

SOLUTIONS TO IMPROVE TRADITIONAL CULTURAL VALUE EDUCATION FOR UNDERGRADUATE STUDENTS IN VIETNAM NOWADAYS

SOLUÇÕES PARA MELHORAR A EDUCAÇÃO DE VALOR CULTURAL TRADICIONAL PARA ESTUDANTES DE GRADUAÇÃO NO VIETNÃ ATUALMENTE

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Abstract: The authors use a combination of research methods: sociological investigation, literature analysis, interview, comparison - history, and cultural studies to provide a comprehensive picture of the current state of education of traditional cultural values for undergraduate students in Vietnam. In addition to using secondary data, the authors surveyed 5,588 people, including 408 faculty members and 5,180 students selected from universities using stratified random sample selection. Based on processing information from surveys and practical analysis, the authors point out the advantages, limitations, and causes of the limitations of the education of traditional cultural values for undergraduate students, thereby proposing 5 groups of practical solutions to improve the quality of traditional cultural value education for students at universities in Vietnam nowadays.

Keywords: Cultural values. Traditional culture. Quality of education cultural values.

Resumo: Os autores usam uma combinação de métodos de pesquisa: investigação sociológica, análise da literatura, entrevista, comparação - história

e estudos culturais para fornecer uma imagem abrangente do estado atual da educação de valores culturais tradicionais para estudantes de graduação no Vietnã. Além de usar dados secundários, os autores entrevistaram 5.588 pessoas, incluindo 408 membros do corpo docente e 5.180 alunos selecionados de universidades usando seleção de amostra aleatória estratificada. Com base no processamento de informações de pesquisas e análises práticas, os autores apontam as vantagens, limitações e causas das limitações da educação de valores culturais tradicionais para alunos de graduação, propondo assim 5 grupos de soluções práticas para melhorar a qualidade do valor cultural tradicional educação para estudantes em universidades no Vietnã hoje em dia.

Palavras-chave: Valores culturais. Cultura tradicional. Qualidade da educação valores culturais.

1. Introduction

Educating traditional cultural values for university students is of great significance to the comprehensive development of each student in the context that the university is a provider of high-quality, capable human resources, and quality in the international integration stage. Universities, in addition to focusing on equipping students with the knowledge and professional qualifications, also have to improve the capacity and quality of students through educational activities of traditional cultural values. Educating traditional cultural values for university students to build personality and lifestyle students and promote the necessary qualities to create a new human with humanity, solidarity, Activeness, and creativity are fundamental requirements to improve the quality of the university's human resources and contribute to the cause of national renewal and international integration.

At universities, the education of traditional cultural values (patriotism, solidarity, compassion, hard work, honesty, responsibility...) is implemented through the subjects and activities of the Union. Associations with many different forms and methods, however, these activities are integrated and do not have specific regulations with particular duration and programs, thus effectively educating cultural values tradition is not effective, and not commensurate with its potential, so the article is based on the study of the current situation of traditional cultural value education for university students in our country today to have a perspective overview, thereby proposing 03 groups of appropriate and practical solutions to contribute to improving the effectiveness of education of traditional cultural values, contributing to perfecting the personality and bravery of students in the integration period.

2. Literature review

International studies on traditional cultural values

Traditional cultural values are interesting to many scientists with different approaches, typically with the following works:

Italian author Claude Falazzoli in the book "Vietnam between two legends" mentions 7 values of Vietnamese people: (1) The sense of "keeping dignity, refusing to lose it in any challenge" (2) "Industriousness can fill the sea"; (3) "Tender, tactful...makes the atmosphere here not rude and heavy"; (4) "A subtlety deliberately splits hair in quarters"; (5) "Resilience, protracted consideration, judgment, decision"; (6) "Practical, ability to

adapt skillfully and wisely to all situations”; (7) “Especially wasteful”. romantic and sentimental” (Palazzoli, 1981).

Authors group David S. Oderberg, and Timothy Chappell in the book "Human values: New essays on Ethics and Natural" argue that values exist, structure, the content of the good, the good, the bad, the wrong, and the perception, vision and success are influenced by the laws of nature (David & Chappell, 2004).

Discussing the role of traditional values, the authors Dan Senor and Saul Singer in the study Start-up nation explain the case that Israel is small but still emerges strong amidst hostility of neighboring countries and outstanding innovation in the fields of technology, military and civil. The authors assert that this intense strength is because Israelis have intrinsic traditional values (Senor & Singer, 2019).

Author Peter Ester and colleagues in Globalization, value change, and generations: A cross-national and Intergenerational Perspective and The road to global prosperity (Michael, 2016), both argue that there is a degradation of traditional values in the relationship between values, power, and personality. The authors' groups all agree that the traditional cultural values of the nation affect the success of people, the future of the nation, and the nation.

Domestic works on research on traditional cultural values

In the work The spiritual value of the Vietnamese nation, author Giau (1980) raised 7 specific values of Vietnamese culture, which are: (1) Patriotism; (2) Industriousness; (3) Heroes; (4) Creativity; (5) Optimism; (6) Loving people; (7) For the sake of meaning, in which, patriotism is the core traditional value of the Vietnamese nation . In the study Finding Vietnamese cultural identity: A systematic view - type, author Them (1996; 2001) mentioned the following qualities: harmonious lifestyle, respect for nature; integrated thinking, relational importance; community, democratic spirit; respect for love, respect for virtue, respect for literature, respect for meaning; flexibility; peace and tolerance. Authors group Le & Giang (1994) in the study of Vietnamese traditional values and people today introduce the research results on traditional values and point out the basis for creating traditional Vietnamese values (Le & Giang, 1994). In the study The problem of exploiting traditional values for development goals and Some philosophical - human - social issues, author Chuan (2002).said that when it comes to traditional values, it is implied that the good, positive things, typical for the nation, are contagious and need to be protected and developed. In addition, the author also points out the limitations stemming from the

community and autonomy, which are dependence, flatness, selfishness, factionalism, and localism

Analyzing the role of traditional values in the formation of personality, author Huyen in the study of Aesthetic culture and human development in Vietnam in the new century identifies culture and personality are related to intimate relationships and capable of promoting human creativity (Huyen, 2001). Emphasis on inheritance and innovation is a normative feature, therefore, the inheritance of traditional values in the process of globalization is objectively inevitable. Author Hac in the study Some educational issues in Vietnam at the beginning of the 21st century, refers to the educational philosophy, according to which it is necessary to instill in the younger generation the national value system - good traditional values beauty, identity, and national spirit (Hac, 2010).

In the process of international integration, Vietnam also has many studies on traditional cultural values. Specifically: Author Chuan with the study of International integration: Opportunities and challenges for traditional values in the current globalization conditions. In the research, the author emphasizes the opportunities and challenges for traditional values when cooperating in the current globalization context (Chuan, 2004).

In addition, the author group Chuan, et al., (2001). and colleagues also mentioned traditional cultural values under the impact of industrialization and modernization in the study Understanding traditional cultural values in the industrial process modernization and modernization. In this study, the authors affirm that it is necessary to exploit, preserve and promote traditional values in a comprehensive Vietnamese human development strategy (Chuan, et al., 2001). Author Huynh Khai Vinh, with the study Building a new way of life, ethics, and social value standards in the context of industrialization, modernization, and development of a socialist-oriented market economy, analyzed the theoretical basis of lifestyle, social value standards and the relationship between them in the context of industrialization, modernization, and market economy, according to which, the author believes that traditional values must be inherited and developed. In addition, the author also points out the experience of building lifestyles and social values in some countries in the world (Vinh, 2002). A group of authors Pham Minh Hac and Nguyen Khoa Diem in the study "On development culture and building people in the period of industrialization and modernization", said that "sustainable characteristics of traditional lifestyles, ethics, and values are reflected in the Vietnamese people's characteristics such as passionate patriotism, national self-reliance, community spirit, compassion, tolerance, respect for love, morality,

practicality, diligence, and creativity in work ...” (Hac, & Diem, 2023, p. 262). In addition, in research works on lifestyle education for young people, author Le Anh Tra in the study Vietnam Youth Lifestyle analyzes and evaluates the current situation of youth's lifestyle in terms of main activities social values; labor activities; spiritual and cultural activities, from which the author makes recommendations on the standards that need to be built as well as the contents and forms of lifestyle education and several cultural policies, institutionalizing several activities. cultural activities in youth activities (Tra, 1990). Emphasizing the youth in urban areas in the study The status of preserving and promoting traditional cultural values of urban youth in our country, through survey data, the author asserts that urban youth There are positive social values such as responsibility, honesty, culture, civilized living. Besides, the author also points out limitations such as a pragmatic lifestyle, materialistic cult, and selfishness... therefore it is necessary to focus on education to inherit the traditional cultural values of young people (Cuc, 2013).

3. Results and Discussion

3.1. The concept of cultural values and traditional cultural values of the Vietnamese nation

Cultural values: There are different definitions of cultural values. Hac (2009) commented that when it comes to value, it is about a positive, valuable, and useful category for objects and subjects. Accordingly, the author Kluckhohn (Kluckhohn, 1951) commented: "Cultural value is an explicit or implicit idea of desired things that affects the choice of means or purposes of action from available ways, characteristic of an individual or a group of people". Also studying cultural values, author (Tien, 2020) believes that cultural values are spiritual and material values of human and historical character, accumulated over time and created by humans. Thus, cultural values include the system of "core material, spiritual, human, and historical values (individuals, communities, national, international...) created by human beings created and accumulated over time, meaningful to people and society in the new period and their relationship with each other". (Them, 2016, p. 468-491).

Traditional cultural values

In the State Science and Technology Program KX.07 on Traditional values and Vietnamese people today, the authors Le & Vu commented: “Traditions are a collection of ideas, emotions, habits in thinking, lifestyle, and behavior of a certain community of

people, which are formed in history and become stable and are handed down from generation to generation” (Le & Giang, 1994). On that basis, the authors affirm that tradition plays a positive and negative role in the movement and development of society. On the positive side, tradition will be the fulcrum, the endogenous strength for the progress and development of society.

In the study "Traditional spiritual values of the Vietnamese nation", author Tran Van Giau stated that traditional cultural values are understood as: "The great moral principles that people in the country belong to in different eras. Historical periods are based on distinguishing between right and wrong, making good judgments, to build independence, freedom and progress of that nation" (Giau, 1987, p.142)

Thus, cultural values and traditional cultural values play an important role in education and personality improvement. Traditional cultural value education will enhance national values, democracy, humanity, rule of law, honesty, responsibility, cooperation, creativity, and harmony... for university students, contributing to creating new values necessary to form high-quality human resources to meet the requirements of national renewal and international integration. In the process of educating traditional cultural values, focus on promoting core values such as patriotism, solidarity, benevolence, diligence, and compassion. In addition, it is necessary to simultaneously help students distinguish and fight against outdated customs and practices as well as foreign cultures that are not suitable with the fine customs and traditions of the Vietnamese nation.

3.2. Current status of traditional cultural value education for university students in Vietnam today

To clarify the current status of cultural value education for university students today, the authors use two data sources as secondary data sources and actual surveys in 05 universities in all 3 areas. North, Central, and South of Vietnam.

About the survey

The purpose of the survey: The study surveys lecturers and students to clarify the contents for research on the current status of traditional cultural education for university students in Vietnam today.

Survey content: Research and survey to evaluate lecturers and students on the need to educate traditional Vietnamese cultural values, cultural values that need to be preserved,

promoted, and developed cultural values, limitations when developing traditional cultural values for university students in Vietnam today

Survey method: Survey by questionnaire. The questionnaire is designed to collect information from lecturers and students, including 5 groups of content: (1) The need to inherit and promote traditional cultural values. (2) New cultural values need to be built and promoted. (3) The necessary baggage of undergraduate students in the process of international integration and cooperation. (4) Limitations of traditional cultural value education for university students in Vietnam today. (5) Traditional cultural education activities for university students in Vietnam today. Details of the questions are presented in the results and appendices of the study.

The survey subjects are lecturers and students of 05 universities in all 3 regions of North, Central, and South Vietnam.

Survey sample: Survey by questionnaire: 5,588 people, of which 408 lecturers and 5,180 students were selected from 05 universities in our country.

Information collection and processing: The authors collect information by sending a survey to lecturers and students with a selected sample in December 2022. The collected information is processed and analyzed using Excel tools and SPSS 22.0 statistical software to give 95% confidence calculation results.

Summary of survey results

The results of information collection, processing, and analysis of the above contents from the opinions of 408 lecturers and 5,180 students from 5 universities in Vietnam, to compare whether or not there is a difference in the evaluation of the contents between two groups of survey subjects (lecturers and students) on traditional cultural value education for students in universities in our country today. Chart 1 shows that, in the content of the necessity of inheriting traditional cultural values for students today, there is an insignificant difference between the two groups of subjects surveyed, lecturers and students. told in perspective. This is shown by the percentage on chart 1, the fact that both lecturers and students choose the highest level - very necessary (lecturers account for about 83%, students account for about 68%) and at the necessary level. necessary (according to the ratio of lecturers accounting for 16% and students accounting for 29%).

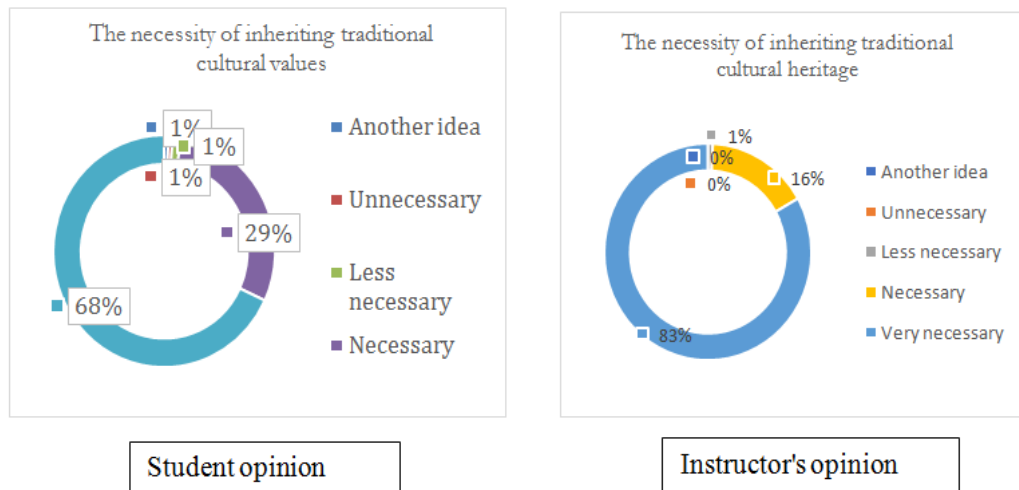


Figure 1: Expression of views between two subjects, students and lecturers, about the necessity of inheriting traditional cultural values for current students

In addition, the authors used the comparative test method to compare students' opinions by gender, course, and sector on traditional cultural education for students in 5 universities. selected (specifically, sentences II.6, II.8, II.9, II.10, II.13, II.14, II.23, II.26 of the comparative test results table are extracted from the results. research of the author's group), the topic uses the method of testing the relationship between two qualitative variables. The type of test used is the Fisher test. The p-value is the probability to reject the hypothesis, which is the basis for conclusions about the relationship between the subjects in the comparisons.

- If the p-value ≥ 0.05 (5%), then accept the hypothesis, and reject the argument, that is, there is no difference between the subjects on the problem, and the content to be compared, has statistical significance. with 95% confidence.

- If the p-value < 0.05 (5%), then reject the hypothesis and accept the argument, that is, there is a difference between the subjects about the problem, the content to be compared, has statistical significance with the degree of accuracy. 95% confidence.

The advantages, limitations, and causes of the current situation of traditional cultural value education for university students in Vietnam today

From the survey results in practice on traditional cultural value education for university students in Vietnam, the advantages and limitations can be summarized as follows:

About advantages

Traditional cultural values such as patriotism, solidarity, kindness, and diligence have been formed, developed, and preserved in the students of the university to a good extent.

Table 1: Students' interest in preserving and promoting Vietnamese traditional cultural values

Sentence II.6			Sex			Total	p-value
			Female	Male	Undefined		
Not interested	Ratio		0.1	0.0	0.0	0.1	0,080
	Quantity		4	12	0	16	
Less interested	Ratio		0.1	0.5	0.0	0.3	
	Quantity		64	112	4	177	
Care about	Ratio		2.3	4.7	100.0	3.5	
	Quantity		1120	904	0	2024	
Very interested	Ratio		39.8	38.3	0.0	39.1	
	Quantity		1624	1332	0	2956	
Total	Ratio		57.7	56.4	0.0	57.1	
	Quantity		2816	2360	4	5180	
			100.0	100.0	100.0	100.0	

The data in the above table shows that there is no difference in the interest in preserving and promoting traditional Vietnamese cultural values between the sexes, statistically significant with 95% confidence. ($p\text{-value} = 0.080 > 0.05$), most of the sexes are very interested, especially the two main sexes, Male and Female.

In addition to the traditional cultural values being promoted, new cultural values are also formed and developed among students at universities in Vietnam: nation, democracy, civilization, responsibility, and law rights, and harmony.

Table 2: New cultural values are formed and developed in universities in Vietnam today

Sentence _II.26		Industry sector					Total
		Other sectors	Economics	Engineering Technology	Law	English Language	
Ethnicity, democracy, humanity, rule of law	Quantity	376	360	736	28	76	1575
	Ratio	29.7%	30.6%	30.4%	43.8%	30.2%	30.4%
Ethnicity, democracy, humanity, rule of law, harmony	Quantity	868	796	1636	36	156	3492
	Ratio	68.5%	67.7%	67.6%	56.3%	61.9%	67.4%
Nationality, Democracy	Quantity	12	12	24	0	12	60
	Ratio	0.9%	1.0%	1.0%	0.0%	4.8%	1.2%
Ethnicity,	Quantity	12	8	24	0	8	52

humanity, the rule of law	Ratio	0.9%	0.7%	1.0%	0.0%	3.2%	1.0%
Total	Quantity	1268	1176	2420	64	252	5180
	Ratio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
p-value		0,490					

The data in the above table shows that there is no difference in building a Vietnamese cultural value system in the period of accelerating industrialization, modernization, and international integration from the point of view of students of different disciplines. Statistical significance at 95% confidence level ($p\text{-value} = 0.490 > 0.05$)

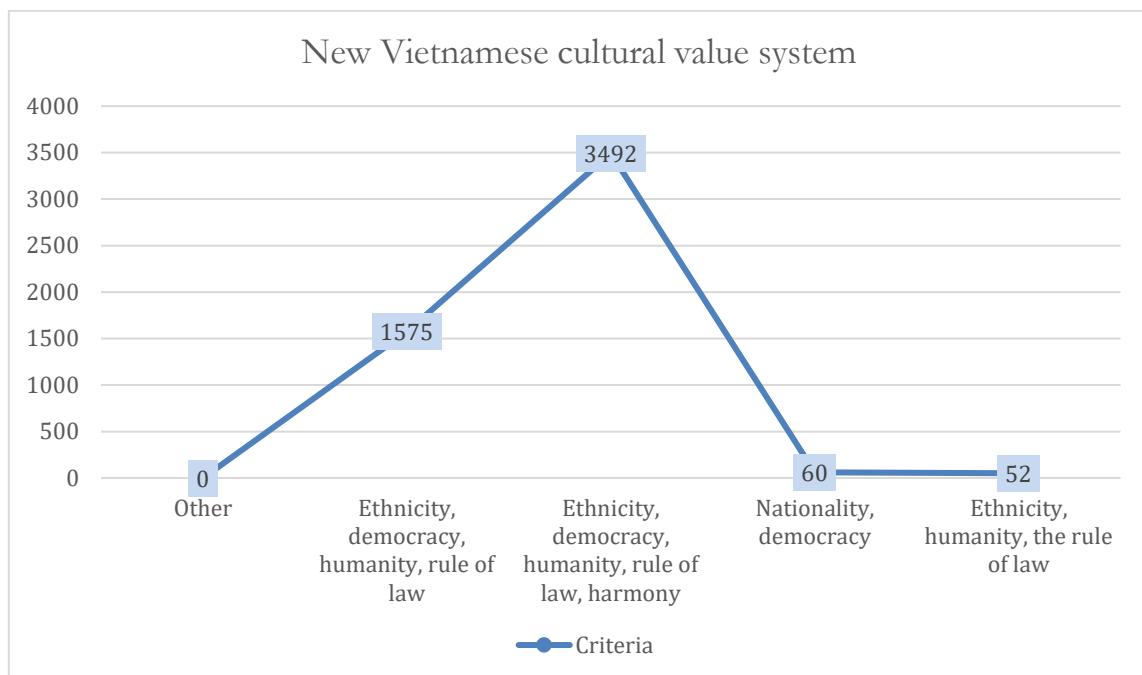


Figure 2: Shows the new Vietnamese cultural value system criteria

*Source: Survey results of the author's team

The activities of the Union and the Association in the education of traditional cultural values at the university level in Vietnam have made important progress such as The educational work of the Union has been implemented synchronously in association with the implementation of the directive 05-CT/TW of the Politburo on promoting learning and following Ho Chi Minh's thought, morality, and style, Directive No. 42-CT/TW of the Party Central Committee's Secretariat on "Strengthening leadership Party's leadership for the education of revolutionary ideals, morality, and cultural lifestyles for the young generation in the period 2015 - 2030", Resolution 33-NQ/TW on "Building and

developing culture and children" Vietnamese people meet the requirements of the country's sustainable development" associated with building values through the model of 5 good students. With revolutionary action programs and extensive practical experience at the branch and grassroots level, union members have created a training environment, striving for union members to actively contribute to fostering trust, stimulating evoke revolutionary sentiments, orienting young people's thoughts and actions, and meeting the requirements of national construction and defense (Ho Chi Minh Communist Youth Union, Industrial University of Ho Chi Minh City, 2022).

About restrictions

Some traditional cultural values have shown signs of decline such as solidarity, kindness, and industriousness, many students gradually fade away from the revolutionary ideals. The pragmatic, selfish, passive lifestyle, being involved in many social evils... has become more and more widespread among students in Vietnam today. Some university students in Vietnam today show excessive affection for entertainment, and cultural and artistic activities imported from outside, which are not suitable with the fine customs and traditions of the Vietnamese nation. Many students are caught up in video games, and the influence of dark websites (heavy violence, depraved images, toxic ...) has significantly affected their physical and mental health, leading to acts of degrading morals and breaking the law.

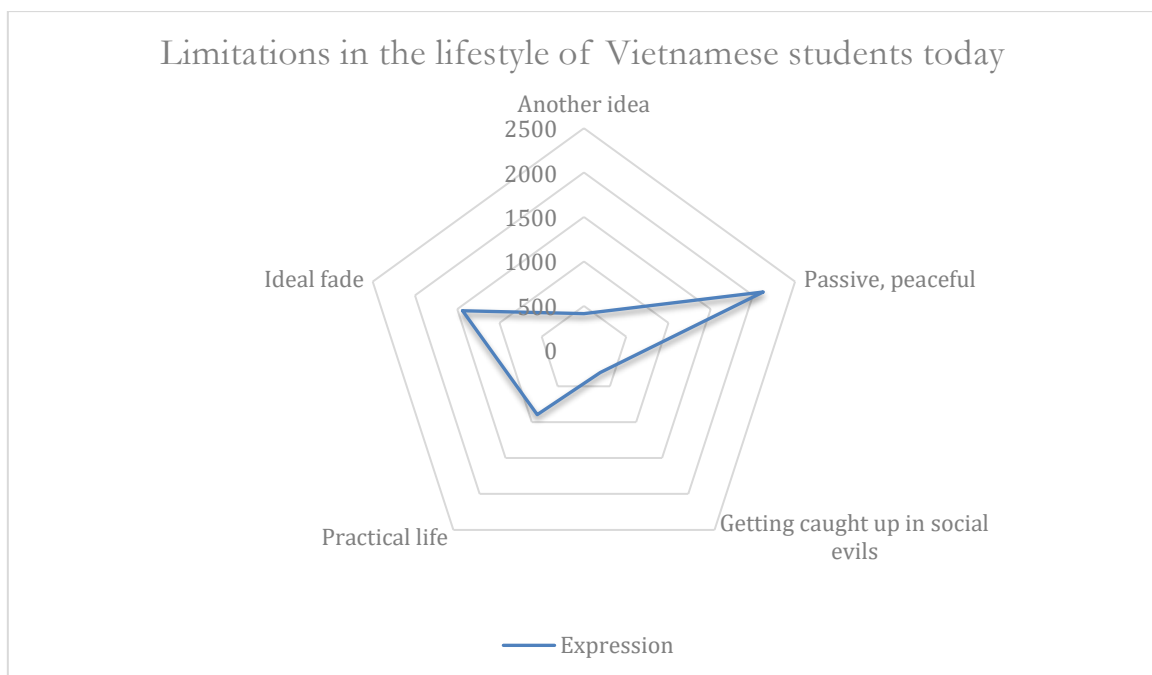


Figure 3: Limitations in the lifestyle of Vietnamese students today

*Source: From the author's survey results

New cultural values have been formed (ethnicity, democracy, humanity, rule of law, harmony) but have not penetrated the daily activities of university students in Vietnam today.

Union activities are still coping, not proactive, specifically at the Faculty of Early Childhood Education, Ha Long University, according to a survey by author Dang Quang Rinh about the students' awareness of participating in mass activities at a moderate level average and poor accounted for 18.3% of students. Some students have not actively participated in activities such as art, physical training, sports, clubs, and volunteer activities (Dang Quang Rinh, 2020).

Causes of restrictions

The strong impact of the market economy, the process of industrialization, modernization, and the process of international integration of our country in the doi moi period; direct and indirect influence from the scientific-technological revolution on the outlook of university students in Vietnam

The educational activities of traditional cultural values of schools, unions, and associations sometimes have not been paid due attention because they still place great emphasis on knowledge education but are somewhat loose in traditional cultural values education for students in schools. Besides, the proper attention of the family and the community on cultural education is one of the basic causes affecting the degradation of some cultural activities among students today.

3.3. Some solutions to improve the effectiveness of traditional cultural value education for university students in Vietnam today

To effectively educate traditional cultural values university students in Vietnam today, we propose 03 groups of specific solutions as follows:

Firstly, raise awareness about the importance of educating traditional cultural values university students

For university students in Vietnam, the education of cultural values is an important part of comprehensive education for students, not only consolidating traditional cultural knowledge but also arousing the potential of each student to contribute to the construction and development of the country. The education of traditional cultural values must be flexible, and suitable to each object, characteristic, and history of each school, each environment, and through each period. While affirming traditional cultural values must go hand in hand with supplementing and developing the good values of the nation and human

heritage, making traditional cultural values promote the soft power of the people themselves in practice. It is necessary to integrate the activities and learning contents in each lecture of the lecturer in class so that the traditional cultural values spread and permeate into each student to gradually transform into awareness and behavior the right action.

Raising awareness of staff and students about traditional values, thereby consistently implementing those values according to a system of measures by a reasonable process based on the system of legal documents of the university. The State should have a legal basis to create favorable conditions for the effective improvement of the education of traditional cultural values for students.

Each staff member and student, through teaching activities or personal experiences, have a proper attitude to traditional cultural values, thereby raising their awareness and actions. Traditional cultural values are values and standards cultivated over generations, pride and attachment for thousands of years of the nation, so they need to be preserved and promoted. In addition, the traditional cultural values of the Vietnamese people need to be combined, promoted outside the borders, exchanged and deeply integrated with cultures around the world to enrich their values traditional cultural values of the nation.

Besides, when awareness is raised, staff and students will form a habit of self-discipline in promoting the positive values of traditional cultural values of the Vietnamese nation. Raising awareness of the nation's traditional cultural values contributes to raising awareness of healthy behavior in the learning environment and society, upholding the spirit of humanity, solidarity, democracy, civility, harmony, and good conduct according to the law in daily life become the civilized beauty of university students.

Raising awareness of traditional values also helps universities to focus on building an educational environment with cultural values reality. The relationship between students and students, students and teachers have mutual understanding so that everyone can feel sincere affection, love, feel valued, respect, and opportunities develop comprehensively, stimulating the creativity of each student in the school. Raise awareness of traditional values that contribute to harmonizing family-school-society relationships to perfect the personality of students, stimulate, inspire, and promote initiative and community students will actively and voluntarily participate in preserving and promoting the traditional cultural values of the Vietnamese nation

Managers need to identify cultural values and manage the implementation of appropriate traditional cultural values education in the training program. Through educational activities to improve skills in evaluating, criticizing, and criticizing deviant, objectionable, and cultural expressions in society, while preserving and promoting traditional cultural values for students. Strengthening facilities and teaching equipment to improve the effectiveness of cultural value education for students. Schools need to pay due attention, and at the same time build a variety of activities, and design many useful playgrounds, combining both the cyberspace environment and daily life.

Second, renovate the content and form of activities in the Unions and Associations on educating traditional cultural values for university students.

Through the activities of Unions and Associations to educate students on traditional cultural values and solidarity, to build a sense of self-reliance, self-responsibility, and a civilized lifestyle in life for students. However, activities should be diversified instead of just focusing on propaganda (Propaganda) in the form of communication (Disseminate), focusing on multimedia communication (Multimedia Communications) as today. The Youth Union and Association are close friends of students, so they always listen, share, and accompany each student more often, especially when students are facing difficulties and obstacles in real life. Thereby, helping them calm down, regain balance, and realize the good values in their life, from which they have enough confidence and energy to overcome the challenges they face. The activities of the Union and the Association in the university, will affect the formation, consolidation, and promotion of good traditional cultural values and perfect the personality and dignity of university students at this time. great 4.0.

In addition, to promote the role of the Youth Union and the Student Union in educating traditional cultural values better, it is necessary to establish a variety of youth clubs at the grassroots level, where young people gather together. Young people have the same interests, needs, and aspirations, work together, and progress together. At student clubs, students have the right to enjoy culture and arts, the right to share, the right to rest, and active entertainment for them, but also to promote education, encouragement, and student organization in the school to participate self-consciously in the process of managing, creating, and building cultural life at the grassroots; helping students improve their knowledge in all aspects: professional development, perfecting soft skills, hard work, and actively working in all daily activities.

Third, resolutely fight against negative manifestations in the education of traditional cultural values for university students.

Due to the explosion of information, entertainment, and the negative side of the market economy, students still have one-sided and incorrect perceptions about traditional cultural value education for students at universities. In the process of educating traditional cultural values, leaders at all levels should promptly reward good examples, good deeds, and individual and collective achievements, and resolutely eliminate negative manifestations in student life. In addition, each student himself needs to actively and resolutely condemn the struggle against bad habits, and the degradation of ideology, morality, and lifestyle, especially against foreign and illegal cultures. The culture is contrary to the fine customs and traditions and the fine traditional cultural values of the Vietnamese nation, so the education of traditional culture and values for students in universities in Vietnam has come into reality and high efficiency.

Thus, stemming from the current situation and causes leading to limitations of the inheritance of traditional cultural values to improve education for students in schools today, the research team proposes several groups: basic solutions to improve the effectiveness of education on traditional values of national culture for students above. In practice, it is required that groups of solutions need to be coordinated and implemented synchronously to effectively bring traditional cultural values education to university students, in which, it is necessary to focus on solutions to improve education awareness, promote the activeness and initiative of students, consider this as the core solution, determining the effectiveness of educating traditional cultural values to students in the school, because students are subject at the same time is the object of education, inheriting traditional cultural values of the nation in the current period of national renewal and extensive international integration.

4. Conclusion

Traditional cultural values are those with good and positive meanings that are powerful endogenous resources promoting the development of the country. Those values have been formed, preserved, and promoted throughout the length of the nation's history and have been inherited and preserved through many generations. Vietnamese students in general and university students, in particular, are the generations of land owners and high-

quality human resources of each country. Currently, under the influence of the market economy, the process of industrialization, modernization, globalization, international integration, and the 4.0 revolution, university students are influenced by many factors. Which, there is a strong impact on students, and the education of traditional cultural values becomes urgent and important for university students. If professional qualifications and skills are necessary conditions for each student, then traditional cultural values including patriotism, solidarity, compassion, diligence, and creativity in work are sufficient conditions for each student in the school to become brave, proactive, creative, responsible, and confident to become the future owner of the country. The education of traditional cultural values for students is very necessary and has a great effect in equipping and orienting the personality, lifestyle, and civilized behavior of university students in Vietnam today.

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