

Research on Acculturation and Vietnamese National Identity in the Process of Globalization

بحث حول التثاقف والهوية الوطنية الفيتنامية في عملية العولمة

Tran Minh Duc ^{1*}

¹ Thu Dau Mot University, Vietnam

* Corresponding Author: Tran Minh Duc (ductm@tdmu.edu.vn)



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Abstract:

Objectives: The article analyzes the process of acculturation and the changes in Vietnamese national identity in the context of rapid globalization. The research focuses on the key influencing factors and the extent of changes in national identity.

Methods: Based on the theory of acculturation, the study employs both qualitative and quantitative research methods. Survey data were collected from residents in both rural and urban areas in Vietnam, reflecting their perspectives on the impact of globalization on culture and national identity.

Results: Factors such as mass media, tourism, cultural exchange, and direct contact with foreigners play significant roles in introducing new cultural values to Vietnam. Mass media (films, music, the internet) are regarded as the main channels through which foreign cultures spread, leading to changes in customs, arts, cuisine, and fashion. A distinction between rural and urban residents is noted: urban residents, due to their greater exposure to foreign cultural elements, tend to accept and integrate new values more rapidly. Despite significant changes, traditional values are maintained and protected. The acculturation process is not a complete replacement but a flexible combination of the old and the new, resulting in a diverse national identity.

Conclusions: The acculturation process in Vietnam within the context of globalization represents a blend of tradition and modernity. Vietnamese people retain the core values of their traditional culture while embracing new elements from foreign cultures, contributing to a flexible and rich national identity.

Keywords: Acculturation; globalization; national identity; research; Vietnam.

الملخص:

الأهداف: يحلل المقال عملية التثاقف والتغيرات في الهوية الوطنية الفيتنامية في سياق العولمة السريعة. ويركز البحث على العوامل المؤثرة الرئيسية ومدى التغيرات في الهوية الوطنية.

المنهجية: استناداً إلى نظرية التثاقف، تستخدم الدراسة كل من أساليب البحث النوعية والكمية. تم جمع بيانات المسح من السكان في كل من المناطق الريفية والحضرية في فيتنام، مما يعكس وجهات نظرهم حول تأثير العولمة على الثقافة والهوية الوطنية.

النتائج: تلعب عوامل مثل وسائل الإعلام، والسياحة، والتبادل الثقافي، والاتصال المباشر بالأجانب أدواراً مهمة في تقديم قيم ثقافية جديدة إلى فيتنام. تعتبر وسائل الإعلام (الأفلام والموسيقى والإنترنت) القنوات الرئيسية التي تنتشر من خلالها الثقافات الأجنبية، مما يؤدي إلى تغييرات في العادات والفنون والمأكولات والأزياء. ويلاحظ التمييز بين سكان الريف والحضر: يميل سكان الحضر، بسبب تعرضهم الأكبر للعناصر الثقافية الأجنبية، إلى قبول ودمج القيم الجديدة بسرعة أكبر. وعلى الرغم من التغيرات الكبيرة، يتم الحفاظ على القيم التقليدية وحمايتها. إن عملية التثاقف ليست استبدالاً كاملاً بل هي مزيج مرّن بين القديم والجديد، مما يؤدي إلى هوية وطنية متنوعة.

الخلاصة: إن عملية التثاقف في فيتنام في سياق العولمة تمثل مزيجاً من التقاليد والحداثة. ويحتفظ الشعب الفيتنامي بالقيم الأساسية لثقافته التقليدية مع تبني عناصر جديدة من الثقافات الأجنبية، مما يساهم في هوية وطنية مرنة وثرية.

الكلمات المفتاحية: التثاقف؛ العولمة؛ الهوية الوطنية؛ البحث؛ فيتنام.

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1 Introduction

In the context of globalization, culture and national identity play a crucial role in determining the position and distinct characteristics of each nation. Culture is not only the foundation for maintaining and developing traditional values but also an element that fosters understanding and connection among different peoples. Acculturation is inevitable in the process of globalization; however, preserving and developing indigenous culture is essential to maintaining national identity. Vietnam, with its rich history and diverse culture, is undergoing significant changes due to globalization. Research on acculturation in Vietnam provides insight into how the elements of globalization impact traditional culture and how the Vietnamese adapt to and preserve their national identity.

Phan, T. M. H (2005) notes that acculturation is a complex and multi-dimensional phenomenon, requiring thorough research to develop measures to preserve and promote traditional cultural values. This article aims to identify the key factors influencing acculturation in Vietnam, including economic, social, and technological factors. According to Nguyễn, H. M (2019), aspects such as the development of media, the internet, and international migration have a strong influence on acculturation. Another goal of this article is to analyze changes in Vietnamese national identity under the influence of globalization. Đinh, V. T., & Nguyễn, Đ. C (2022) argue that the globalization process has led to changes in the perception and maintenance of traditional cultural values while also creating opportunities for the exchange and development of new cultures.

Globalization has affected Vietnamese culture in various ways. The first research question aims to explore these impacts in detail, including both positive and negative changes. According to Mai, H. O (2021), globalization has brought many opportunities but also poses challenges for preserving and promoting traditional culture. The second research question focuses on identifying the main factors influencing acculturation in Vietnam. Lê, H. N., & Lê, N. T (2004) highlight the importance of economic, political, social, and technological factors in this process. The third research question aims to analyze specific changes in Vietnamese national identity under the impact of globalization. Ngô, H. A., & Lê, T. N (2019) point out that national identity is not only challenged but also redefined and developed in this new context.

This research focuses on the cultural aspects and national identity of Vietnam in the modern context, particularly in recent years, when globalization has been intensifying. Concentrating on the modern context helps us better understand the challenges and opportunities globalization presents for Vietnamese culture. The study focuses on popular cultural domains such as cuisine, fashion, art, and customs, selected based on previous research by Nguyễn, C. B. (2010) and Đinh, V. T., & Nguyễn, Đ. C (2022), which indicated that these areas are most significantly influenced by globalization. This approach aims to provide a more specific and in-depth perspective on cultural adaptation in Vietnam.

2 Theoretical Framework and Research Methods

2.1 Theoretical Framework

Culture is the totality of both material and spiritual values created by humans throughout history. Culture encompasses various aspects such as art, language, customs, beliefs, festivals, and moral values. According to Trần, N. T (2023), culture is not only an outward expression but also a profound foundation of human life. Acculturation is the process by which an individual or a group changes and adapts to a new culture while still retaining elements of the indigenous culture. Herskovits, M. J (1938) defines acculturation as a bilateral process, in which both the minority cultural group and the dominant cultural group are influenced and changed. Various theories and models exist on acculturation. The study is based on the four-dimensional model by Thompson, R. H. (1996), which includes Assimilation, Separation, Integration, and Marginalization, to analyze how cultural groups respond to changes. Additionally, the theory of cultural adaptation by Herskovits, M. J. (1938) is employed to explain how both indigenous and foreign cultures undergo changes during the process of interaction. This model illustrates how minority cultural groups respond to the dominant culture. Additionally, according to Hữu, N (2017), individual and environmental factors play a significant role in the acculturation process. Hữu emphasizes that acculturation is a continuous and dynamic process that involves not just the acceptance of a new culture but also the interaction and integration of different cultures.

National identity refers to the distinctive characteristics, values, and traditions that differentiate one nation from another. It includes elements such as language, religion, customs, and history. According to Trần,

N. T (2016), national identity is a complex concept that includes both material and spiritual elements and is formed through a long historical process. In modern society, national identity plays a vital role in maintaining the unity and cohesion of a community. It helps preserve and promote traditional values while laying the foundation for sustainable development. Trần, Q. V (1997) stresses that national identity also strengthens pride and a sense of responsibility among individuals towards their community and nation.

Globalization is the process of increasing connection and interaction among countries and nations worldwide through economic, cultural, and political exchanges. According to Vũ, T. H (2015), globalization is a process in which global and local factors interact, causing profound changes in all areas of life. Globalization offers many opportunities for cultural development, such as access to diverse cultural resources and enhanced cultural exchange. However, it also poses many challenges to preserving and promoting national identity. Globalization can lead to cultural assimilation and the loss of traditional cultural values, but it also provides opportunities for cultural revitalization and the creation of new cultural forms.

2.2 Research Methods

Qualitative Methods: Content analysis will be utilized to examine documents, reports, and previous studies related to cultural adaptation and Vietnamese national identity in the context of globalization, including domestic studies such as Nguyễn, T. C. (2001) and international works like Herskovits, M. J. (1938), to ensure relevance and reliability. Content analysis helps identify themes, patterns, and trends from various sources, providing a strong theoretical foundation for the research. It is an effective method for processing textual data and extracting meaningful information.

Quantitative Methods: A survey will be conducted to gather public opinions on changes in Vietnamese culture and national identity under the impact of globalization. The survey will include multiple-choice and open-ended questions to collect both quantitative and qualitative data from a representative sample of the population. This method allows for measuring general trends and public attitudes while identifying factors that influence cultural change. The survey data will be processed and analyzed using statistical methods, including frequency analysis, correlation analysis, and regression analysis. Utilizing statistical methods helps explore relationships between variables and identify key factors affecting acculturation.

Research Sample and Scope: The research sample will be selected using a stratified random sampling method to ensure representation across different age groups, occupations, and regions. The research sample will be selected using a stratified random sampling method, including age groups of 18-25, 26-40, and above 40, along with occupations such as farmers, workers, office employees, and students. This stratification aims to ensure representativeness and explore the relationship between demographic characteristics and responses. Stratified random sampling enhances representativeness and minimizes sampling errors. It is an effective method for selecting samples when studying groups with diverse characteristics.

Research Scope: Both Urban and Rural Areas: The scope of the research includes both urban and rural areas of Vietnam to ensure comprehensive and diverse data, while specific boundaries are set on popular cultural domains such as cuisine, fashion, art, and customs. This approach ensures detailed analysis and alignment with the research objectives.

3 Literature Review

3.1 Domestic Research

In Vietnam, the issue of acculturation and national identity has attracted the attention of many researchers who have conducted diverse studies on the topic. For instance, Nguyễn, T. C (2001), in the article "The Socialist-Oriented Market Economy and Current Changes in Ethics," emphasized the importance of understanding the challenges that globalization poses to Vietnamese culture. The author also pointed out that globalization brings not only opportunities but also significant challenges to the preservation and development of national cultural identity. According to Phạm, M. H., & Nguyễn, K. Đ (2003), these challenges include the penetration of foreign cultural elements, changes in values and customs, and a decline in preserving traditional cultural heritage. Their research provides a comprehensive view of the opportunities and challenges that globalization presents and suggests solutions for preserving and developing Vietnamese culture within this context.

Phạm, M. H., & Thái, D. T (2012), in their study "The Value Orientation of Vietnamese People During the Period of Renewal and Integration," stress that cultural identity is not a static concept but evolves and develops over time and circumstances. The study highlights that globalization has changed many aspects of

Vietnamese cultural identity, from lifestyles and customs to perceptions of traditional and modern values. The authors also address the efforts of local communities in preserving and promoting their cultural identity, recommending measures to protect and develop cultural identity amidst globalization.

In "The Lifestyle of Vietnamese People Under the Impact of Globalization" (2003), Nguyễn, V. H provides an in-depth analysis of changes in Vietnamese cultural identity under the influence of globalization. The study emphasizes that cultural identity is a dynamic concept that constantly changes and develops according to time and context. It points out that globalization has altered many aspects of Vietnamese culture, from lifestyle and customs to perceptions of traditional and modern values.

Nguyễn, T. H (2014), in the study "Vietnamese Acculturation from a Systems Theory Perspective," also emphasizes the importance of utilizing media to preserve and promote traditional culture, recommending strategies to balance the acceptance of new cultural elements while maintaining traditional cultural values.

Nguyễn, C. B (2010), in the article "Vietnamese Culture in the Context of International Economic Integration," proposes a multidimensional model to better understand the acculturation process in Vietnam. The author asserts that acculturation is a complex and diverse process influenced by economic, political, social, and cultural factors. The study reveals that acculturation in Vietnam is not only a result of globalization but also of internal factors such as economic development, open-door policies, and cultural exchanges between different regions in the country. Nguyễn suggests methods for a deeper investigation of the acculturation process, including the use of qualitative and quantitative methods and a combination of traditional and modern research approaches.

3.2 International Research

Internationally, the topic of acculturation and preservation of national identity in the context of globalization has also garnered the interest of many scholars. A notable example is Herskovits, M. J (1938) in "Acculturation: The Study of Culture Contact," where the analysis of culture based on work-related values provides a better understanding of the differences and acculturation between nations. Herskovits emphasizes that national culture profoundly influences people's behavior and values and that the globalization process can alter these values. The research offers a significant theoretical framework to better understand how cultural values change and acculturate under the influence of globalization.

Redfield, R., Linton, R., & Herskovits, M. J (1936), in "Memorandum for the Study of Acculturation," argue that globalization creates new cultural spaces where cultural elements can interact and transform flexibly. The study provides a deep insight into how global cultural elements interact and influence each other, emphasizing the importance of understanding these cultural flows in the context of globalization.

Kroeber, A. L (1948), in "Anthropology: Race, Language, Culture, Psychology, Prehistory," analyzes the restructuring and transformation of cultural elements, highlighting that acculturation can lead to the reshaping of cultural concepts and values, creating new and multidimensional understandings of different cultures. This work has become a classic in the field of cultural and globalization studies, offering a critical theoretical framework to better understand the process of acculturation. Moreover, Kroeber's research provides a theoretical foundation for understanding how global and local cultural elements interact and influence each other.

4 Research Results

4.1 Results

4.1.1 Factors Influencing Acculturation in Vietnam

i) The Influence of Media and the Internet: Media and the internet have become crucial factors affecting the process of acculturation in Vietnam. The internet is not just a tool for information but also a platform for global cultural exchange. According to research by Thanh, H (2021), digital media and social networks have facilitated the adoption of foreign cultural elements while creating an environment for creativity and the development of new cultures. The study indicates that the increasing use of social media platforms has changed how people access culture and information. For instance, Facebook is not only a place to share news but also a vital channel for promoting cultural events, arts, and global cultural trends. YouTube provides a platform for videos about culture, art, and music, allowing users to explore and learn from other cultures. Instagram, with its image and video-sharing features, has created a space for promoting lifestyles and fashion from various cultures and encourages the adoption of new cultural elements in daily life.

In addition to promoting the acceptance of foreign cultural elements, media and the internet also foster an environment for creativity and the development of new cultural forms. Exposure to international cultural trends has stimulated creativity in art, design, and other cultural expressions (Vũ, T. H, 2015). This has led to the development of new cultural styles and trends and has also created more diverse and enriching cultural dialogues.

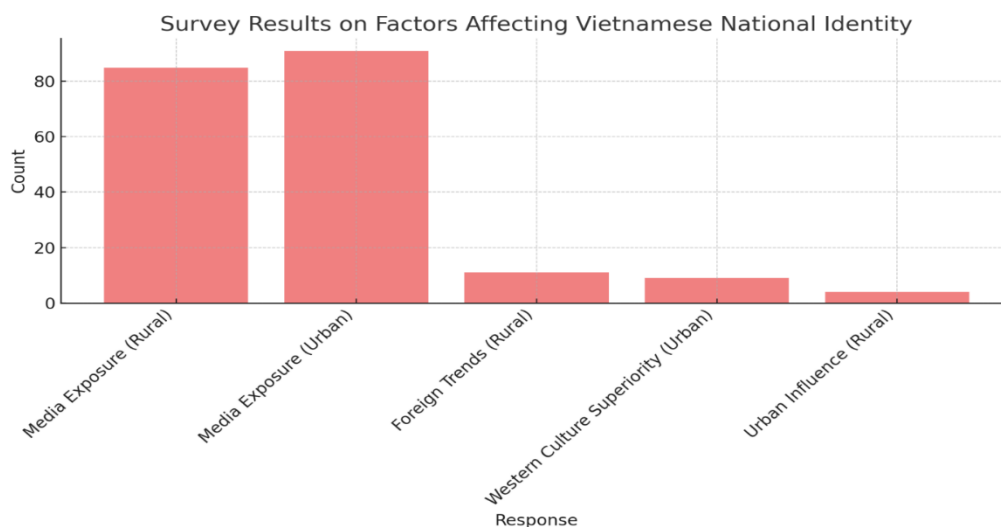


Figure 1: Survey on the Influence on Acculturation in Vietnam

Source: Author's survey

The survey results show that, among 100 rural Vietnamese respondents asked about the factors altering national identity, up to 85 identified frequent exposure to foreign cultural elements through media such as films, music, and the internet as the main cause. Additionally, 11 respondents attributed the changes to a tendency to favor foreign cultures, while 4 others believed that rural people tend to imitate the lifestyle of urban dwellers. Similarly, when surveying 100 urban Vietnamese residents, 91 affirmed that these changes originate from frequent exposure to foreign culture through media, while 9 respondents suggested that the belief in the superiority of Western culture over Eastern culture is the cause.

ii) The Influence of Tourism and Cultural Exchange: Tourism and cultural exchange play a significant role in the process of acculturation in Vietnam. The increase in international tourists and cultural exchange programs has facilitated cultural exchange and learning between nations. According to Phạm, T. H (2011), international cultural festivals and student exchange programs have contributed to fostering mutual understanding and respect among different peoples, as well as having a profound impact on local culture. Nguyễn highlights that the organization of international cultural festivals in Vietnam, such as International Music Festivals, Cultural Exhibitions, and international sports events, has created a platform for cultural exchange and learning from other countries. These events not only attract international tourists but also provide local people with opportunities to access and experience new cultural elements. This results in the integration and blending of local and global cultural elements, thereby promoting positive and diverse acculturation (Phạm, D. Đ, 2010).

International student exchange programs also play an important role in fostering cultural exchange. Vietnamese students participate in study programs abroad, and likewise, international students study in Vietnam, bringing and sharing their cultural elements. This exchange not only helps students enhance their knowledge and skills but also encourages the adoption and integration of new cultural elements into their lives and academic activities (Lê, T. B., & colleagues, 2012).

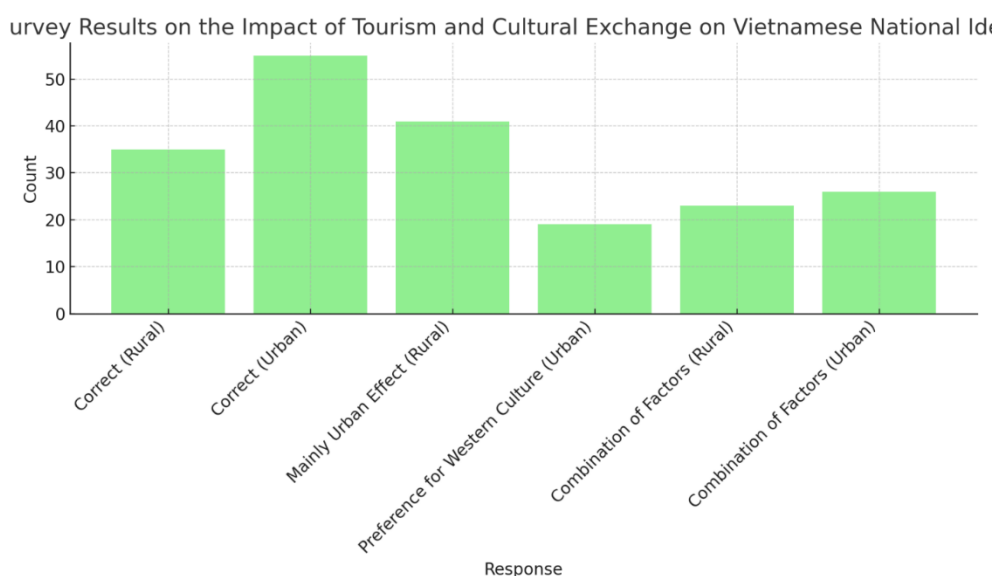


Figure 2: Survey on the Influence of Tourism and Cultural Exchange on Acculturation in Vietnam
Source: Author's survey

The survey results indicate that, among 100 rural Vietnamese respondents asked whether tourism and cultural exchange have changed national identity over the past few decades, 35 agreed that this is true. A total of 41 respondents believed that tourism and cultural exchange primarily affect changes in national identity in urban areas, while 23 respondents indicated that a combination of tourism, cultural exchange, and frequent exposure to foreign cultures through media has contributed to altering the national identity in Vietnam.

In a group of 100 urban residents surveyed, 55 agreed that tourism and cultural exchange have indeed influenced national identity. Meanwhile, 19 respondents felt that Vietnamese people are increasingly favoring Western culture over traditional culture. Additionally, 26 respondents believed that the combination of tourism and cultural exchange has caused local cultural identity to blend with global culture, a trend that is viewed as objective in today's era.

iii) The Influence of the Economy and Open-Door Policies: Economic development and Vietnam's open-door policies have created a favorable environment for acculturation. The process of international economic integration and policies encouraging foreign investment have positioned Vietnam within the flow of globalization, affecting all aspects of cultural life. According to Hoàng, B. T., & Đoàn, T. T. H (2015), the development of industrial zones, trade, and international services has created new opportunities while also presenting challenges for preserving national cultural identity. The authors emphasize that the growth of industrial zones, trade, and international services has opened up opportunities for cultural exchange. The presence of international companies and global brands has changed consumption habits and the lifestyle of Vietnamese people. Large commercial centers, international restaurant chains, and retail stores have become an integral part of daily life, bringing global cultural elements into both public and private spaces (Baoquocte, 2022).

Alongside these opportunities, economic liberalization also poses challenges for preserving national cultural identity. The adoption of cultural elements from other countries may lead to changes in traditional values and customs. This underscores the need for appropriate strategies and policies to balance the assimilation of new cultural elements with the preservation of traditional cultural values. Policies for cultural preservation, investments in cultural projects, and support for local artisans and artists are essential to ensure that traditional cultural values are maintained and promoted in the context of globalization (Đinh, H. G, 2018).

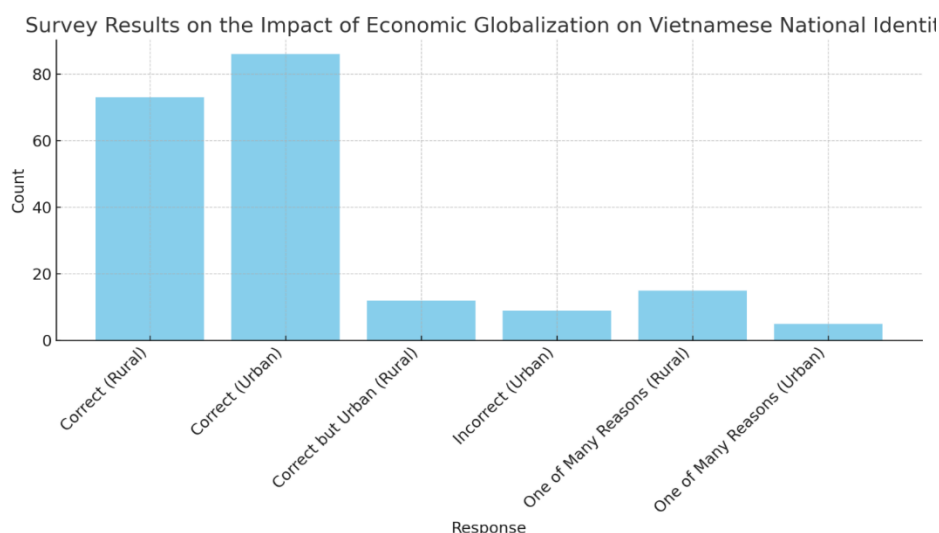


Figure 3: Survey on the Influence of the Economy and Open-Door Policies on Acculturation in Vietnam

Source: Author's survey

The survey results show that, among 100 rural Vietnamese respondents asked whether open-door policies and international economic exchanges have caused changes to Vietnamese national identity, 73 answered “yes”; 12 answered “yes, but only in urban areas”; and 15 stated that international economic exchange is only one of many factors contributing to changes in Vietnam's national identity. Similarly, of the 100 urban Vietnamese residents asked the same question, 86 responded “yes”; 9 responded “no”; and 5 answered that international economic exchange is only one of the multiple reasons affecting changes in Vietnam's national identity.

4.1.2 Changes in Vietnamese National Identity

i) Changes in Customs and Lifestyles: Vietnamese customs and lifestyles have undergone many changes under the influence of globalization. Traditional ceremonies, festivals, and family customs have been impacted by the adoption of new cultural elements. According to the Communist Party of Vietnam (2012), many young families today tend to organize festivals in a modern style, blending traditional and foreign elements. These changes not only reflect the flexibility of Vietnamese culture but also show its adaptation to the context of globalization.

Acculturation has led to noticeable changes in the customs and lifestyles of Vietnamese people. According to research by Hoàng, A (2012), the interplay between traditional and global cultural elements has resulted in changes in cultural activities and customs. Hoàng points out that traditional customs, such as religious ceremonies and folk festivals, have been modified to better align with the context of globalization. For example, traditional festivals are becoming more enriched by incorporating international cultural elements, such as art performances and global entertainment activities.

The lifestyle of Vietnamese people has also changed significantly. The influence of global cultural trends has led to shifts in consumption habits and lifestyle choices. Consumer goods, fashion, and the lifestyle of Vietnamese people are increasingly influenced by international trends. The popularity of international brands and high-tech products has changed the way people consume and interact in their daily lives (Nguyễn, V. C, 2001).

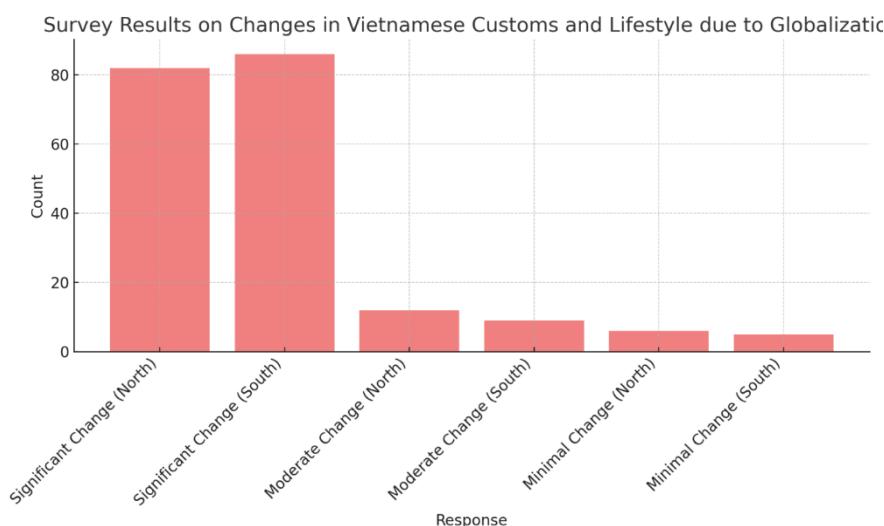


Figure 4: Survey on Changes in Customs and Lifestyles in Vietnamese National Identity

Source: Author's survey

The survey results show that among 100 residents living in Northern Vietnam, when asked, "Do you notice significant changes in Vietnamese customs, traditions, or lifestyle under the influence of globalization?" 82 answered "very much"; 12 answered "a lot"; and 6 answered "a little." Similarly, among 100 residents in Southern Vietnam asked the same question, 86 responded "very much"; 9 responded "a lot"; and 5 responded "a little."

ii) Changes in Arts, Cuisine, and Fashion: Arts, cuisine, and fashion are fields that have been distinctly influenced by globalization. Vietnamese artists and designers increasingly access international trends, creating globally influenced products. Artists in Vietnam are adopting and integrating international art techniques and trends into their work. The combination of traditional and modern artistic elements has resulted in unique and diverse artistic products, reflecting the blend of different cultures.

Vietnamese cuisine has also undergone significant changes (QDND, 2023). Cultural exchanges and the rise of tourism have facilitated the introduction and adoption of dishes from other cultures. International dishes have become more popular and are often combined with traditional dishes, creating new flavors and culinary experiences. For example, dishes like pizza, sushi, and burgers have become widespread in Vietnam and have been adjusted to suit the tastes and preferences of Vietnamese people.

Fashion is another area that has been greatly influenced by acculturation. International fashion trends have been embraced and applied in the Vietnamese market. Vietnamese fashion designers increasingly incorporate global styles and trends into their collections, resulting in modern and diverse fashion products. According to Ngô, H. A., & Lê, T. N (2019), Vietnamese cuisine has become more diverse through the incorporation of ingredients and cooking styles from other countries. Vietnamese fashion has also made significant strides with the emergence of many internationally renowned brands and designers.

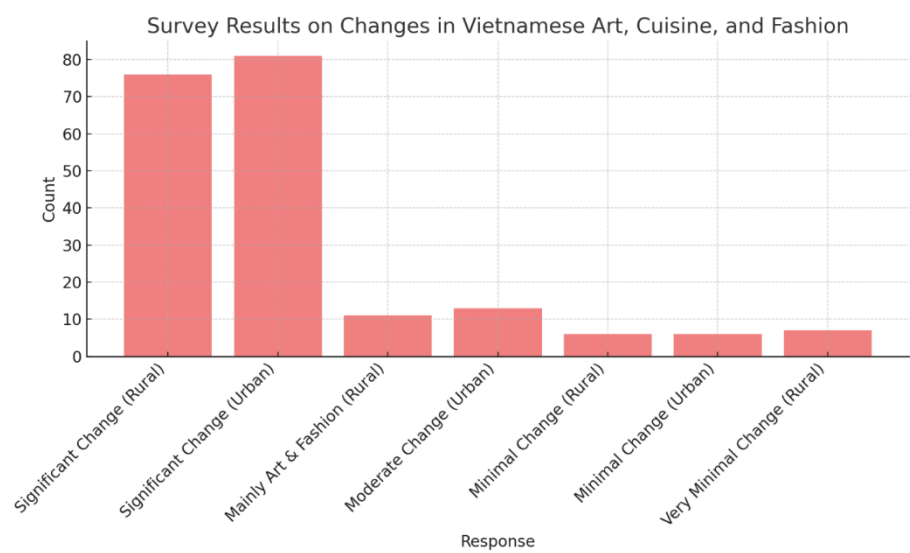


Figure 5: Survey on Changes in Arts, Cuisine, and Fashion in Vietnamese National Identity
Source: Author's survey

The survey results show that among 100 rural Vietnamese respondents, when asked, "Do you notice that arts, cuisine, and fashion have significantly changed today?" 76 people responded that "everything has changed a lot compared to before"; 11 answered that there have been many changes, mainly in the fields of arts and fashion; 6 said "changed a little"; and 7 responded "changed very little." Similarly, among 100 urban Vietnamese respondents asked the same question, 81 answered "changed a lot"; 13 answered "changed significantly"; and 6 answered "changed a little."

iii) Traditional Values Maintained and New Values Formed: Despite many changes, numerous traditional values continue to be preserved and protected. Traditional values such as filial piety and community spirit remain preserved, while new values such as creativity and international collaboration have emerged independently. These are not direct developments of traditional values but rather the result of the globalization context. According to Hô, B. T (2012), alongside preserving traditional values, Vietnamese people are also forming new values suited to the modern context, such as creativity, innovation, and a spirit of international cooperation.

These values not only help Vietnamese people better adapt to globalization but also enrich the cultural identity of the nation.

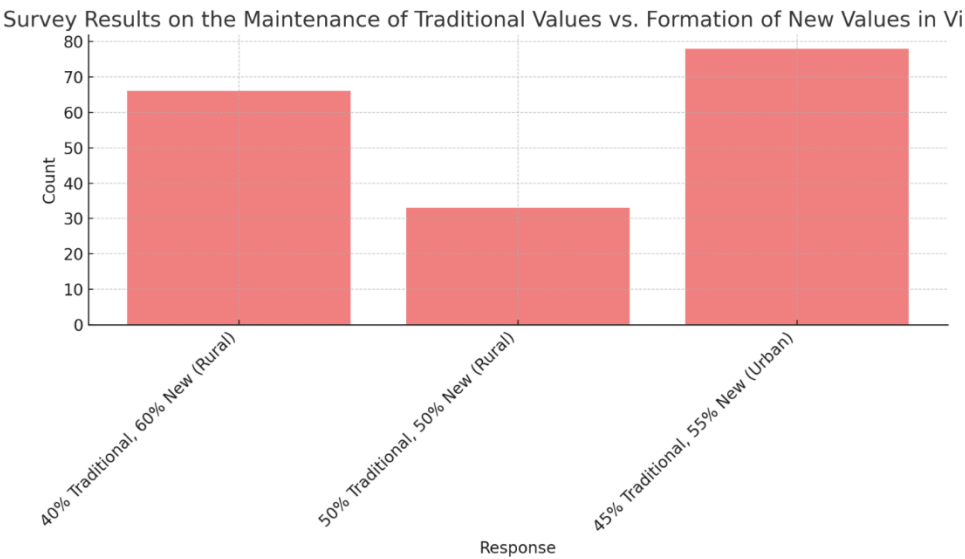


Figure 6: Survey on Traditional Values Maintained and New Values Formed in Vietnamese National Identity
Source: Author's survey

The survey results indicate that among 100 rural Vietnamese respondents, when asked, "What percentage of traditional national identity values are maintained, and what percentage of new values are formed?" 66 people answered that 40% of traditional values are maintained and 60% of new values are formed, while 33 people said that 50% of traditional values are maintained and 50% of new values are formed. Similarly, among 100 urban Vietnamese respondents asked the same question, 78 people replied that about 45% of traditional values are maintained and 55% of new values are formed.

4.2 Discussion

4.2.1 Analysis of Research Results

The research results show that factors such as media and the internet, tourism and cultural exchange, along with economic development and open-door policies, have had a profound influence on acculturation and Vietnamese national identity. These findings are consistent with Phạm, T. H (2011), who also emphasized the significant role of media and tourism in promoting cultural exchange and acculturation. Similarly, Thanh, H (2021) pointed out that the internet and social media platforms have facilitated the adoption of new cultural elements and the formation of new cultural values.

The changes in customs, arts, cuisine, and fashion reflect the flexibility and adaptability of Vietnamese culture in the context of globalization. The combination of traditional and foreign elements has created a rich and diverse culture that reflects both the past and present. According to Đinh, H. G (2018), these changes not only enrich the national cultural identity but also enhance the confidence and competitiveness of the Vietnamese people on the international stage.

Traditional values such as filial piety, community spirit, and respect for the elderly continue to be maintained and preserved, showing that globalization does not completely erase the core values of the nation. At the same time, new values such as creativity, innovation, and a spirit of international cooperation are also emerging, contributing to a new cultural identity suitable for the modern context. This reflects a balanced and harmonious process of acculturation between the old and the new, tradition and modernity.

4.2.2 Limitations of the Research

Difficulties in data collection, particularly from rural areas where access to technology is limited, have resulted in inconsistencies in some responses, affecting the accuracy of the analysis results. Furthermore, access to and in-depth interviews with cultural experts and researchers have been challenging due to time and resource constraints.

The scope of the research primarily focuses on popular cultural aspects such as cuisine, fashion, arts, and customs, potentially overlooking other cultural aspects such as education, religion, and language. This may reduce the comprehensiveness of the research findings. Additionally, the research mainly relies on opinion surveys, which may not fully capture the complexity and diversity of the acculturation process.

4.2.3 Solutions, Recommendations, and Future Research Directions

Solutions: Globalization is changing every aspect of social life, including culture. Faced with the strong impact of this process, preserving national identity has become a significant challenge for many countries, including Vietnam. To preserve and promote national cultural identity in the context of globalization, Vietnam needs to implement the following fundamental solutions:

i) Cultural Education and Propagation: Emphasis on traditional cultural education should be made, incorporating it into formal curricula from elementary to university levels. Subjects on history, culture, and national traditions should be designed in an attractive manner suitable for different age groups. Schools should also organize extracurricular activities such as seminars, exhibitions, and cultural competitions to allow students to better access and understand the nation's cultural values. This helps younger generations recognize the importance of preserving and promoting traditional culture. Modern media such as television, the internet, and social networks should be used to disseminate cultural education programs, introduce cultural heritage, and traditional activities to a wide audience, especially the youth. Television programs, documentaries, and newspaper articles need to reflect traditional culture truthfully and deeply, helping viewers understand and appreciate national cultural values.

ii) Preservation and Promotion of Cultural Heritage: Tangible cultural heritage such as temples, pagodas, shrines, and ancient architectural works should be preserved and restored in a timely manner. Intangible cultural heritage, such as folk songs, traditional festivals, and traditional handicrafts, should be documented, preserved, and promoted through community activities. Preserving cultural heritage requires the

involvement of the entire community, local governments, and social organizations to ensure sustainability and effectiveness. Cultural research institutions should conduct in-depth studies on traditional customs and practices to record, restore, and popularize them within the community. This helps ensure that traditional customs are not lost and continue to be upheld in modern life. Additionally, these restoration activities help people better understand the origins and meanings of customs, thus fostering a greater love and respect for national culture.

iii) Encouraging New Cultural Creativity Based on Tradition: It is important to encourage and support artists and cultural creators in developing new artistic works that are rooted in traditional culture but have a modern breath. Such works not only preserve cultural identity but also enrich the national cultural treasure. The state and social organizations should provide support in finance, technical aspects, and promotion to help artists maximize their creative potential. Organizing art competitions and national cultural festivals can honor and encourage creativity, the preservation, and promotion of cultural identity. These events not only provide opportunities for artists to showcase their talents but also serve as a platform to promote national culture to a wider audience. These events should be regularly held on a large scale to attract the interest and participation of many people.

iv) International Cooperation and Promoting National Culture: Participating in international cultural fairs and art festivals helps introduce Vietnamese culture to international friends while learning and adopting positive cultural elements from other cultures. International cultural exchanges not only promote national culture but also broaden perspectives and raise awareness about the diversity and richness of world cultures. Developing cultural tourism through traditional cultural tours and festival events helps to broadly introduce and promote Vietnamese culture to international tourists. Cultural tourism destinations need to be invested in and developed sustainably to ensure a harmonious balance between tourism development and cultural preservation. Promoting culture through tourism not only brings economic benefits but also contributes to the preservation and promotion of traditional cultural values.

Preserving national cultural identity in the context of globalization is an important and necessary task. Solutions like cultural education and promotion, preservation and development of cultural heritage, encouraging new cultural creativity based on tradition, and international cooperation and cultural promotion can positively contribute to this effort. Close coordination among government levels, social organizations, and communities is a key factor in ensuring that these solutions are effectively and sustainably implemented.

Recommendations:

i) Strengthening Education and Promotion: Cultural management agencies need to strengthen education and promotion efforts about the importance of preserving national cultural identity. Cultural education programs should be integrated into primary, secondary, and university education systems to enhance awareness and love for traditional culture among younger generations.

ii) Developing Supportive Policies: Policies should be developed and implemented to support the preservation and development of culture, including investment in cultural projects, support for artisans and artists, and encouragement of community cultural activities.

iii) Promoting Cultural Exchanges: Encouraging international cultural exchange activities while ensuring that traditional cultural values are widely introduced and promoted. This can help enhance the position of Vietnamese culture on the international stage.

Future Research Directions:

i) Expanding Research Scope: Future research should expand to include other cultural aspects such as education, religion, and language. This will provide a more comprehensive view of acculturation in the context of globalization.

ii) Combining Research Methods: Using a combination of qualitative and quantitative research methods will ensure the accuracy and comprehensiveness of research results. Methods like focus group interviews, case studies, and participant observation can provide multi-dimensional perspectives on the research topic.

iii) Studying Long-Term Impacts: Subsequent research should focus on assessing the long-term impacts of globalization on Vietnamese culture and national identity, while identifying trends and predicting future changes.

5 Conclusion

This article has identified that factors such as media and the internet, tourism and cultural exchange, along with economic development and open-door policies, have significantly influenced acculturation and the national identity of Vietnam. Media and the internet have facilitated the adoption of foreign cultural elements and created an environment for the creativity and development of new cultures. Tourism and cultural exchange have allowed for mutual exchange and learning among nations, while economic development and open-door policies have integrated Vietnam into the flow of globalization, affecting all aspects of cultural life.

The research results also show significant changes in customs, arts, cuisine, and fashion. Traditional values such as filial piety, community spirit, and respect for the elderly are still preserved, while new values such as creativity, innovation, and international cooperation are gradually emerging. This process reflects a balanced acculturation between the old and the new, tradition and modernity.

This article is significant for the preservation and development of Vietnamese culture in the context of globalization. It provides a comprehensive view of the factors influencing culture and national identity, while emphasizing the need to preserve traditional values while embracing and adapting to new changes. The findings can serve as a basis for policies and strategies to preserve and develop culture, as well as help raise community awareness about the importance of maintaining national cultural identity.

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