economic development.

According to Professor, Dr. Phan Dang Nhat: “The whole huge treasure cultures of ethnic minorities living in community environment; is born, nurtured and developed in this environment, serving the material and spiritual life of the community. We must return it to the community, the public in order to preserve and develop it in the original environment” (Trang, 2017). When cultural subjects are promoted, ethnic cultural activities themselves have a strong vitality. Therefore, cultural activities need to bring practical benefits to local people, contribute to increase income and improve their lives. At the same time, with the preservation of unique cultural values that bring practical benefits to the people, it is also necessary to encourage and promote the role of the people in protecting cultural space, especially in the protection of tea regions and related landscapes, trade villages, ecotourism areas... ensure sustainable development, avoid damaging natural environment and living environment.

Thirdly, continue to improve guidelines and policies for socio-economic development in new rural construction in accordance with specific conditions of each ethnic minority area.

It is necessary to continue to renew the socio-economic development policy towards linking cultural development with socio-economic development, ensuring national defense and security, and new rural construction. Proactively review and develop planning framework and implementation roadmap for each criterion, in accordance with the reality of each commune and village; The clear assignment of responsibilities to each individual, responsible organization has created unity, synchronization, and high efficiency in the process of implementing the new rural program in the area. Focus on promoting the construction of a model new rural residential area and implementing the new rural criterion at the village level. Focusing on promoting the strength of all resources, especially internal resources, combining “building” and “fighting” in the process of new rural construction in the area. On the basis of “drain away the mud and bring in fresh water”, it is necessary to organize the implementation of programs and projects for cultural preservation strictly, to avoid mistakes in the restoration of cultural heritages. Having a plan to organize cultural activities methodically and professionally, creating a pervasive effect in community life. At the same time, take advantage of the modern communication techniques to convey cultural values of ethnic minorities more attractive and more powerful, and create favorable conditions for the cultural elements to change positively, making a worthy contribution

to the socio-economic development in the area.

6. Conclusion

Promoting cultural and human identities will create great internal strength in the new rural construction of ethnic minority and mountainous areas. However, how well those good values are promoted and how they are promoted depends on many factors, many forces and organizations. Therefore, it is necessary to carry out many guidelines and solutions at the same time to promote

the values of culture and people as the foundation and decisive resource for the socio-economic development and new rural construction process in ethnic minority areas, contributing to “Culture truly becomes a solid spiritual foundation of the society, is an important endogenous strength to ensure sustainable development and firmly protects the Fatherland for the goal of “rich people, strong countries, democracy, fair, civilized” (Communist Party of Vietnam, 2016)./.

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TÁC ĐỘNG CỦA BẢN SẮC VĂN HÓA VÀ CON NGƯỜI VÙNG DÂN TỘC THIỂU SỐ TỚI ĐỊNH HƯỚNG PHÁT TRIỂN KINH TẾ - XÃ HỘI TRONG XÂY DỰNG NÔNG THÔN MỚI

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Tóm tắt

Chương trình xây dựng nông thôn mới là một trong những chủ trương lớn của Đảng và Nhà nước ta, trải qua hơn 10 năm triển khai thực hiện, đến nay chương trình đã đạt được một số thành tựu quan trọng, đời sống vật chất, tinh thần của đồng bào các dân tộc vùng nông thôn, vùng dân tộc thiểu số và miền núi đã có nhiều tiến bộ. Đặc biệt, nhiều vùng nông thôn, vùng dân tộc thiểu số và miền núi đã có sự thay đổi rõ rệt, cơ sở hạ tầng được đầu tư xây dựng, nhiều hủ tục lạc hậu được xóa bỏ. Thực tiễn quá trình thay đổi đó luôn chịu tác động đan xen của nhiều yếu tố, trong đó bản sắc văn hóa và con người nơi đây đã tác động toàn diện đến định hướng phát triển kinh tế - xã hội trong xây dựng nông thôn mới. Trong bài viết này, nhóm tác giả tập trung nghiên cứu những giá trị của bản sắc và văn hóa dân tộc tác động đến định hướng phát triển kinh tế - xã hội trong xây dựng nông thôn mới vùng dân tộc thiểu số và miền núi.

Từ khóa

Nguồn nhân lực; Dân tộc thiểu số; Vùng dân tộc thiểu số và miền núi; Thực trạng; Giải pháp.