


IMPACTS OF ECONOMIC DEVELOPMENT ON THE AWARENESS OF CULTURAL PRESERVATION OF ETHNIC MINORITY PEOPLE IN THE BORDER REGION OF NORTHERN VIETNAM

Bao Thanh Truong^A, The Kien Nguyen^B, Thi Minh Nguyet Pham^C, Van Anh Vu^D, Tuan Nam Dau^E, Thi Ngoc Dung Pham^F, Sy Tho Le^G



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 08 May 2023</p>	<p>Purpose: The aim of this study is to examine how the Vietnamese government's economic development strategies affect ethnic minority people's knowledge of cultural preservation in the border area of Northern Vietnam.</p>
<p>Keywords:</p> <p>Economic Development; Border Region; Policies; Ethnic Minority People; Northern Vietnam.</p>	<p>Theoretical framework: The study focuses on three main driven factors of the awareness of cultural preservation that are economic changes, societal changes, and environmental changes from three economic fields: agriculture, industry, and trade and services.</p>
	<p>Design/methodology/approach: The research sample was taken from ethnic minorities in Northern Vietnam's border area. For questionnaire administration, interviewees are selected at random from the population. Face-to-face, drop-off, and phone-calling approaches were used to disseminate the questionnaire. We received 544 completed returns out of 725 surveys sent out. The data was then cleaned and analyzed with SPSS 20 software using Partial Least Squares Structural Equation Modelling (PLS-SEM).</p> <p>Findings: The results of a study of ethnic minority communities in seven provinces in Northern Vietnam's border region show that the development of agriculture, industry, trade and service significantly impacts ethnic minority people's awareness of cultural preservation issues due to environmental changes. In contrast, economic and sociological developments appear to have little influence on ethnic minority people's attention to cultural preservation. This phenomenon may be due to the long-term effects of economic and sociological changes, which mostly affect intangible cultural heritages. In contrast, environmental impacts are felt swiftly and primarily on physical cultural heritages that can be seen.</p> <p>Research, Practical & Social implications: The findings of the research provide policymakers with valuable insights on the effects of economic development on cultural preservation. The study's recommendations can inform policies that promote sustainable economic development while preserving the cultural heritage of ethnic minority communities.</p>

^A PhD in Political Economy. Academy of Politics Region I. Ha Noi, Vietnam. E-mail: trbaothanh@yahoo.com
Orcid: <https://orcid.org/0000-0002-9837-518X>

^B PhD in Economic Management. VNU University of Economics and Business. Vietnam National University. Ha Noi, Vietnam. E-mail: nguyenthekien@vnu.edu.vn Orcid: <https://orcid.org/0000-0002-9404-5239>

^C PhD in Development Economics. Thai Nguyen University of Economics and business administration. Thai Nguyen Province, Vietnam. E-mail: ptmnguyet@tueba.edu.vn Orcid: <https://orcid.org/0009-0000-7222-4909>

^D PhD in Socio-Economic Geography and Humanities. Thai Nguyen University. Thai Nguyen Province, Vietnam. E-mail: anhvv@tvue.edu.vn Orcid: <https://orcid.org/0009-0000-7567-4470>

^E PhD in Anthropology. Ho Chi Minh National Academy of Politics. Ha Noi, Vietnam. E-mail: namdautuan@gmail.com Orcid: <https://orcid.org/0009-0001-6354-3374>

^F PhD in Jurisprudence. Academy of Politics Region I. Ha Noi, Vietnam. E-mail: dungnpl@yahoo.com.vn
Orcid: <https://orcid.org/0009-0008-1446-2990>

^G PhD in Finance. Academy of Politics Region I. Ha Noi, Vietnam. E-mail: tholesy@yahoo.com
Orcid: <https://orcid.org/0009-0009-7822-5713>

Originality/value: The research focuses on the border region of Northern Vietnam, which is an area of strategic importance for economic development and cultural preservation. The study's unique focus on this region provides insights into the cultural and economic dynamics of a specific area that has not been extensively studied.

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IMPACTOS DO DESENVOLVIMENTO ECONÔMICO NA CONSCIENTIZAÇÃO DA PRESERVAÇÃO CULTURAL DAS MINORIAS ÉTNICAS NA REGIÃO FRONTEIRA DO NORTE DO VIETNÃ

RESUMO

Objetivo: O objetivo deste estudo é examinar como as estratégias de desenvolvimento econômico do governo vietnamita afetam o conhecimento das minorias étnicas sobre a preservação cultural na área de fronteira do norte do Vietnã.

Referencial teórico: O estudo enfoca três principais fatores impulsionadores da consciência de preservação cultural que são as mudanças econômicas, as mudanças sociais e as mudanças ambientais de três campos econômicos: agricultura, indústria e comércio e serviços.

Desenho/metodologia/abordagem: A amostra da pesquisa foi retirada de minorias étnicas na área de fronteira do norte do Vietnã. Para a administração do questionário, os entrevistados são selecionados aleatoriamente da população. Abordagens face a face, drop-off e chamadas telefônicas foram usadas para disseminar o questionário. Recebemos 544 retornos completos de 725 pesquisas enviadas. Os dados foram então limpos e analisados com o software SPSS 20 usando Modelagem de Equações Estruturais de Mínimos Quadrados Parciais (PLS-SEM).

Resultados: Os resultados de um estudo de comunidades de minorias étnicas em sete províncias na região fronteira do norte do Vietnã mostram que o desenvolvimento da agricultura, indústria, comércio e serviços impacta significativamente a conscientização das minorias étnicas sobre questões de preservação cultural devido a mudanças ambientais. Em contraste, os desenvolvimentos econômicos e sociológicos parecem ter pouca influência na atenção das minorias étnicas à preservação cultural. Este fenômeno pode ser devido aos efeitos de longo prazo das mudanças econômicas e sociológicas, que afetam principalmente o patrimônio cultural imaterial. Em contraste, os impactos ambientais são sentidos rapidamente e principalmente nas heranças culturais físicas que podem ser vistas.

Pesquisa, implicações práticas e sociais: Os resultados da pesquisa fornecem aos formuladores de políticas informações valiosas sobre os efeitos do desenvolvimento econômico na preservação cultural. As recomendações do estudo podem informar políticas que promovam o desenvolvimento econômico sustentável enquanto preservam a herança cultural das comunidades étnicas minoritárias.

Originalidade/valor: A pesquisa se concentra na região fronteira do norte do Vietnã, que é uma área de importância estratégica para o desenvolvimento econômico e preservação cultural. O foco exclusivo do estudo nesta região fornece informações sobre a dinâmica cultural e econômica de uma área específica que não foi estudada extensivamente.

Palavras-chave: Desenvolvimento Econômico, Região de Fronteira, Políticas, Pessoas de Minorias Étnicas, Norte do Vietnã.

IMPACTOS DEL DESARROLLO ECONÓMICO EN LA CONCIENTIZACIÓN DE LA PRESERVACIÓN CULTURAL DE LAS MINORÍAS ÉTNICAS EN LA REGIÓN FRONTERIZA NORTE DE VIETNAM

RESUMEN

Propósito: El propósito de este estudio es examinar cómo las estrategias de desarrollo económico del gobierno vietnamita afectan el conocimiento de las minorías étnicas sobre la preservación cultural en la zona fronteriza del norte de Vietnam.

Marco teórico: El estudio se centra en tres factores principales que impulsan la conciencia de la preservación cultural, que son los cambios económicos, los cambios sociales y los cambios ambientales en tres campos económicos: agricultura, industria y comercio y servicios.

Diseño/metodología/enfoque: La muestra de la encuesta se extrajo de minorías étnicas en la zona fronteriza norte de Vietnam. Para la administración del cuestionario, los encuestados se seleccionan aleatoriamente de la población. Se utilizaron enfoques cara a cara, de entrega y llamadas telefónicas para difundir el cuestionario. Recibimos 544

respuestas completas de 725 encuestas enviadas. Luego, los datos se limpiaron y analizaron con el software SPSS 20 utilizando el modelo de ecuaciones estructurales de mínimos cuadrados parciales (PLS-SEM).

Resultados: Los resultados de un estudio de comunidades de minorías étnicas en siete provincias de la región fronteriza norte de Vietnam muestran que el desarrollo de la agricultura, la industria, el comercio y los servicios impactan significativamente en la conciencia de las minorías étnicas sobre los problemas de preservación cultural debido a los cambios ambientales. En contraste, los desarrollos económicos y sociológicos parecen tener poca influencia en la atención de las minorías étnicas a la preservación cultural. Este fenómeno puede deberse a los efectos a largo plazo de los cambios económicos y sociológicos, que afectan principalmente al patrimonio cultural inmaterial. En contraste, los impactos ambientales se sienten rápidamente y principalmente en los patrimonios culturales físicos que se pueden ver.

Implicaciones sociales, prácticas y de investigación: Los resultados de la investigación proporcionan a los responsables políticos información valiosa sobre los efectos del desarrollo económico en la preservación cultural. Las recomendaciones del estudio pueden informar políticas que promuevan el desarrollo económico sostenible mientras preservan el patrimonio cultural de las comunidades de minorías étnicas.

Originalidad/valor: La investigación se centra en la región fronteriza del norte de Vietnam, que es un área de importancia estratégica para el desarrollo económico y la preservación cultural. El enfoque único del estudio en esta región proporciona información sobre la dinámica cultural y económica de un área específica que no ha sido estudiada en profundidad.

Palabras clave: Desarrollo Económico, Región Fronteriza, Política, Personas de Minorías Étnicas, Vietnam del Norte.

INTRODUCTION

Each nation's cultural legacy encompasses cultural creativity qualities, objective expressions of historical traditions, and national traits. Heritage preservation is one of the activities linked with maintaining and promoting national identity, and the development of each nation's future is built on links between the past and present.

The Vietnamese ethnic minority has consistently generated and left behind a trove of distinct and diversified cultural legacy during its creation and growth. These crystallized ideals have been passed down, inherited, and replicated from generation to generation till the present day. In addition to visible cultural heritage - vivid physical remains - Vietnam's cultural heritage also comprises intangible cultural heritages, the fundamental aspects of which are spiritual goods, exhibiting Vietnam's creativity and cultural identity.

The wealth of intangible cultural heritage encompasses the knowledge and experience of the Vietnamese ethnic community, demonstrating the interaction between nature and humans. Intangible cultural heritage is manifested in various aspects, such as customs, habits, languages, scripts, folk literature, traditional art forms, dances, music, folk songs, festivals, handicrafts, methods and remedies, culinary, traditional costumes of different ethnicities in the territory of Vietnam, in addition to undeniable spiritual values such as patriotism, solidarity, and industriousness.

For thousands of years, the Vietnamese ethnic group has placed a high significance on conserving and transmitting the essence and distinctive characteristics of Vietnamese cultural

heritage. Inheriting the ancestors' tradition, the Vietnamese Party, Government, and people have placed a high value on preserving cultural heritage, both intangible and tangible. They consider it one of the most critical tasks not only of the culture sector but also of the entire Party and people in the cause of national construction and defence.

However, due to their core qualities, some types of cultural legacy are more susceptible to being lost, perverted, and influenced by socioeconomic factors. When the government supports economic growth in ethnic minority regions, ethnic groups' cultural preservation strain increases. Economic expansion necessitates modifications to produce a product, leading to consumption and waste generation. Tangible heritage locations are vulnerable to value loss due to improper alteration, the effect of manufacturing operations, and waste disposal harm. Furthermore, rapid urbanization and globalization significantly influence youth in ethnic minority regions, directly threatening the legacy of ethnic minority populations' traditional customs. The knowledge of individuals living in those communities is one of the essential aspects of the cultural preservation of ethnic minorities. It is critical to improve local communities' understanding of their cultural heritage and encourage their feeling of pride and confidence in its conservation and preservation.

In this study, we evaluate the impact of the economic development policies of the Vietnamese government on the awareness of cultural preservation of ethnic minority people in the border region of Northern Vietnam. On the north side, Vietnam has a long border with China, about 1350 km. The border region of Northern Vietnam includes seven provinces: Dien Bien, Lai Chau, Lao Cai, Ha Giang, Cao Bang, Lang Son, and Quang Ninh. We interview ethnic minority people in the border region of these seven provinces about the impact of the Vietnamese government's economic development policies on the awareness of cultural preservation in their communities. We focus on three main driven factors: economic changes, societal changes, and environmental changes from three economic fields: agriculture, industry, and trade and services.

In this study, we interviewed ethnic minority individuals in these seven provinces' border regions regarding the influence of the Vietnamese government's economic growth policies on cultural preservation awareness in their communities. We concentrate on three major driving factors: economic changes, sociological changes, and environmental changes from three economic sectors: agriculture, industry, and trade and services.

The results show that the difference in the financial and societal situation does not impact the awareness of cultural preservation of ethnic minority people in the border region of

Northern Vietnam. However, the environmental changes will attract the attention of ethnic people to the problem of cultural preservation. These results suggest an implication that to enhance the awareness of cultural protection of ethnic minority people in the border region of Northern Vietnam, and the local government should take care of environmental problems when promoting agriculture, industry, or trade and services.

The rest of the paper is as follows. Section 2 illustrates the study area. Section 3 describes the literature review and hypotheses development. Section 4 introduces the conceptual framework and methodology. Section 5 provides results and discussion. Section 6 gives some suggestions and concluding remarks.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

In this section, we focus on three main driven factors of the awareness of cultural preservation: economic changes, societal changes, and environmental changes from three economic fields: agriculture, industry, and trade and services.

Economic Changes and the Awareness of Cultural Preservation

Cultural preservation faces both a threat and an opportunity due to economic growth. On the one hand, economic expansion will benefit individuals, creating more significant opportunities for cultural preservation (Chong and Balasingam, 2018). On the other hand, economic growth typically associated with urbanization and globalization may pose a danger to local intangible cultural heritages (De Clercq, 2021 and Tongdhamachart, 2023). However, the effect of economic developments on people's awareness of cultural preservation is unclear. We propose the following hypothesis on the relationship between economic developments and ethnic minority culture preservation in Northern Vietnam's border area.

H1: The economic changes from agricultural development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

H2: The economic changes from industrial development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

H3: The economic changes from trade and service development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

Societal Changes and the Awareness of Cultural Preservation

Changes in societal views can influence how and what is preserved in terms of cultural preservation (Ghahramani et al., 2020 and Suhaimi, 2023). We propose the following hypothesis on the relationship between economic developments and ethnic minority culture preservation in Northern Vietnam's border area.

H4: The societal changes from agricultural development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

H5: The societal changes from industrial development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

H6: The societal changes from trade and service development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

Environmental Improvement and the Cultural Preservation

Environmental change is already damaging cultural heritage sites, as evidenced by slow variations in temperature, precipitation, atmospheric moisture, wind intensity, sea-level rise, and increases in the occurrence of severe events. As a result, there is a growing corpus of research reporting on the effects of climatic stressors on cultural heritage and the evaluation of climate change implications on cultural heritage assets (Sesana et al., 2021).

Climate change is a possible danger because it accelerates projected decay rates and leads to the emergence of novel decay phenomena (Bertolin, 2019). This is because climate change can worsen the physical, chemical, and biological mechanisms that cause deterioration by altering the structure and/or composition of the affected materials. Changes in temperature, precipitation, atmospheric moisture, and wind intensity, as well as sea-level rise, desertification, and the interaction of climatic changes and air pollution, have been identified as threats to cultural heritage by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) (UNESCO World Heritage Centre, 2007).

From the above research, it can be recognized that environmental changes have many potential effects on cultural preservation. We thus develop hypotheses on the influence of environmental changes on the awareness of cultural protection of ethnic minorities in the border region of Northern Vietnam.

H7: The environmental changes from agricultural development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

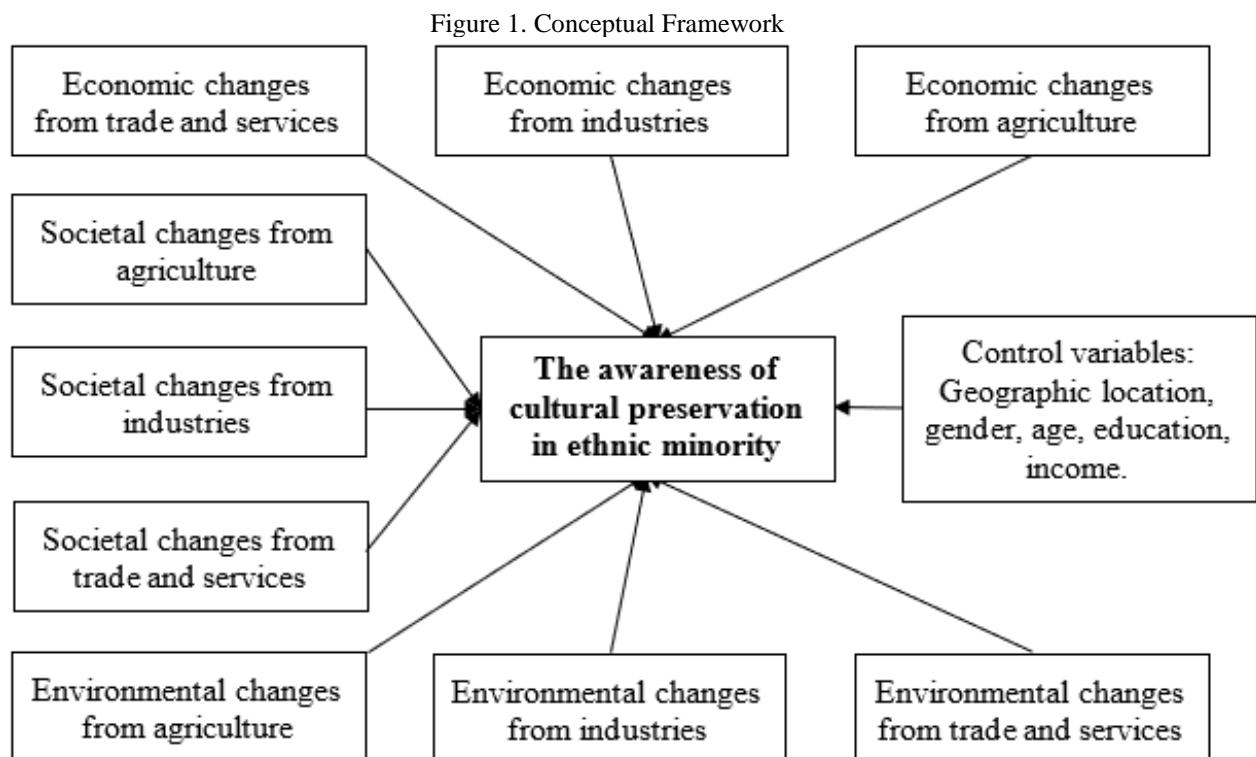
H8: The environmental changes from industrial development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

H9: The environmental changes from trade and service development increase the awareness of the cultural preservation of ethnic minorities in the border region of Northern Vietnam.

MATERIALS AND METHODS

Conceptual Framework

As mentioned in the previous section, we focus on three main driven factors of the awareness of cultural preservation that are economic changes, societal changes, and environmental changes from three economic fields: agriculture, industry, and trade and services. Therefore, nine factors and control variables are considered in our research framework. From the theoretical foundations in the literature review section, we illustrate the conceptual framework of our study in Figure 1.



Source: Prepared by the authors (2023).

Sampling and Analysis

The research sample was taken from ethnic minorities in Northern Vietnam's border area. For questionnaire administration, interviewees are selected at random from the population.

Face-to-face, drop-off, and phone-calling approaches were used to disseminate the questionnaire. We received 544 completed returns out of 725 surveys sent out. The data was then cleaned and analyzed with SPSS 20 software using Partial Least Squares Structural Equation Modelling (PLS-SEM).

Measures

All the questionnaire items in this study were chosen from extant measures of the constructs which had proven reliabilities and validities (as reported in Section 5.3). The detailed constructs and items on our questionnaire are illustrated in the Appendix.

RESULTS AND DISCUSSIONS

Demographic Profile

Table 1 shows the demographic profile of the study participants. A majority of the respondents were low educated (59.01% are secondary or lower), while a deficient proportion of respondents have post-secondary education and higher degrees. For this reason, it is unsurprised when the monthly income of most of the respondents is very low (68.57% earn VND less than 5 million approx. USD 220 per month). In terms of gender and age, the sample equally covers all categories.

Table 1. Demographic profile

	Frequency	Percentage (%)
Gender		
<i>Male</i>	291	53.49
<i>Female</i>	253	46.51
Age		
<i>Less than 30</i>	100	18.38
<i>30 – 39</i>	121	22.24
<i>40 - 49</i>	143	26.29
<i>Above or equal 50</i>	180	33.09
Education		
<i>Secondary education or lower</i>	321	59.01
<i>Post-secondary education</i>	147	27.02
<i>Short-cycle tertiary education</i>	46	8.46
<i>Bachelor's degree</i>	30	5.51
<i>Graduate's degree</i>	0	0
Monthly Income		
<i>Less than VND 5 million</i>	373	68.57
<i>VND 5-10 million</i>	171	31.43
<i>VND 10-15 million</i>	10	1.84
<i>VND 15-20 million</i>	0	0
<i>More than VND 20 million</i>	0	0
Total	544	100

Source: Prepared by the authors (2023).

Common Method Variance (CMV)

Common Method Variance (CMV) bias, also known as common method bias, emerges when the estimated link between one construct and another is overstated. In other words, CMV generates systematic covariation over and beyond the genuine link between the scale components (Malhotra et al., 2017). To eliminate the risk of biased results in our data analysis, we use Harman's single-factor test (Bell, 2019) to detect CMV.

According to the main component factor analysis findings, the maximum value of a single factor accounted for 29.68% of the total variance, which is less than the 50% requirement (Kumar, 2012; Doty & Astakhova, 2020). As a result, CMV bias does not exist in our data and is not an issue in our data analysis.

Reliability and Convergent Validity

Before studying the causal effects of variables, we first ensure the validity and reliability of the study model using the factor loadings, Cronbach's alpha (CA), factor loadings from Exploratory factor analysis (EFA), Average Variance Extracted (AVE), and Composite Reliability (CR).

Tables 2 and 3 illustrate the measurement model. The CA met the recommended value higher than 0.70, the value ranges from 0.864 to 0.940. The CR ranging from 0.758 to 0.928 also fulfilled the criteria as it was above the minimum recommended value of 0.70 (Hair et al., 2019). The AVE value of the four variables was within the range 0.510 and 0.810, which fulfilled the recommended value above 0.50. The factor loadings satisfy the recommended value above 0.4 (Hair et al., 2019).

Table 2. Summary statistics, Reliability, and Convergent Validity results

Constructs	Items	Mean	Stdev	Factor loading	Cronbach's alpha	Average Variance Extracted	Composite Reliability
Economic developments from agriculture (EA)	EA1	2.405	0.614	0.776	0.901	0.649	0.847
	EA2	2.422	0.587	0.966			
	EA3	2.385	0.584	0.812			
Economic developments from industries (EI)	EI1	2.422	0.610	0.796	0.927	0.625	0.833
	EI2	2.443	0.576	0.965			
	EI3	2.412	0.589	0.775			
Economic development from trade and services (ETS)	ETS1	2.337	0.599	0.762	0.864	0.592	0.813
	ETS2	2.349	0.586	0.854			
	ETS3	2.372	0.572	0.799			
Societal development	SA1	2.372	0.604	0.784	0.932	0.584	0.808
	SA2	2.170	0.647	0.871			

from agriculture (SA)	SA3	2.177	0.618	0.894			
Societal development from industries (SI)	SI1	2.177	0.624	0.883	0.939	0.624	0.833
	SI2	2.198	0.647	0.901			
	SI3	2.208	0.614	0.798			
Societal development from trade and services (STS)	STS1	2.200	0.614	0.767	0.906	0.610	0.824
	STS2	2.106	0.650	0.892			
	STS3	2.094	0.628	0.840			
Environmental development from agriculture (ENA)	ENA1	2.160	0.618	0.720	0.914	0.584	0.808
	ENA2	2.216	0.589	0.900			
	ENA3	2.224	0.583	0.933			
Environmental development from industries (ENI)	ENI1	2.237	0.586	0.689	0.925	0.510	0.758
	ENI2	2.266	0.592	0.934			
	ENI3	2.250	0.579	0.642			
Environmental development from trade and services (ENTS)	ENTS1	2.218	0.567	0.742	0.883	0.518	0.764
	ENTS2	2.173	0.597	0.738			
	ENTS3	2.210	0.583	0.910			
The awareness of cultural preservation (ACP)	ACP1	2.202	0.576	0.883	0.940	0.810	0.928
	ACP2	3.291	1.118	0.958			
	ACP3	3.395	1.076	0.902			

Source: Prepared by the authors (2023).

Structural Equation Modeling Results

Table 3 shows the hypotheses' path coefficient analysis results (H1 to H9). Among our nine hypotheses in Section 3, three hypotheses (H7, H8, and H9) are supported by our empirical results while the others are rejected.

Table 3. Path Coefficient Analysis Results

Hypotheses	Causal relationships	Coefficients	S.E.	P-value
H1	EA → ACP	0.089	0.076	0.244
H2	EI → ACP	0.059	0.078	0.448
H3	ETS → ACP	0.118	0.081	0.147
H4	SA → ACP	0.111	0.069	0.105
H5	SI → ACP	0.030	0.066	0.650
H6	STS → ACP	0.071	0.069	0.298
H7	ENA → ACP	0.182**	0.072	0.012
H8	ENI → ACP	0.296***	0.076	0.000
H9	ENTS → ACP	0.245***	0.079	0.002
Chi-square = 1.56		TLI = 0.89		
CFI = 0.92		RMSEA = 0.02		
GFI = 0.86		PCLOSE = 0.05		

Note: * is significant at 10%, ** is significant at 5%, *** is significant at 1%

Source: Prepared by the authors (2023).

Surprisingly, changes in the economic and sociological conditions have had little effect on ethnic minority people's understanding of cultural preservation in Northern Vietnam's border area. Meanwhile, since agricultural, industrial, commerce, and service development influence the living environment of ethnic groups, environmental changes will raise ethnic people's awareness of the challenge of cultural preservation.

The primary reason for this is that changes in the economic and sociological conditions do not have an immediate and direct impact on cultural heritage. Environmental changes, on the other hand, such as climate change, harsh weather, land subsidence, air pollution, water quality, and so on, may swiftly and dramatically harm tangible cultural heritages. As a result, the impact of environmental changes might raise ethnic communities' awareness of the issue of cultural preservation.

Second, economic and sociological changes disproportionately influence intangible cultural assets. For example, urbanization and globalization typically impact the young of ethnic communities, threatening their cultural legacy. However, this is a long-term issue that may affect future generations. In contrast, the environment has a greater impact on tangible cultural heritages that can be seen. People will, of course, pay more attention to it.

These results bring some implications and suggestions for policymakers in enhancing people's awareness of cultural preservation while developing economy. First, The economic dimension of legacy as a problem of development and support for development strategies should be considered by governments in light of the increasing expansion of economy. Profitability in the short term might lead to neglecting the traditional and vital duties of cultural protection. To manage this situation in a balanced and cooperative manner, governments should educate the public about the economic and social issues associated with the heritage, as well as the issues and processes that facilitate the observation, the types and levels of benefits that its attendance generates, and the skills and methods that must be mobilized. Second, before implementing any economic development activities, government should should assess their impact on all aspects of people's lives, especially on the environment.

CONCLUSION

This article investigates the impact of increasing agriculture, industry, commerce, and service on ethnic minority people's knowledge of cultural preservation in Northern Vietnam's border area. We conduct a conceptual framework based on the literature review that divides the impact of each of the aforementioned fields into three aspects: economic, societal, and

environmental changes. The findings show that developing those fields greatly impacts ethnic minority people's awareness of the cultural preservation problem due to environmental changes. In contrast, economic and sociological developments appear to have little influence on ethnic minority people's awareness of cultural preservation. These findings imply that to raise awareness of ethnic minority people's cultural preservation in Northern Vietnam's border region, the local government should consider environmental issues while boosting agriculture, industry, commerce and services.

This study has some limitations that future research can improve. First, the sample could be extended to other regions of Vietnam. Besides, this paper only focus on the change of people's cultural preservation in Northern Vietnam's border region from economic activities. Future research could brings more comprehensive picture by considering other determinants.

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