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Vietnam's International Cultural Integration in the 21st Century: Strategy, Heritage, and Global Influence

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ABSTRACT: In the context of increasingly deep and complex globalization, Vietnam has demonstrated a proactive, flexible, and creative spirit in its process of international integration, particularly in the field of culture. Culture serves as a foundational domain that connects and disseminates national identity. From 2000 to 2020, Vietnam not only participated in international cultural forums and signed numerous bilateral and multilateral cooperation agreements but also actively promoted traditional cultural values and embraced the cultural essence of humanity. These efforts have contributed to the creation of a rich and multidimensional space for cultural exchange. The process of cultural integration has helped deepen Vietnam's relationships with countries, organizations, and regions around the world. It has also fostered synchronized development in other sectors such as education, tourism, creative industries, and people-to-people diplomacy. Cultural integration is not only a means of enhancing national prestige but also a driving force for preserving, renewing, and spreading Vietnamese identity within the global flow. This article provides an in-depth analysis of the strategic orientations and policies of the Party and the State regarding international cultural integration. It evaluates the practical implementation through specific programs, events, and cooperative activities. At the same time, it identifies existing challenges and limitations, including disparities in cultural receptivity, risks of cultural assimilation, and the lack of mechanisms to protect heritage in an integrated environment. Based on these findings, the article proposes several long-term strategic solutions to improve the effectiveness of cultural integration, safeguard national identity, and promote the role of culture as a pillar in the national sustainable development strategy.

1. INTRODUCTION

In the course of modern history, as globalization has become an inevitable trend and international integration a pressing requirement for sustainable development, culture has transcended its traditional role to become a strategic resource. It now serves as a form of soft power capable of shaping national image, promoting dialogue and cooperation, and disseminating national identity on a global scale. For Vietnam, since the initiation of the *Đổi Mới* reforms, particularly during the first two decades of the twenty-first century, international cultural integration has not only been part of the overall development strategy but also a vivid expression of a new political mindset. This shift reflects a transition from preservation to development and from inward orientation to cultural diplomacy.

Based on sound policies and strategic orientations of the Party and the State, Vietnam has gradually affirmed its position as a culturally rich nation with responsibility and capacity to participate in global cultural institutions. At the same time, the country

has actively shaped regional and international cultural exchange spaces. This article investigates Vietnam's process of international cultural integration from the beginning of the twenty-first century to the present. It analyzes strategic orientations, policies, and practical implementation, highlights notable achievements, identifies existing challenges, and proposes strategic solutions to enhance the effectiveness of cultural integration in the context of globalization, digital transformation, and intensifying soft competition among nations.

2. VIETNAM'S STRATEGY FOR INTERNATIONAL CULTURAL INTEGRATION: POLITICAL THINKING, LEGAL FRAMEWORK, AND SUSTAINABLE DEVELOPMENT ORIENTATION

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Under the comprehensive national reform initiated in the late twentieth century, and especially during the first two decades of the twenty-first century, Vietnam has gradually established a strategic and increasingly profound system of policies for international cultural integration. This system reflects a shift in thinking from preservation to development and from inward orientation to cultural diplomacy, aiming to affirm national identity within the global flow. Culture has been recognized by the Party and the State not merely as a supplementary domain but as the spiritual foundation of society, an endogenous driver of sustainable development, and a soft instrument for enhancing national prestige on the international stage.

The first turning point in cultural integration thinking was clearly expressed in the Fifth Central Committee Resolution of the Eighth Party Congress in 1998, which emphasized the task of promoting Vietnamese culture, land, and people to the world while selectively absorbing progressive humanistic and scientific values from abroad. This was not only a policy orientation but also the beginning of theoretical development for cultural advancement in the context of international integration. It laid the foundation for shaping a modern and progressive Vietnamese cultural identity that remains deeply rooted in national traditions.

Building on this foundation, the Tenth Party Congress in 2006 issued a strategic warning by affirming the need to actively expand international cultural exchange and cooperation while resisting the infiltration of harmful and hybrid cultural products. This perspective demonstrated not only a proactive approach to integration but also a deep awareness of cultural challenges in the globalization era, where foreign values could negatively impact national identity if not properly managed and guided.

By the Twelfth Party Congress in 2016, cultural integration thinking had reached a new level. The Party clearly stated the need to proactively integrate internationally in the cultural domain and to absorb the cultural essence of humanity. This was to be achieved through expanded cultural cooperation with other countries, diversified forms of cultural diplomacy, and deeper, more effective international cultural relations. This marked a shift from defensive to constructive thinking, from protecting identity to actively spreading Vietnamese cultural values globally, while selectively enriching national culture with global cultural achievements.

At the Thirteenth Party Congress in 2021, amid increasingly fierce soft competition among nations, the Party reaffirmed the importance of proactive and active international cultural integration. It emphasized the goal of making Vietnam an attractive destination for international cultural exchange and the need to selectively absorb global cultural essence in ways that align with Vietnam's realities. This vision reflects not only the aspiration to elevate national status through culture but also a mature strategic understanding of culture's role as a soft instrument in diplomacy and national development.

Based on these political orientations, Vietnam has gradually built and refined a legal and policy framework aligned with international norms to support cultural integration. Key legal documents such as the Law on Cultural Heritage (2001, amended in 2009), the Law on Intellectual Property (2005, amended in 2009), and strategic plans including the Cultural Development Strategy to 2020, the Foreign Cultural Strategy to 2020 with a vision to 2030, and the Strategy for the Development of Vietnam's Cultural Industries to 2020 with a vision to 2030 have provided a solid foundation for systematic, in-depth, and effective international cultural cooperation.

Concrete measures to promote international cultural integration have been implemented comprehensively. These include deepening and stabilizing established international cultural relations, expanding ties with countries, territories, and international cultural organizations, building intersectoral coordination mechanisms for effective cultural diplomacy, widely promoting Vietnamese literary and artistic values, integrating culture with tourism, trade, and investment, training high-quality human resources in arts and culture, engaging overseas Vietnamese intellectuals and artists, establishing Vietnamese cultural centers in

key global regions, and boosting the export of cultural products and services. These efforts have gradually shaped a Vietnamese cultural market on the global stage.

Notably, the issuance of the Foreign Cultural Strategy to 2020 with a vision to 2030 in 2015 marked a transition from fragmented activities to a comprehensive strategy. Foreign cultural affairs were defined as a set of interactions, exchanges, and cooperation activities among nations and communities aimed at introducing national cultural values and selectively absorbing global cultural essence. This enriches and spreads national cultural values internationally and supports other forms of diplomacy such as political, economic, and defense cooperation. The State plays a guiding and supportive role in policy and national image messaging, while society acts as the implementing agent. This approach gradually builds a comprehensive Vietnamese culture and citizenry, turning culture into a vital internal strength that enhances national power and prestige internationally and ensures sustainable national development.

In parallel, Vietnam has identified the development of cultural industries as an effective means of promoting the country's image and people while preserving and enhancing national cultural identity in the process of exchange, cooperation, and international integration. Key tasks include organizing international cultural and artistic events in Vietnam as annual activities of regional and global significance, developing and implementing programs to promote cultural product and service brands and cultural enterprises, integrating cultural industry promotion into diplomatic events, expanding cultural product and service exports, increasing cultural exchange with countries in the region and globally, and building and developing markets for Vietnamese cultural products and services abroad. These efforts not only contribute to elevating Vietnam's international status and reputation but also affirm the role of culture as a strategic resource in the national sustainable development agenda for the twenty-first century.

3. VIETNAM'S MILESTONES IN INTERNATIONAL CULTURAL INTEGRATION: FROM GLOBAL COMMITMENTS TO REGIONAL LEADERSHIP

In the context of increasingly deep globalization, international cultural integration has become an inevitable trend not only for developed countries but also for emerging nations such as Vietnam. As one of the pillars of sustainable development, culture is not merely a symbolic or spiritual domain but a strategic resource capable of advancing diplomacy, economic growth, education, and social progress. Recognizing this, Vietnam has consistently made efforts to implement international cultural integration in a systematic, in-depth, and well-structured manner. These efforts range from participation in international conventions and the development of regional institutions to the execution of bilateral and multilateral cooperation programs.

From a legal and international commitment perspective, Vietnam has gradually prepared, negotiated, and signed numerous international agreements in the field of culture. These agreements uphold the principles of national sovereignty and the protection of national interests while aligning with the country's foreign policy of independence, autonomy, multilateralism, and diversification. Vietnam's ratification of major international conventions such as the United Nations Covenant on Economic, Social and Cultural Rights, the Convention Concerning the Protection of the World Cultural and Natural Heritage, the Convention for the Safeguarding of the Intangible Cultural Heritage, where Vietnam served as a member of the Intergovernmental Committee from 2006 to 2010, and the Convention on the Protection and Promotion of the Diversity of Cultural Expressions marks a significant shift in integration thinking. This shift moves from passive reception to active participation in shaping global cultural spaces. These commitments are not only politically symbolic but also impose concrete responsibilities on Vietnam to identify, protect, preserve, restore, and promote the value of tangible and intangible cultural heritage within its territory. Vietnam has clearly stated that heritage protection is primarily a national responsibility and has pledged to mobilize domestic resources in combination with international aid and cooperation to achieve this goal effectively and sustainably (Communist Party of Vietnam Online Newspaper, 2018).

Beyond participation in global conventions, Vietnam has played an active role in regional cultural cooperation frameworks, particularly within the ASEAN Community, where culture is recognized as one of three foundational pillars alongside politics and security, and economics. As a responsible member, Vietnam has proactively contributed to institutional development, policy formulation, and the implementation of cultural and social cooperation programs within ASEAN. Notably, in 2010, during its chairmanship of ASEAN, Vietnam demonstrated strong leadership by proposing and leading the development of several important documents. These include the Hanoi Declaration on the Welfare and Development of Women and Children in ASEAN and the ASEAN Leaders' Declaration on Human Resource Development and Vocational Skills for Economic

Recovery and Sustainable Development. These documents have helped shape the region's cultural and social vision and reflect Vietnam's creativity and capacity to foster regional cooperation for human-centered and comprehensive development.

In addition to institutional contributions, Vietnam has actively participated in high-level working groups tasked with implementing recommendations from mid-term reviews of ASEAN Socio-Cultural Community blueprints. During this process, Vietnam collaborated closely with other member states to develop the ASEAN Community Vision 2015 and contributed to the formulation of the ASEAN Socio-Cultural Community Blueprint to 2025. Vietnam has not only engaged in policy planning but also launched specific initiatives to effectively implement these blueprints. These include the issuance of a national plan to realize ASEAN objectives, the clear assignment of responsibilities to relevant ministries and sectors, and the integration of cultural and social activities into the national development agenda for the 2016–2025 period.

By connecting national and regional levels, Vietnam has contributed to the realization of ASEAN's strategic goals in the cultural and social domain. Specifically, Vietnam has focused on capacity building across central and local government levels and among citizens to enhance participation, monitoring, and evaluation of programs and policies related to the ASEAN Socio-Cultural Community. Vietnam has also successfully hosted various specialized conferences such as the ASEAN Socio-Cultural Community Council Meeting and the ASEAN Ministers Responsible for Culture and Arts Meeting. These events have affirmed Vietnam's role as an active, creative, and responsible member of the regional community (Vietnam News Agency, 2021).

From participation in international conventions to the proactive creation of regional cultural spaces, Vietnam has demonstrated that its process of international cultural integration is not superficial but strategic and long-term in vision. The achievements made have not only elevated the country's international standing but also laid a solid foundation for culture to become a pillar in Vietnam's sustainable development strategy for the twenty-first century. International cultural integration, therefore, is not merely a political and legal process but a journey of affirming identity, spreading values, and shaping the national image in the consciousness of the global community.

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4.1 Promoting the Soft Power of Vietnamese Culture in the Digital Age and Globalization

In a world undergoing rapid, complex, and unpredictable transformations, where geopolitical, economic, social, environmental, and technological factors are increasingly intertwined and exert profound influence on all nations, culture is increasingly recognized as a strategic component in international relations. Culture is not only an expression of national identity but also a source of soft power, a tool for connection, and a foundation for building trust, fostering cooperation, and projecting national values to the global community. In the context of deepening globalization and international integration, countries are investing in cultural development as a means to enhance their global standing, promote national image, preserve heritage, and absorb the cultural essence of humanity to enrich their own traditions. Culture, therefore, is not a separate domain but a guiding element and a critical condition for comprehensive international integration across fields such as economics, politics, society, environment, science, and technology. It contributes to mutual understanding, strengthens relationships among nations, and directly supports peace, security, cooperation, and sustainable development (Trần Thị Kim Vinh, 2022).

For Vietnam, the process of international cultural integration presents both new opportunities and challenges, especially in the context of the Fourth Industrial Revolution and the rapid development of digital technology, digital society, and digital culture. These advancements have fundamentally changed the ways in which cultural values are produced, transmitted, and received. Technological progress not only expands the space for cultural exchange but also demands urgent adaptation, innovation, and enhanced integration capacity. At the National Cultural Conference held to implement the Resolution of the 13th National Congress of the Communist Party of Vietnam (November 24, 2021), a strategic direction was reaffirmed: "Develop the soft power of Vietnamese culture to contribute to enhancing the comprehensive national strength in the coming period" (Communist Party of Vietnam Online Newspaper, 2021). This statement is not merely political rhetoric but a call to action for society to elevate culture as an endogenous driving force and a pillar in the national development strategy for the twenty-first century.

To realize this goal, strengthening international cultural integration must be implemented in a comprehensive, systematic, and in-depth manner across multiple dimensions. First, it is essential to continue improving institutions, policies, and legal regulations related to international cultural integration. This will create a solid legal framework to promote cultural diplomacy,

develop cultural industries and services, and build distinctive cultural products with strong appeal, competitiveness, and global reach. The development of creative cultural forms not only enhances economic value but also serves as a means to affirm national identity and inspire the global perception of Vietnam.

Second, there must be mechanisms to harmonize the preservation and promotion of traditional cultural values during the integration process. Cultural development cannot be separated from the task of heritage preservation and the enhancement of tangible and intangible cultural values across regions and ethnic communities. It must also be closely linked to economic, political, social, and diplomatic development goals. The absorption of global cultural essence must be selective and creative, enriching Vietnamese cultural identity without diluting its core values.

Third, in the context of comprehensive digital transformation, it is necessary to build a digital cultural environment that aligns with the digital economy, digital society, and digital citizenship. Digital culture is not only a medium for content delivery but also a space for creativity, a platform for community connection, and a foundation for education, communication, and sustainable development. The application of technology in heritage preservation, cultural digitization, digital product development, online event organization, and the creation of cross-border cultural exchange platforms will open new opportunities for Vietnam to enhance its competitiveness and expand its cultural influence internationally.

Fourth, attention must be given to training and developing a workforce for cultural diplomacy, ensuring both quantity and quality. Personnel must be capable of adapting to integration requirements, possess global thinking, and have a deep understanding of national culture. At the same time, it is necessary to establish appropriate financial and budgetary mechanisms to support cultural integration activities and promote the proactive role of Party committees and local governments in implementing international cultural exchange and cooperation programs.

Fifth, it is important to continue implementing the principle that “Overseas Vietnamese are an inseparable part of the Vietnamese national community” (Constitution of the Socialist Republic of Vietnam, 2015, p.18). The overseas Vietnamese community is not only a supportive force but also cultural ambassadors and vital bridges for promoting, introducing, and connecting Vietnamese culture with the world. Supporting overseas Vietnamese in maintaining the Vietnamese language, organizing community cultural activities, and enabling intellectuals and artists to participate in domestic and international cultural programs will contribute to the widespread and sustainable dissemination of Vietnamese values.

4.2 Vietnam and UNESCO: A Journey of Global Cultural Integration, Heritage Creation, and the Dissemination of Humanistic Values

Over the first two decades of the twenty-first century, Vietnam has gradually affirmed its position as a culturally rich nation with both responsibility and capacity to participate in and contribute to global cultural institutions. This has been especially evident through its comprehensive, profound, and effective cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO). Vietnam has not merely acted as a beneficiary partner but has proactively emerged as an active, creative, and influential member in international cultural activities. This role is reflected in its successful hosting of numerous conferences, seminars, commemorations, and major international events related to culture, education, science, and sustainable development. Notable events such as the Asia-Pacific Regional Summit on Dialogue among Cultures, the International Conference on Science, Ethics, and Human Development, and the commemoration of the implementation of the Convention Concerning the Protection of the World Cultural and Natural Heritage have served not only as opportunities to promote Vietnam’s national image but also as evidence of its organizational capacity, connectivity, and leadership in regional and global cultural forums.

Through consistent and meaningful contributions, Vietnam has earned the trust of the international community and has been elected to the UNESCO Executive Board for multiple terms, including 1978–1983, 2001–2005 (during which Vietnam served as Vice President of the Board from 2001 to 2003), 2009–2013, 2015–2019, and most recently for the 2021–2025 term. Vietnam has also served for many years as a member of the World Heritage Committee, where its voice has helped shape global heritage conservation policies and propose practical and impactful initiatives (Vietnam National Commission for UNESCO, 2017). In addition to UNESCO, Vietnam has expanded cooperation with other international cultural organizations such as the World Tourism Organization (UNWTO), the International Folk Culture Foundation (IGF), the Bureau International des Expositions (BIE), and the World Intellectual Property Organization (WIPO), thereby affirming its role as a multidimensional integrator capable of contributing to global cultural development programs.

Beyond institutional participation, Vietnam has actively implemented specific cooperation programs with UNESCO and other international partners. These include initiatives in education for sustainable development, literacy promotion, and public knowledge enhancement; environmental protection and climate change mitigation projects; the establishment of community learning centers and information technology training hubs; and interdisciplinary scientific programs such as Man and the Biosphere, the Intergovernmental Oceanographic Commission, the International Hydrological Programme, the Management of Social Transformations Programme, and the Philosophy Dialogue initiative. The effective execution of these programs has not only strengthened Vietnam's capacity in cultural and social management, organization, and coordination but also facilitated the acquisition of international knowledge and experience, while leveraging external resources to support domestic sustainable development.

One of the most prominent achievements in cooperation with UNESCO is Vietnam's proactive effort in preparing dossiers, conducting promotional campaigns, and successfully submitting numerous cultural, natural, and documentary heritage items for recognition as World Heritage. To date, Vietnam has received UNESCO recognition for a wide range of heritage sites, including tangible cultural heritage such as the Imperial Citadel of Thang Long (2010), the Citadel of the Ho Dynasty (2011), the Trang An Landscape Complex (2014), and Phong Nha – Ke Bang National Park (2003, extended in 2015); intangible cultural heritage such as Quan Ho folk songs, Ca Tru singing (2009), Xoan singing of Phu Tho (2011), Vi and Giam folk songs of Nghe Tinh (2014), and the Giong Festival (2010); and documentary heritage under the Memory of the World Programme such as the Woodblocks of the Nguyen Dynasty (2009), the Stone Stele Records of Doctoral Exams from the Le and Mac Dynasties (2011), the Administrative Documents of the Nguyen Dynasty (2017), the Woodblocks of Vinh Nghiem Pagoda, the Literary and Artistic Works on Hue Royal Architecture (2016), the Woodblocks of Phuc Giang School (2016), and the Hoang Hoa Map (2018). Additionally, Vietnam has been recognized by UNESCO for three Global Geoparks: Dong Van Karst Plateau (2010), Non Nuoc Cao Bang (2018), and Dak Nong (2020), which highlight the geological, ecological, and cultural uniqueness of various regions across the country.

Vietnam has also achieved significant results in biosphere conservation. Since 2000, UNESCO has designated a total of eleven World Biosphere Reserves in Vietnam, making the country the second in Southeast Asia in terms of the number of recognized reserves, following Indonesia. These reserves, including Can Gio, Dong Nai, the Red River Delta, Cat Ba, Kien Giang, Western Nghe An, Cham Islands, Ca Mau Cape, Lang Biang, Nui Chua, and Kon Ha Nung, are not only ecologically vital but also serve as exemplary models for integrating biodiversity conservation with sustainable socio-economic development.

Notably, UNESCO has recognized six outstanding Vietnamese figures as world cultural icons: Nguyen Trai, Nguyen Du, President Ho Chi Minh, Chu Van An, Ho Xuan Huong, and Nguyen Dinh Chieu. These individuals have made exceptional contributions to the cultural advancement of humanity and symbolize a Vietnamese culture that is deeply rooted in national identity while embodying humanistic values and global intellectual spirit (Department of Cultural Heritage, 2022).

Thanks to its extensive integration and effective cooperation, UNESCO and other developed nations have supported Vietnam in enhancing institutional capacity, improving heritage conservation policies, managing cultural assets, promoting cultural tourism, and fostering community development. Vietnam has also worked closely with UNESCO to incorporate principles of cultural diversity and intercultural dialogue into national development policies, raise awareness of the role of museums, and integrate heritage and cultural content into general education curricula. These efforts have laid a solid foundation for building a learning society that is creative and sustainably developed.

4.3 Cultural Diplomacy in Vietnam's Comprehensive Integration Strategy: Engaging the Overseas Community and Elevating National Identity

In the context of deepening globalization, where cultural values are no longer confined by geographical boundaries, Vietnam has proactively implemented a wide range of international cultural exchange and cooperation activities. These efforts aim to affirm national identity, promote the country's image, and foster friendly and multilateral relations with other nations, territories, and international organizations. Such initiatives reflect not only strategic thinking in foreign cultural policy but also a shift from passive reception to active creation, from simple introduction to the dissemination of Vietnamese cultural values within the global community.

Vietnam has organized numerous large-scale and diverse cultural programs in various countries, including Cultural Days, Cultural Weeks, Cultural Months, and Cultural Years of Vietnam abroad. These activities encompass traditional art

performances, folk festivals, sports competitions, fine arts exhibitions, photography displays, film screenings, book presentations, culinary showcases, tourism promotions, academic seminars, and trade and investment forums. Together, they create a vibrant and multidimensional space for cultural exchange. Notably, programs under the “Vietnam Year” framework in countries such as Russia, China, Laos, and France have deepened bilateral relations and affirmed the role of culture as a soft power tool in people-to-people diplomacy.

Alongside event organization, Vietnam has focused on establishing cultural institutions abroad. Prominent examples include Vietnamese Cultural Centers in France, Germany, Thailand, and Laos. These centers serve not only the overseas Vietnamese community but also host cultural, artistic, educational, and language exchange activities with local populations. The development of cultural attachés and officers at diplomatic missions represents a strategic move to professionalize cultural diplomacy and ensure continuity and effectiveness in international cultural engagement.

A distinctive highlight in Vietnam’s cultural promotion strategy is the implementation of projects introducing national cultural figures and heroes to the international community. Among these, the project honoring President Ho Chi Minh as a national liberation hero and eminent cultural figure has been carried out in over 100 countries and territories. It reflects the widespread resonance of his ideology, ethics, and personality worldwide. In addition, projects promoting tangible and intangible cultural heritage recognized by UNESCO, Vietnamese cuisine, and the involvement of overseas intellectuals and artists in cultural development have enriched Vietnam’s image in the eyes of global audiences.

Vietnam has also facilitated the establishment of foreign cultural institutions within its territory, thereby promoting two-way cultural exchange. Legal support and coordination for activities of organizations such as the Goethe Institute (Germany), the American Embassy’s Cultural Office Library, and cultural and language centers from France, South Korea, and Japan have created a diverse, open, and interactive cultural environment. This enables Vietnamese citizens to access global cultural values in a selective and creative manner.

Furthermore, many international cultural events hosted by Vietnam, such as the Hue Festival, International Film Festival, International Circus Festival, and International Puppetry Festival, have become prestigious cultural gatherings. These events attract artists, journalists, researchers, and international visitors. They serve not only as platforms for artistic performance but also as forums for academic exchange, creative collaboration, and multilateral cultural cooperation. Through these events, Vietnam has fostered positive impressions, trust, and goodwill from the international community, expanding opportunities for cooperation in tourism, trade, education, and investment.

With the support of domestic and international media, the image of Vietnam and its people has been increasingly disseminated worldwide. Numerous media outlets and film crews have visited Vietnam to produce reality shows, documentaries exploring nature, cultural surveys, and historical features. These programs have aired on major television networks in the United States, Japan, Germany, France, the United Kingdom, and Australia, raising public awareness and interest in Vietnam globally.

In the process of international cultural integration, the overseas Vietnamese community is not only an inseparable part of the nation but also a core force and a vital bridge between Vietnam and the world. Recognizing this strategic role, Vietnam has implemented various programs and policies to harness the potential, intellect, and dedication of overseas Vietnamese in promoting national culture and fostering international exchange. A key focus is the teaching and learning of the Vietnamese language among overseas communities, especially the younger generation, who face the risk of losing their mother tongue in multicultural environments. Preserving and developing the Vietnamese language helps young people connect with their roots and provides a foundation for receiving, maintaining, and spreading national cultural values internationally.

Vietnam has also organized artistic delegations to perform abroad for the overseas community and facilitated the return of overseas artists, intellectuals, and athletes to participate in cultural exchanges, performances, conferences, seminars, sports competitions, and international tours. These activities not only strengthen community bonds but also create multidimensional cultural interaction spaces where overseas Vietnamese can share, contribute, and promote national cultural values.

Moreover, diverse cultural exchange activities such as art exhibitions, thematic seminars, literary programs, heritage tourism, and traditional performances have become important bridges connecting overseas Vietnamese with their homeland. These activities evoke national pride and encourage active participation in spreading Vietnamese cultural values globally. In parallel, external communication has undergone significant transformation, with specialized radio and television channels developed in coordination with local media systems to produce cultural programs specifically for overseas Vietnamese. These efforts have

reinforced cultural identity within the diaspora and expanded the influence of Vietnamese culture in the modern international media landscape.

All of these efforts have not only helped preserve national cultural identity within the overseas community but also created a global cultural network. In this network, overseas Vietnamese serve as both guardians of tradition and creators who spread Vietnamese values in a multicultural world. In the process of international integration, the overseas Vietnamese community stands as a pioneering force contributing to the affirmation of Vietnam's cultural position on the global stage.

5. CONCLUSION

International cultural integration is not merely a political and legal process but a journey of culture and knowledge. In this journey, Vietnam acts as a learner, a creator, and an inspiration to the global community through a vibrant, humanistic, and sustainable cultural identity. The achievements of the first two decades of the twenty-first century have clearly affirmed the role of culture as a pillar in the national development strategy. Culture serves as an effective bridge in people-to-people diplomacy, a medium for promoting the country's image, and a foundation for building trust and fostering multilateral cooperation. In the current context, as the world undergoes profound transformation driven by digital technology, digital society, and digital culture, Vietnam must continue to strengthen its internal capacity, improve institutional frameworks, enhance the skills of cultural professionals, and build a digital cultural environment. At the same time, it must expand international exchange spaces and promote the role of overseas Vietnamese as cultural ambassadors who connect Vietnam with the world. International cultural integration is therefore not solely the responsibility of the cultural sector but a shared mission of society. It reflects the identity, resilience, and aspiration of a nation striving to rise in a multipolar and multicultural world.

AUTHOR CONTRIBUTIONS

Phan Le Quynh Hoa: Conceptualization, Investigation, Writing—Review & Editing.

Nguyen Minh Phuong: Methodology, Laboratory Analysis.

Truong Thu Trang: Data Curation, Formal Analysis, Supervision.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

ETHICS STATEMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ethical approval was not required for this study.

DATA AVAILABILITY STATEMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Data supporting the findings of this study are available from the corresponding author upon reasonable request.

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