



Solutions to develop the cultural market in the context of integration

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Received: 09 Jul 2022; Received in revised form: 30 Jul 2022; Accepted: 05 Aug 2022; Available online: 11 Aug 2022
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Abstract— *The cultural market is a market for specific goods in the field of ideological culture. The birth and development of the cultural market in Vietnam are also later than that of other countries in the world. Cultural products and services are special goods that meet the cultural and spiritual needs of people. In addition to the market role in the socio-economic development of the country, the cultural market also plays an important role in comprehensive human development in the context of Vietnam's current international integration. Therefore, the content of cultural market management needs to be properly identified, enough to enhance the effectiveness of state management and promote the cultural market to develop in the right direction to meet the cultural and spiritual needs of the whole world society.*

Keywords— *market, culture, policy, development, integration.*

I. MAKE A PROBLEM

The cultural market was born quite early along with other markets, associated with the birth and development of commodity production. In Vietnam, the cultural market was born later than other market sectors in the national economy. Starting from the 6th Party Congress in 1986, other markets such as the market for goods and services; financial, capital, and currency markets; real estate market; science and technology market; The labor market in turn born and developed rapidly, integrating with the development trend of the world. At this time, the cultural market is carefully discussed by our state, only limited to a few aspects of the spiritual field in public cultural life such as books, newspapers, films, literary works, etc. study art without admitting it as part of a readily commercialized market economy. However, through theoretical and practical experience, until the 9th Party Congress, our Party also acknowledged the existence of a market for cultural products and services and affirmed that it must "Develop a market for cultural products and services" and increase budget investment for culture corresponding to economic growth.

Currently, the cultural market in our country has formed and is developing strongly in each part and each

segment in the field of culture associated with the technological process of industrialization, modernization, and international integration. The cultural market has existed in almost all centers, from urban areas to rural and mountainous areas with a variety of cultural products and services, meeting the needs of enjoyment and consumption of goods. cultural factors of the majority of the public. The cultural market is an affirming indicator of the quality of the market economy, the commodity economy because it is a commodity with special nature. The state management of the cultural market also has a basis for building mechanisms, policies, a system of legal documents, and appropriate and effective methods and measures for market management.

II. DEVELOPING THE CULTURAL MARKET IN OUR COUNTRY IN THE CURRENT PERIOD

2.1. The positive sides

Today, in the period of accelerating industrialization and modernization of the country, more and more cultural products and services are put into circulation on the market. The industry structure of the

cultural sector is becoming more and more complex. Today's culture is no longer an expensive "jewelry" but has become a special industrial economy, capable of self-supporting and generating profits.

The fact that the cultural sector has become an industrial production and business sector is mainly due to the rapid increase in human spiritual needs, and the impact of culture on the quality of human capital; Since then, culture affects economic growth and the quality of life and living environment.

Currently, in the world, the contribution of the cultural sector to GDP has been measured. In the United States, for example, in 1997 the cultural sector's contribution to GDP was 4.3% and created 5.3% of all jobs in society. In Canada, in the years 1994 - 1995, culture's contribution to GDP was 3.0% and it created about 5.0% of total employment in society. In the UK, people working directly and indirectly in the cultural industry are nearly 1.4 million; its average annual growth is 2 times higher than the average growth of the economy as a whole (5% vs. 2.5%)[5].

In Vietnam, the cultural market is also becoming an industry with the following two groups of industries:

- The group of "information and communication industries" includes all electronic and printed mass media facilities (artworks, books, etc.), cinema, audio-visual business, and services of collecting, processing, transmitting, and using information,...

- Group "entertainment and leisure industry" includes the industry of manufacturing sports equipment, unions and sports organizations, cameras and musical instruments, photography, fashion, advertising, handicraft industry, architecture industry, cultural and artistic agencies (dramatic theatre, symphony orchestra,...), light music groups, museums, libraries, Cultural parks, entertainment centers, tourist activities, ...

It can be seen that the very complex structure of the cultural sector is no different from a pure economic sector, spreading in all economic sectors, connecting not only on a national scale but also with the region and the world under it. impact of international integration processes under the market mechanism. Its economic component structure includes state-owned, private, joint-stock, and non-profit organizations, including some transnational companies. The private sector deals in almost all of the industries in these two groups of industries. The state sector deals in monopolistic industries such as collecting, processing, and transmitting information, and other cultural and artistic forms of traditional, academic, and high aesthetic value. such as museums, libraries, symphony orchestras, and drama theatres,...; and attach

great importance to the preservation and embellishment of tangible and intangible cultural heritages.

To meet the diverse cultural needs in society and under the influence of new technological advances, many cultural institutions have been reorganized in the direction of forming a multi-functional cultural complex, especially in Ho Chi Minh City and Hanoi.

The development of culture today lies in its economy. Culture, therefore, decides its destiny, not depending on the "sponsors" outside the culture. The process of cultural socialization, as Vietnam's practice in recent years shows, has motivated more and more people to pay attention to culture, spend a lot on culture, and organize events on their cultural activities.

The process of cultural socialization has reduced the State's investment in culture but has enhanced the State's "controlling balance" role in the process of cultural development. The state focuses on formulating laws and tax policies to encourage (or restrict) the cultural sector. The State is interested in investing in the development of new fields to meet and maintain standards in the process of diversifying the cultural needs of all classes of people, first in the field of information and communication technology, and mass media, protect the important cultural heritage of the nation. The State cooperates with domestic and foreign economic actors to support non-commercial art and cultural forms; ... Thus, the relationship between state institutions and cultural organizations members of all economic sectors becomes close, and has practical "weight" in managing and regulating the process of cultural socialization.

Cultural socialization in Vietnam as well as in many countries around the world has promoted the development of modern forms of creativity and cultural enjoyment while also restoring many traditional cultural forms. In Vietnam today, many painters and sculptors are using new materials and electronic means to process them. Musicians also use computers and electronic technology to create new sounds and melodies. Several artists are staging modern and global individualistic forms of installation-performance art that are less dependent on traditional cultural roots. Many performing arts programs use both film and television-specific art. The major museums are networked and have websites. Large musical and variety performances are broadcast on television and meet the needs of viewers from time to time anywhere in the country.

The influx of tourists also makes Vietnam strongly integrated into the world. The current tourism demand is abundant, from the need to visit the natural and cultural landscapes, and museums to the forms of sports,

entertainment, learning, and healing, including tourism combined with work (scientific seminars, consulting, market access,...). Vietnam has a long coastline, regional cultural diversity, etc. to develop cultural tourism.

In the process of international integration, the exchange of cultural and artistic products with foreign countries is promoted, for example through international festivals; at the invitation of partners, and sponsors; participating in international music competitions; Vietnamese cultural days in other countries or foreign cultural days in Vietnam. Vietnam has cooperated with several countries to create several common cultural and artistic products, such as joint plays between Vietnamese artists and American and French artists, etc. joint cinematographic works between Vietnam and China, Korea, Japan, etc. In particular, the exploitation of some traditional art forms of the nation, such as water puppetry, has brought about cultural and economic exchange values in the process of international integration.

Cultural exchange and acculturation can be said to be a normative issues in the process of existence and development of national culture, especially in international integration with the impact of globalization processes. like nowadays. In the process of international economic and cultural integration, together with the emergence of global cultural forms, the preservation, development, and promotion of many types of national cultures is a motto. very important, having a vital influence on the future development of Vietnamese culture.

2.2. Limitations, exist

Today, culture, like other economic sectors, is the first subject to the rules of the market economy, which is the law of profit. In the socialist-oriented market economy in our country, economy and culture are closely linked, the economy cannot develop by itself without a cultural background and culture is not a product. passive products of the economy. Therefore, cultural development must be based on a harmonious combination with economic development.

Economics determines and determines culture because after all, economics is the material basis of culture. In this respect, the economic impact on culture can be concurrently or separately through the following three directions: a/ has the same impact with cultural development; b/ negative impact on cultural development; c/ impact in the same direction in this aspect, but the opposite direction in another aspect, in another field.

Culture affects the economy, in general, in three similar directions. The impact of culture on the economy, in any direction, generally gives positive results, for the short term, especially for the long term. Because culture, in

its most basic sense, is the crystallization of economic activities and social activities in general; in other words, is the value of those activities. If it is a value, it only has a good meaning and is useful for society, including the economy.

However, culture affects the economy only when the economy and culture are reduced to the same form of value; the same amount of mental profit. And spiritual profit often does not coincide with material profit. Many (if not all) cultural fields, like other economic sectors, are the first subject to the laws of a market economy, which is essentially the law of profit. And this is a challenge rather than an opportunity for the culture.

Therefore, when determining cultural development goals and solutions, it must be based on and oriented toward socio-economic development goals and solutions, to develop the culture to promote socio-economic development. When determining socio-economic development goals, it is necessary to simultaneously identify cultural goals, toward a just, democratic and civilized society, for the sake of genuine interests and human dignity, with a high level of knowledge and understanding. knowledge, morality, physical strength, and aesthetics are increasing. To do so, there must be economic policies in culture to associate culture with economic activities, exploiting economic and financial potentials to support cultural activities. At the same time, develop cultural policies in the economy to actively introduce cultural elements into socio-economic activities.

The dominance of the culture of "running" following the market. In culture, even in Vietnam today, there are usually 3 cultural forms that exist and develop side by side, overlapping each other: traditional culture, academic culture, and market-driven culture. school. In which the culture of "running" following the market is the result and a specific expression of the law of profit.

In the context of globalization, developed countries, especially Western countries, consider the export of entertainment products as one of the important sources of profit. Even this form of export is gradually overtaking the traditional forms of export.

The essence of the culture of "running" following the market is for profit and is reflected in the "modernity" associated with the consumption of information and cultural products in the "crowd" style, especially from abroad. The culture of "following" the market focuses on forms of entertainment that create the illusion of consumption, on the "sophisticated lifestyle" of the passive "consumer pattern". It alienates the cultural sensibility of the people, which manifests itself as cultural insensitivity.

Thereby, it deprives the public of genuine cultural sensitivities and emotions, even making some people consider violent acts as normal and acceptable activities. The biggest consequence of the culture of "running" following the market is to reduce the love for fellow human beings, not just stop at cultural insensitivity.

Thus, the culture of "running" following the market is always a great challenge for the development of culture not only in our country. The regulation and control of the culture of "running" following the market, of course, cannot rely only on economic and legal measures but must rely on the national cultural bravery and the direction of cultural development. Vietnam follows the motto "advanced, imbued with national identity".

III. POLICY SOLUTIONS TO DEVELOP THE CULTURAL MARKET IN THE CONTEXT OF INTEGRATION

3.1. Exploiting existing human resources and facilities

These activities aim to increase revenue, offset funding for cultural and artistic activities, gradually reduce subsidies and the State, create a position to gradually stand on the market, and to:

- Having more funds to repair and improve old equipment, purchase and invest in new equipment, and expand cultural and artistic activities to serve the public while improving economic efficiency and achieving social efficiency. while improving the cultural and artistic life of the people.

- Increase investment, improve intellectual capacity, improve professional qualifications and skills for engineers and workers in the field of culture and art; enhance creativity, and produce many cultural and artistic products of high economic and social value.

- Improving living conditions and welfare for creators, stabilizing their lives, stabilizing team organization, and enhancing creativity in creative work for them, because labor in the field of culture and art Art not only requires employees to have a sense of responsibility and obligation to perform labor like other industries, but because of its specific factors, workers need to promote their talents, intelligence, owner, creative (most cultural and artistic products cannot be mass-produced according to industrial chains, but there are many individual products - created according to the law of beauty).

- Create conditions to arrange redundant workers, wait for jobs, and implement administrative reform. The actual requirements of the market require step-by-step improvement of labor quality and administrative reform,

downsizing the apparatus, and prioritizing direct production. Labor in the field of culture and art cannot avoid the strict requirements of the market, so the rearrangement of labor is reasonable to improve labor productivity and create more cultural products. Creating high-quality art while ensuring maintenance and career development and improving the lives of workers is an urgent task today.

3.2. Increase investment from the State budget

Like many other sectors in the economy, cultural activities also receive funding from the state budget for key annual activities. However, investment funds for this particular field often have a higher priority in many categories and levels of investment. For organizations and enterprises belonging to the state economic sector, the State invests initial capital or additional capital when the unit performs the arising tasks. For state-owned joint-stock enterprises, the State contributes capital to the enterprise as an investor contributing capital and sharing profits. The State encourages units to be autonomous in exploiting capital sources in the market, especially actively supplementing capital from profits. The State has a policy of preferential loan interest rates for cultural units. The State creates a mechanism, that encourages organizations and units to actively invest capital in cultural fields and activities associated with the market, to meet the needs of the market and the public.

Although the level of State budget investment in culture has increased each year, this proves the Party and State's interest in culture. But compared with the actual situation and urgent requirements of cultural development, it requires more and more worthy investment. On the other hand, in investment, the State also needs to invest in a reasonable way, close to reality. With the current way of investing funds as a percentage for culture and per capita, it is not reasonable, there are many shortcomings; For example, in remote areas, remote areas, high mountainous areas, ethnic minority areas... are very large, people are few, living conditions and activities are difficult but investment funding is allocated per capita, it is difficult for the organization of cultural activities. Our Party and State currently have guidelines and policies to overcome this irrationality, initially with programs and projects to support cultural and artistic activities in rural and remote areas, and remote mountainous and ethnic minority areas.

3.3. Funding help the cultural market

- Regarding capital support policy

In addition to providing initial capital support for organizations and businesses in the field of culture, the State also has a policy of subsidizing prices of goods and services, tax exemption, and reduction for activities

serving political tasks and difficult goods. sales, low demand (but bring great social value, high cultural efficiency). In particular, the State creates favorable conditions for prioritizing activities for cultural organizations and enterprises. Cultural institutions are invested, and physical infrastructure ensures favorable conditions for local cultural activities... The State improves the funding and ordering regime for cinema and performing arts. art, journalism, publishing, to improve the purpose and efficiency of using funding; tax on the press; subsidies for several newspapers and cultural products to be sent abroad for foreign propaganda, books, and newspapers to be sent to mountainous, island, remote, and mountainous areas to improve the people's spiritual and cultural life...

- About tax policy

Currently, cultural organizations and enterprises are fulfilling their tax obligations to the State through 4 basic types of taxes such as value-added tax, corporate income tax, personal income tax, export tax - import. The State has preferential policies for this particular type of production and business through tax rates, taxable objects, taxpayers, etc., according to regions and regions across the country.

The State stipulates specific regimes for enterprises specific to the culture and information industry (movie studios, cinemas, bookstores, amusement parks, publishing houses, exhibition centers, relic restorations) ... are entitled to preferential tax rates in business activities (land tax, capital depreciation tax, etc.).

For the planning and construction of large projects, the policy is directed to some of the most necessary cultural institutions such as libraries, information houses, and entertainment areas, ensuring environmental landscapes for historical monuments, culture, and scenic spots. The State implements the policy of tax exemption and reduction for investments and contributions of enterprises to the cultural cause...

3.4. Encourage economic sectors to invest in cultural development

Developing the cultural market cannot rely solely on the State's budget and the State's economic sector. Encouraging economic sectors to participate in spiritual and cultural activities is a requirement that needs to be studied seriously and carefully. In each historical period, it is necessary to develop reasonable guidelines and policies to promote cultural development in the general development of the national economy. At present when the market economy with the direction of the State is on the rise, the trend of regional and international integration is being promoted, and the encouragement of economic

sectors and organizations is necessary for organizations and individuals at home and abroad to invest funds for socialist-oriented cultural and artistic activities. But to do that, the agencies in charge of state management of culture must be strong enough to direct, lead and control cultural activities from production to circulation and consumption of cultural products.

The State needs to have basic orientations to create an appropriate legal environment to attract capital from the people for cultural development. Some cultural products can be fully commercialized, thus encouraging and calling for the private sector to invest and exploit. Some of the national spiritual values such as natural landscapes, long-standing historical sites, traditional festivals, etc. can call on the state capitalist economic sector to participate according to the mechanism. The state and the people work together. In addition, it is also necessary to call on benefactors and foreign organizations to sponsor the restoration of traditional cultural values to serve the people's enjoyment needs.

The policy of socialization of cultural activities must go hand in hand with the renewal of management mechanisms and methods, with emphasis on fostering and improving the qualifications and capacity of the management staff in the field. culture. At the same time, it is necessary to strengthen the inspection, supervision, and orientation to the right direction of the general development trajectory of the society.

3.5. Orientation for cultural non-business units to the market mechanism

In the process of transforming cultural non-business units into the market mechanism, it is necessary to have policies to encourage these units to find more profitable cultural activities to cover their expenses and at the same time create more values. spiritual culture serving the growing needs of the public. To do that well, in the immediate future, the State still has a regular source of funding to maintain the normal operation of the establishment and gradually shift these units to the market mechanism in the following four basic directions:

- To bring into play the professional and professional advantages of the unit, expand the implementation of revenue-generating service activities to increase funding sources outside the state.

- Bringing into play the strengths and expertise, facilities to expand the business of cultural services (film screening, art performance organization, fashion, decoration, advertising, rental of specialized equipment).

- Open cultural establishments and cultural non-business economic entities serving cultural non-business

units. Such as opening performance practice centers at universities, colleges, and professional schools in the cultural and arts block at the central and provincial levels (if any); opening cultural and entertainment service centers, advertising centers, and fine art workshops in cultural and information centers, exhibition centers, cultural houses of the Central Government and provinces and cities directly under the Central Government. (if anywhere conditions). Open services for readers to exploit information, especially information via the internet, at libraries at all levels (central and provincial); opening services to serve visitors at institutes and museums at central and provincial levels (photo service, souvenir camera recording, sale of souvenirs related to the content of the units' activities).

3.6. Diversify types of business activities

The State implements a mechanism to expand business and service activities (physical activities, sports, cultural services, etc.), to generate revenue to support non-business activities of cultural and artistic units. ; proactively organize revenue-generating activities; business accounting, collecting revenue and expenses, generating profits to regenerate and expand production and business activities inside and outside the unit; fully exploiting cultural activities with high economic efficiency, taking revenue to compensate for non-business activities in the unit...

Expand professional activities with income such as establishing practice centers, practice workshops at schools and training centers; conduct joint training cooperation; create other profitable professional activities such as training schools with many forms, types of training, many levels of training; the library organizes statistics on document sources and works translation; museums, archeology, statistical research of documents and artifacts for many research disciplines; cultural houses, cultural centers organize fostering and professional training activities in cultural and artistic disciplines for many groups of subjects in society....

Expanding service activities by exploiting available resources of the unit such as filming, taking photos, selling souvenirs, refreshment services at tourist attractions, relics, information access services news at the library...

Increasing the frequency of using and exploiting technical facilities with other service activities such as leasing technical facilities, and equipment, and organizing events for other business units inside and outside the country. Areas of activity such as rental halls, stages, specialized classrooms...

Expanding foreign markets, encouraging the export of books, newspapers, cultural products as well as cultural products and services abroad. In addition, the State encourages business organizations to expand export markets. The State adopts a foreign cultural policy to expand cultural exchange and cooperation activities of the nation and domestic organizations and enterprises with many countries and territories around the world.

In addition, the State also focuses on the policy of training and fostering human resources for the cultural cause. Paying attention to the development of cultural cause, not only by economic policies directly supporting cultural activities but the State also indirectly uses training policies - creating core cadres to directly organize, and manage cultural activities at all levels from central to local.

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