

The Impact of Globalization on Traditional Vietnamese Culture

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Abstract

This article analyzes the transformation of traditional Vietnamese culture under the influence of globalization. The author highlights changes in critical aspects such as customs, arts, language, and lifestyle of the Vietnamese people. Economic, social, and technological factors from the globalization process have created extensive impacts on traditional Vietnamese culture. The rapid development of information and communication technologies has facilitated easy access to foreign cultures, while simultaneously posing the risk of diluting native cultural values. The author points out that, in addition to technological impacts, changes in economic and social structures such as urbanization, migration, and changes in living environments also significantly affect the lifestyle and traditional culture of the Vietnamese people. Specifically, customs, which are an integral part of Vietnamese cultural life, are gradually being eroded or altered to fit modern lifestyles and international integration. Traditional arts like ca tru, cheo, tuong, etc., are also struggling to maintain their appeal as modern art forms from the West flood in. The Vietnamese language is influenced by the influx of foreign words, changing the structure and usage of daily language. Based on an analysis of the current situation and the impact of globalization, the article proposes specific solutions to preserve and promote traditional cultural values in the context of international integration. These solutions include strengthening education and propaganda about traditional cultural values to raise community awareness, developing and implementing policies to support cultural preservation, and encouraging creativity in maintaining and promoting these cultural values. Particularly, the active participation of both the community and the state is a key factor in ensuring that traditional culture is not forgotten in the process of integration and development.

Keywords: Culture, Globalization, Tradition, Vietnam

INTRODUCTION

Globalization is regarded as a process that increases interconnections and mutual dependencies among nations through the expansion and enhancement of global exchanges and influences. Scholar Roland Robertson defines globalization as "the process of shrinking the world, increasing the awareness of global interconnectivity, and the consciousness of humanity's mutual dependence on a global scale" (Robertson, R., 1992). The International Monetary Fund (IMF) defines it as "the increasing integration of economies around the world, particularly through trade and financial flows" (International Monetary Fund, 2000). The International Sociological Association (ISA) describes it as "the expansion, penetration, and intensification of social, economic, political, and cultural linkages and influences worldwide" (Sklair, L., 2002). Economist Joseph Stiglitz defines globalization as "the increasing integration of economies and societies around the world, particularly through trade, investment, and technology" (Stiglitz, J., 2002). The Organization for Economic Co-operation and Development (OECD) defines it as "a process through which economies and societies become more closely integrated through a worldwide increase in trade, capital flows, technology transfer, and human movement" (OECD, 2005).

These definitions share a common emphasis on the increasing interconnection among global economies, societies, and cultures. Globalization is described as an increasingly deep and extensive process of connectivity and interaction among nations and regions.

Researchers commonly identify four stages in the development and impact of globalization:

i) **The Initial Stage (15th-18th centuries):** This period began in the 15th century with European maritime explorations, leading to the discovery and exploitation of new continents such as the Americas, Africa, and Asia. The development of global trade routes enhanced the exchange of goods like spices, silk, and gold, initiating economic linkages among regions (Frank, A. G., 1998).

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ii) The Industrial Revolution Stage (18th-19th centuries): The advent of machinery and new production and transportation technologies, such as the steam engine and railways, increased production capacity and market expansion (Maddison, A., 2001). This stage also saw population growth and migration from rural to urban areas, as well as from poorer to more developed nations, creating cultural diversity and exchanges (Pomeranz, K., 2000).

iii) The 20th Century Stage - Wars and Integration: This stage was marked by significant disruptions in trade and international relations but also laid the groundwork for post-war international cooperation (Hobsbawm, 1994). The establishment of the United Nations, IMF, World Bank, and WTO promoted free trade, economic cooperation, and global political stability (Keohane, R. O., & Nye, J. S., 2000).

iv) The Modern Globalization Stage (21st century): This stage is characterized by the development of the internet, mobile phones, and information technology, which connect people globally, allowing for the rapid dissemination of information and culture (Castells, M., 2010). The rise of multinational corporations and free trade agreements further enhances economic interdependence among nations (Bhagwati, J., 2004).

Overall, globalization has had a profound impact on all aspects of human life. Economically, it promotes growth through market expansion, increased competition, and technology transfer, creating opportunities for both developed and developing countries while also causing economic inequalities among regions and social classes (Sachs, J. D., 2005). Socially, it increases labor migration and immigration, leading to cultural diversity and changes in population structures (Robertson, R., 1992). Culturally, globalization fosters cultural richness and diversity through cultural exchanges and adaptations (Tomlinson, J., 1999), but traditional cultural values risk erosion due to foreign cultural influences (Robertson, R., 1992). Politically, it encourages international cooperation through organizations and multilateral agreements (Held, D., & McGrew, A., 2002), but also challenges national sovereignty and can lead to conflicts of interest (Rodrik, D., 2011). Environmentally, globalization results in overexploitation of natural resources and environmental pollution (Stern, N., 2007), while also promoting international cooperation to address environmental issues such as climate change and biodiversity protection (Klein, N., 2014).

In summary, globalization is a complex and multifaceted process that presents both opportunities and challenges for nations and people worldwide. Understanding its development and impact is essential for crafting sustainable development policies and strategies in a globalized context. As globalization intensifies, many countries, including Vietnam, are becoming integral parts of this process. Globalization offers numerous opportunities and challenges for the country, particularly in the cultural sphere. Vietnam's traditional culture, with its rich history and diversity, faces the risk of being diluted and blended with foreign cultural elements. Therefore, studying the impact of globalization on traditional Vietnamese culture is crucial for understanding cultural transformations and proposing solutions to preserve and promote the nation's cultural heritage.

RESEARCH METHODS AND OBJECTIVES

Methods

This article primarily utilizes qualitative research methods to deeply explore various aspects of globalization's impact on traditional Vietnamese culture. The paper analyzes relevant documents, texts, and articles on the effects of globalization on traditional Vietnamese culture, including policy documents, research reports, and scholarly journal articles. From this analysis, the paper proposes solutions to preserve and develop traditional Vietnamese cultural values in the coming stages.

Objectives

The article focuses on analyzing changes in aspects of traditional culture such as customs, arts, language, and lifestyle of the Vietnamese people under the impact of globalization. It identifies economic, social, and technological factors from globalization that have been affecting traditional Vietnamese culture. Based on an analysis of the current situation and the impact of globalization, the paper proposes specific solutions to preserve and promote Vietnam's traditional cultural values in the context of international integration.

HISTORY OF RESEARCH ON THE ISSUE

In Vietnam, research on the impact of globalization on traditional culture has emerged since the 1990s, when the country opened up to international integration. Many scholars and researchers have laid the groundwork for a better understanding of how globalization affects traditional culture. Notable works include: Nguyen, V. K. (2006) in "Globalization and Vietnamese Culture" highlighted the challenges that traditional Vietnamese culture faces in the context of globalization and analyzed the necessary measures to protect and promote traditional culture during the integration period. Phan, H. L. (2009) in "Preservation and Promotion of Vietnam's Intangible Cultural Heritage" emphasized the importance of preserving and promoting Vietnam's intangible cultural heritage. The author argued that internationalizing cultural values is not only a challenge but also an opportunity for Vietnamese culture to gain wider recognition. Le, H. L. (2013) in "Preserving Traditional Festivals in the Era of Globalization" focused on the preservation of traditional festivals during globalization. The author's research showed the changes and adaptations of these festivals under the influence of global factors.

Globally, scholars have extensively studied the impact of globalization on traditional cultures in many countries, including Vietnam. Notable contributions include: Giddens, A. (1990) in "The Consequences of Modernity" addressed the concept of globalization and its effects on social and cultural structures. Giddens argued that globalization brings fundamental changes in cultural and social relationships. Appadurai, A. (1996) in "Modernity at Large: Cultural Dimensions of Globalization" analyzed cultural flows and how they shape new cultural identities in the era of globalization. Appadurai also discussed how countries like Vietnam can preserve their cultural values amid internationalization. Held, D., & McGrew, A. (2002) in "Globalization/Anti-Globalization: Beyond the Great Divide" addressed the responses and strategies of countries to globalization, including efforts to preserve traditional culture.

Overall, both domestic and international studies have provided a solid theoretical foundation for understanding the impact of globalization on traditional Vietnamese culture. Domestic scholars like Nguyen, V. K., Phan, H. L., and Le, H. L. have made significant contributions to understanding how to preserve and promote traditional culture in the context of integration. Meanwhile, international research by Giddens, A., Appadurai, A., and Held, D., & McGrew, A. has provided theoretical frameworks and analyses of globalization's impact on culture, clarifying the challenges and opportunities that traditional culture faces in the modern era.

RESEARCH FINDINGS

Overview of Traditional Vietnamese Culture

Traditional culture is a system of material and spiritual values accumulated and passed down by the community over many generations. According to Le, V. D. (2012), traditional culture includes customs, beliefs, festivals, arts, and the distinctive lifestyle of a community. It not only reflects national identity but also contributes to maintaining unity and cohesion within the community. In Vietnamese culture, these elements are not only historically significant but also have a profound impact on contemporary life. The components of traditional Vietnamese culture include:

- i) Customs and Practices: Customs and practices are the rules and habits adhered to by the community in daily life. According to Pham, Đ. D. (2001), Vietnamese customs include eating habits, dressing styles, and communication manners. The use of chopsticks in dining is a distinctive cultural feature, not only showcasing dexterity in culinary arts but also reflecting the value of harmony in communication. The custom of ancestor worship is a prime example of filial piety and gratitude towards forebears. Respectful communication with elders, including specific terms of address and greetings, illustrates the respect and hierarchy within families and society.
- ii) Beliefs and Religious Practices: Beliefs are an important part of traditional Vietnamese culture, encompassing systems of beliefs and practices related to supernatural forces and deities. According to Phan, N. L. (2007), ancestor worship, Mother Goddess worship, and Buddhist rituals are common beliefs in Vietnam. Ancestor worship not only expresses filial piety but also maintains a connection with the past and family. Buddhist rituals,

such as offerings and peace ceremonies, not only uphold respect for spiritual values but also promote peace and serenity within the community.

iii) Festivals: Festivals are cultural activities that occur on special occasions throughout the year to honor and preserve cultural values. Nguyen, D. H. (2003) lists significant festivals such as Tet (Lunar New Year), the Perfume Pagoda Festival, and the Hung Kings' Temple Festival. Tet, the largest festival in Vietnam, marks the beginning of a new year and includes various customs such as Kitchen God worship, New Year's Eve celebrations, and lucky money giving. It is a time for family reunions, fun, and remembrance of ancestors and deities. The Perfume Pagoda Festival, held at Perfume Pagoda (Hanoi), attracts millions of pilgrims and visitors, showing respect and praying for a peaceful year. The Hung Kings' Temple Festival commemorates and honors the Hung Kings, ancestors of the Vietnamese people, emphasizing historical values and national pride.

iv) Art Forms: Art reflects the soul, thoughts, and feelings of the Vietnamese people. Ngo, Đ. T. (2015) notes that art forms such as Ca Tru, Cheo, Tuong, Quan Ho, and traditional musical instruments like the Dan Bau and Dan Tranh demonstrate the richness and diversity of Vietnamese folk art. Ca Tru is a traditional form of singing, combining music and instrumental performance, typically featured in festivals and ceremonies. Nguyen, K. V. (1992) describes Ca Tru as a sophisticated art form, reflecting the intricacies of Vietnamese cultural tradition. Cheo, a type of folk opera, tells folk stories through singing and acting. Vu, N. K. (1999) suggests that Cheo is a unique art form, showcasing Vietnamese creativity and talent. Quan Ho, a type of antiphonal singing between men and women, popular in Bac Ninh and Bac Giang regions, features sentimental and melodious tunes. Tran, Q. V. (1996) indicates that Quan Ho is not only a musical form but also a symbol of cultural harmony and exchange. Traditional musical instruments like the Dan Bau, Dan Tranh, bamboo flute, and bronze drum are not only musical tools but also distinctive cultural symbols of the Vietnamese people. Ngo, Đ. T. (2015) states that traditional musical instruments reflect the diversity and richness of Vietnamese culture.

Core cultural values and symbols are crucial in the spiritual life of the Vietnamese people, showing respect and gratitude towards ancestors. According to Phan, N. L. (2007), ancestor worship is not just a ritual but an integral part of daily life, especially during Tet and memorial ceremonies. Daily habits and etiquette, according to Pham, Đ. D. (2001), demonstrate respect in communication and harmony within the community. Customs like using chopsticks and sharing food not only create distinct characteristics but also reflect unity and respect.

Festivals are not only opportunities for community bonding but also for preserving cultural values. Nguyen, D. H. (2003) lists significant festivals such as Tet, the Perfume Pagoda Festival, and the Hung Kings' Temple Festival. Each festival has its own characteristics, from traditional rituals to unique cultural activities, all contributing to the maintenance and promotion of national cultural values.

These core values and cultural symbols not only contribute to shaping national identity but also play a crucial role in maintaining and promoting Vietnamese cultural traditions in the context of global integration. Understanding and preserving these values not only help Vietnamese people connect with their past but also create a solid foundation for the future, while enriching the global cultural identity.

The Impact of Globalization on Traditional Vietnamese Culture

Positive Influences

Globalization has facilitated strong cultural exchanges between Vietnam and other countries around the world. With easier connectivity, Vietnamese people can access and learn from diverse cultures. For instance, studying abroad and international cooperation have enabled Vietnamese individuals to gain a deeper understanding of other cultures, thereby broadening their horizons and incorporating valuable elements into their own culture (Nguyen, H. Hai, 2019). Cultural exchanges also enhance understanding and respect among different cultures. This creates a diverse cultural environment where differences are accepted and celebrated. International cultural festivals, cultural exchange events, and art exhibitions have become popular in Vietnam, providing rich experiences for the public (Tran, V. T., 2020).

Globalization has also brought numerous economic development opportunities, contributing to the improvement of both the material and spiritual lives of the people. The increase in international trade and foreign investment has created many jobs, improving incomes and living conditions. This indirectly promotes the preservation and development of traditional cultural values, as people are able to participate in and support cultural activities (Le, M. H., 2021). Globalization also stimulates the growth of cultural tourism. Cultural heritage sites, traditional festivals, and cultural attractions in Vietnam increasingly attract international tourists. This development not only brings economic benefits but also creates opportunities to promote and preserve traditional culture. Localities are also focusing on infrastructure investment and improving the quality of tourism services, contributing to the protection and enhancement of unique cultural values (Do, T. T. H., 2022).

Furthermore, the incorporation of foreign cultural elements has enriched and diversified Vietnamese culture. These elements, when selectively combined, have resulted in new creations in art, music, cuisine, and lifestyle, while still maintaining the national cultural identity. For example, the fusion of traditional and modern music has produced unique compositions that are deeply rooted in national culture yet aligned with contemporary tastes (Nguyen, T. L., 2018).

The impact of globalization is also evident in the application of technology in the preservation and development of culture. Museums, historical sites, and other cultural projects have adopted modern technology to digitize and store data, helping to preserve valuable cultural assets. The use of technology also makes cultural heritage more accessible to both domestic and international audiences (Pham, V. Q., 2020).

Importantly, globalization has raised public awareness of the value of traditional culture. Through comparison and learning from other cultures, Vietnamese people increasingly appreciate and take pride in their cultural values. This fosters activities to preserve and promote traditional culture, from reviving traditional craft villages, organizing cultural festivals, to educating and propagating culture to younger generations (Tran, M. T., 2019). Globalization also opens up many opportunities for international cooperation in the cultural field. Cultural cooperation projects between Vietnam and other countries have yielded positive results, from artist exchanges, organizing performances and art exhibitions, to collaborative research and cultural heritage preservation. These activities not only strengthen friendly relations between countries but also help protect and promote Vietnam's traditional cultural values (Le, T. H., 2021).

In summary, globalization has brought many positive influences on traditional Vietnamese culture. Cultural exchange and learning from other cultures, economic, tourism, and technological development, along with international cooperation opportunities, have helped preserve and promote traditional cultural values while enriching and diversifying the national culture. However, the reception and application of foreign cultural elements need to be carried out selectively and skillfully to develop while preserving the national cultural identity.

Negative Influences

Globalization, despite bringing many economic and social benefits, also poses significant challenges to the preservation and promotion of traditional cultural values. The massive influx of foreign cultures has led to the erosion of local cultural values, causing many customs, practices, and folk arts to be forgotten or altered to fit new trends. This is particularly evident among the younger generations, who are easily influenced by modern lifestyles and gradually distance themselves from core cultural values (Pham, T. H., 2017).

The traditional lifestyle and customs of the Vietnamese people are rapidly changing under the pressure of globalization. Family values, social relationships, and daily customs are undergoing changes due to modern societal influences. The combination of Western and Eastern traditions sometimes leads to cultural conflicts and contradictions. These differences create difficulties in maintaining traditional cultural values and make younger generations more prone to adopting new trends, overlooking long-standing traditional values (Truong, Q. H., 2018).

The infiltration of foreign cultures creates significant challenges in the preservation and development of traditional culture. Many foreign cultural elements, such as music, fashion, and lifestyles, have become popular

and gradually replaced indigenous cultural elements. Preserving and developing traditional culture requires efforts not only from the government but also from the community and individuals. This is a difficult task in the context where foreign cultural values are often seen as modern and more appealing to the youth (Nguyen, T. T., 2020).

One of the biggest negative consequences of globalization is cultural assimilation and the loss of cultural identity. When traditional cultural values are replaced by foreign cultural values, national cultural identity fades. This affects national pride and the cultural diversity of society. Preserving and promoting cultural identity in the context of globalization requires continuous efforts from all stakeholders, including leaders, cultural organizations, and individuals in the community (Nguyen, T. K. O., 2017).

Globalization also changes people's perceptions and attitudes towards traditional culture. Traditional values and norms are gradually replaced by new values that align with global trends. This creates conflicts in maintaining traditional customs within families and communities. Many young people today no longer care about learning and maintaining traditional cultural values; instead, they readily accept and adopt foreign values, seeing them as the new standards of modern life.

This transformation occurs not only in major cities but also spreads to rural areas, where traditional culture was once preserved and developed strongly. The rapid changes in economic, social, and cultural elements due to globalization have altered the structure and nature of many rural communities. Traditional cultural values, from festivals, religious rituals to folk art forms, face the risk of fading or transforming to adapt to contemporary changes.

Moreover, globalization exerts significant pressure on the preservation of tangible and intangible cultural heritage. Cultural heritage, from ancient architectural works to traditional art forms, is at risk of being destroyed or altered, losing its original value. Rapid economic development and urbanization have led to the destruction or irreversible alteration of many cultural heritage sites. This requires intervention and protection from authorities, as well as the interest and contribution of the community in preserving and promoting the nation's valuable cultural heritage.

In conclusion, globalization has brought profound and comprehensive changes to traditional Vietnamese culture. While there are many economic and social benefits, the negative impacts on traditional culture cannot be denied. Maintaining and promoting traditional cultural values in the modern context requires relentless efforts from the government, the community, and individuals. Only in this way can Vietnam preserve and promote its national cultural identity while effectively and sustainably integrating into the process of globalization.

Vietnam's Response in Preserving and Promoting Traditional Culture

With the increasing depth of global integration, Vietnam's traditional culture is facing the challenge of fading away. Recognizing the importance of preserving and promoting traditional cultural values, the Vietnamese Government has implemented various policies and programs to safeguard and enhance the country's cultural heritage, specifically:

i) **Legal Policies and Conservation Programs:** The Vietnamese Government has issued numerous policies and programs aimed at preserving and promoting traditional culture. One significant step was the enactment of the Cultural Heritage Law in 2001, and its subsequent amendment in 2009. This law establishes a solid legal foundation for the protection and promotion of the nation's cultural heritage. Accordingly, the responsibility for safeguarding cultural heritage lies not only with government agencies but also with the community (Vietnamese Government, 2009). This reflects the government's strong commitment to preserving national cultural values against the threat of fading away.

Another important policy is the National Program on Cultural Heritage Preservation and Promotion, approved under Decision No. 1230/QĐ-TTg in 2021. This program includes activities such as research, collection, archiving, and dissemination of traditional cultural values. The program has supported many projects to

preserve intangible cultural heritage such as Quan Ho singing, Ca Tru, and Xoan singing, which are important elements of Vietnamese culture (Decision No. 1230/QĐ-TTg, 2021).

ii) UNESCO's Role and Cultural Heritage Recognition: International organizations such as UNESCO have also played a crucial role in preserving Vietnam's cultural heritage. Many of Vietnam's cultural heritage sites have been recognized by UNESCO as World Heritage Sites, which not only facilitates preservation efforts but also helps promote cultural heritage globally. These heritage sites include historical relics, customs, and distinctive traditional arts (UNESCO, 2021). This recognition enhances global awareness of Vietnam's cultural value while attracting international interest and investment in preserving and promoting cultural heritage.

iii) Education and Media: Education and media play an important role in preserving and promoting traditional culture. Traditional culture has been incorporated into curricula from elementary to higher education levels, helping students gain a deep understanding of the nation's history, culture, and traditional arts. This not only helps the younger generation recognize their cultural values but also encourages the preservation and promotion of these values in modern life.

Media outlets such as television, radio, newspapers, and the internet also significantly contribute to disseminating traditional cultural values. Cultural programs on television, articles, and documents about traditional culture in the press have raised public awareness about the importance of cultural preservation. For example, television programs about traditional festivals and articles on folk arts have made traditional culture more accessible and relatable to people.

iv) Application of Modern Technology: Modern technology has been creatively applied in preserving and promoting traditional culture. Many cultural heritages have been digitized and stored in digital libraries, making access and research easier. For example, the National Library of Vietnam has undertaken a project to digitize thousands of rare documents, contributing to the long-term and convenient preservation of these materials (National Library of Vietnam, 2022).

Additionally, virtual reality (VR) and augmented reality (AR) technologies have been used to recreate cultural heritage, allowing viewers to experience it vividly and realistically. The Vietnam National Museum of History, for example, has implemented VR applications to recreate artifacts and historical relics, making learning and exploring culture more engaging (Vietnam National Museum of History, 2023).

v) Tourism and Cultural Business: Tourism and cultural business have become an important part of preserving and promoting traditional culture. Vietnam has developed many cultural tours, allowing tourists to visit cultural heritage sites and participate in traditional cultural activities. These activities not only promote traditional culture but also provide income for local communities.

Many businesses have also incorporated traditional cultural elements into their products and services. Handicrafts, traditional clothing, and local cuisine have become attractive tourist products, creating a connection between cultural values and modern market demands. This integration not only preserves traditional crafts but also contributes to local economic development.

In summary, preserving and promoting traditional culture in the context of global integration is a significant challenge but also an opportunity for cultural values to be maintained and developed. The Vietnamese Government has implemented many important policies and programs, from enacting laws and implementing conservation programs to applying modern technology and developing cultural tourism. Support from international organizations, active involvement in education and media, along with creative applications of technology and cultural business development have created a rich ecosystem for preserving and promoting Vietnam's traditional culture. These efforts not only help protect cultural heritage but also encourage community participation in preserving and promoting the nation's cultural values.

Solutions for Preserving and Promoting Traditional Vietnamese Culture in the Future

Firstly, it is necessary to continue enhancing cultural education and awareness: Education about traditional culture needs to be strengthened in the national education system from primary to university levels.

Incorporating subjects on national culture, local history, and traditional values into the curriculum will help younger generations understand and appreciate their culture more (Vietnam Ministry of Culture, Sports, and Tourism, 2020). Additionally, organizing extracurricular activities, museum visits, historical site tours, and cultural festivals plays an important role in raising awareness and love for national culture. Encouraging students to participate in competitions on culture and traditional arts is also an effective way to educate about culture. According to research by the Vietnam Ministry of Culture, Sports, and Tourism (2020), organizing extracurricular programs and cultural competitions has shown significant effectiveness in raising awareness and appreciation of traditional culture among young people. Furthermore, integrating cultural education into official programs will allow students to access and deeply understand the cultural values of the nation.

Secondly, it is essential to develop and implement cultural support policies: The government needs to issue financial and legal support policies to protect and develop tangible and intangible cultural heritage. These policies include funding for heritage conservation projects, supporting artisans, and community cultural activities. Additionally, there should be programs to encourage the creation and development of new cultural products based on traditional culture. Prioritizing investment in areas with rich cultural heritage, building infrastructure to support heritage conservation, and promoting private sector involvement in cultural preservation and promotion are also necessary solutions. Research from the *Journal of Arts and Culture* (2021) shows that financial and legal support policies have greatly assisted in preserving and developing cultural heritage. However, more specific measures are needed to ensure the sustainability and effectiveness of these policies.

Thirdly, it is important to continue encouraging community participation: The community plays a vital role in preserving traditional culture. Authorities need to encourage community involvement through training programs, cultural events, and volunteer activities. Community participation will create a sense of connection and responsibility for cultural preservation (*Journal of Arts and Culture*, 2021). Organizing forums, workshops, and meetings for people to share experiences and ideas about cultural preservation is also an effective way to increase community participation. Furthermore, establishing cultural clubs and local preservation groups can provide opportunities for people to participate and contribute to preserving and developing traditional culture. These groups can organize activities such as making traditional crafts, learning folk dances, or participating in cultural heritage conservation projects.

Fourthly, it is necessary to use technology to preserve and promote culture: Modern technology can be used to preserve and promote traditional culture. For example, digitizing cultural heritage, creating mobile applications, and online platforms to introduce and disseminate traditional culture can help reach a wider audience, especially young people (Vietnam Ministry of Culture, Sports, and Tourism, 2020). Additionally, applying virtual reality (VR) and augmented reality (AR) technology in introducing cultural heritage, organizing virtual exhibitions, and creating interactive cultural experiences can attract the interest of many people. Social media tools can also be used to widely and effectively share and promote traditional culture. For instance, creating social media pages dedicated to traditional culture or using video platforms to introduce festivals and traditional arts can attract a large audience.

Fifthly, it is important to create attractive cultural products: Combining traditional culture with modern elements in cultural products such as music, fashion, films, and tourism can create new attractions. These products not only help preserve culture but also develop the local economy through tourism and creative industries (*Journal of Arts and Culture*, 2021). There should be a focus on researching and developing unique cultural tourism products, combining cultural and entertainment experiences. Organizing cultural festivals, cultural weeks, and international events to introduce Vietnamese culture is also a way to attract tourists and promote culture worldwide. Additionally, supporting businesses and creative organizations in developing new cultural products can create diversity and richness for the cultural market.

Sixthly, it is crucial to enhance international cooperation: Collaborating with international organizations and other countries to exchange experiences and learn effective cultural preservation models. Participating in international cultural programs will help Vietnam gain valuable experiences and improve its cultural preservation capabilities. Establishing strategic partnerships with cultural organizations, museums, and

international universities to implement joint research and cultural conservation projects is also necessary. Participating in international exhibitions, conferences, and cultural events provides an opportunity for Vietnam to introduce its traditional culture and learn from other countries. Research from the *Journal of Arts and Culture* (2021) shows that international cooperation not only improves cultural preservation capacity but also opens up new opportunities for developing and promoting Vietnamese culture.

In summary, preserving and promoting traditional Vietnamese culture requires a comprehensive strategy and the participation of the entire society. From enhancing cultural education and awareness, developing support policies, encouraging community participation, applying technology, developing attractive cultural products, to enhancing international cooperation, all play important roles in preserving and developing traditional culture. Only with a harmonious combination of these elements can we preserve and promote the precious values of national culture in the future.

CONCLUSION

Globalization has profoundly impacted traditional Vietnamese culture, presenting both opportunities and challenges. Through detailed analysis, this article has clarified the measures for preserving and promoting traditional culture, the harmonious combination of tradition and modernity, and the crucial role of education and media in maintaining and developing national cultural values. Globalization has created opportunities for traditional Vietnamese culture to reach the world while posing challenges in preserving these cultural values. The Vietnamese government has enacted significant policies and programs such as the Law on Cultural Heritage and the National Program for the Conservation and Promotion of Culture to protect and develop traditional culture. The role of international organizations, particularly UNESCO, has been vital in recognizing and preserving Vietnam's cultural heritage. Education and media play essential roles in raising awareness and educating the younger generation and the community about traditional culture.

In the future, there is a need for further research on the impact of modern technology, especially digital technology, VR, and AR, on the preservation and development of traditional culture. Exploring the most effective educational methods to transmit and preserve traditional culture for the younger generation, analyzing sustainable cultural tourism and business models to support local communities and preserve traditional cultural values, is also necessary. In the immediate future, Vietnam needs to continue to improve and implement cultural heritage conservation policies, while increasing community and international organization participation in this process. Strengthening educational programs on traditional culture in the national education system, from primary to university levels, to ensure that the younger generation understands and appreciates national cultural values is essential. Increasing investment in digital technology and applying VR and AR technology in preserving and promoting traditional culture, developing sustainable cultural tourism, and business models that combine traditional and modern elements to both preserve culture and boost the local economy are also needed.

Globalization is not just a challenge but also an opportunity for traditional Vietnamese culture to thrive. With the right efforts and policies, traditional culture will continue to be preserved and promoted, contributing to the sustainable development of the country.

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