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Cultural Industries: Foundations and Development Challenges in Vietnam

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ABSTRACT

In the context of globalization, cultural industries have increasingly become strategic assets in diplomacy, international cooperation, and the strengthening of national identity and competitiveness. In Vietnam, the development of cultural industries is now considered an urgent and essential requirement for sustainable socio-economic growth. Under the Strategy for the Development of Vietnam's Cultural Industries to 2020, with a Vision to 2030, the Government of the Socialist Republic of Vietnam established specific targets for cultural industries to contribute approximately 3% of national GDP while simultaneously generating additional employment opportunities for society. Although these objectives were initially formulated as strategic orientations, they demonstrate that cultural industries are receiving growing governmental and social attention and possess significant developmental potential in Vietnam. Nevertheless, the sector also faces numerous structural limitations and developmental challenges in the process of integration into the global cultural economy. This study employs a qualitative research approach based on document analysis, policy analysis, and interdisciplinary review methods. Data were collected from governmental policy documents, UNESCO reports, World Bank statistics, and previous academic studies related to cultural and creative industries in Vietnam and internationally. Through comparative and interpretive analysis, the article evaluates the foundations, opportunities, and challenges associated with the development of cultural industries in Vietnam within the contemporary globalization era.

Index Terms: cultural industries • cultural and creative industries • opportunities • potential • challenges • Vietnam

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Abstract

In the context of globalization, cultural industries have increasingly become strategic assets in diplomacy, international cooperation, and the strengthening of national identity and competitiveness. In Vietnam, the development of cultural industries is now considered an urgent and essential requirement for sustainable socio-economic growth. Under the Strategy for the Development of Vietnam's Cultural Industries to 2020, with a Vision to 2030, the Government of the Socialist Republic of Vietnam established specific targets for cultural industries to contribute approximately 3% of national GDP while simultaneously generating additional employment opportunities for society. Although these objectives were initially formulated as strategic orientations, they demonstrate that cultural industries are receiving growing governmental and social attention and possess significant developmental potential in Vietnam. Nevertheless, the sector also faces numerous structural limitations and developmental challenges in the process of integration into the global cultural economy. This study employs a qualitative research approach based on document analysis, policy analysis, and interdisciplinary review methods. Data were collected from governmental policy documents, UNESCO reports, World Bank statistics, and previous academic studies related to cultural and creative industries in Vietnam and internationally. Through comparative and interpretive analysis, the article evaluates the foundations, opportunities, and challenges associated with the development of cultural industries in Vietnam within the contemporary globalization era.

Keywords: *cultural industries, cultural and creative industries, opportunities, potential, challenges, Vietnam*

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1 Introduction

Cultural industries are an emerging industrial sector encompassing the production, distribution, and commercialization of cultural goods and services associated with creativity, symbolic value, and market-oriented activities. In contemporary scholarship, cultural industries are commonly understood as sectors that transform cultural expressions, artistic creativity, and intellectual resources into economic products and services through industrial and technological processes (Adorno & Bernstein, 2001; Huet, 1978). Due to their close relationship with the broader creative economy, they are also frequently referred to as cultural and creative industries (CCIs), emphasizing the growing importance of creativity, innovation, intellectual property, and digital technology in modern economic development (Perit-Ortiz et al., 2019; Pham & Dang, 2014). The operation of this sector is fundamentally associated with creative ideas, technological innovation, and the application of science and digital communication technologies, which increasingly shape the production, circulation, and consumption of cultural products in the contemporary global economy (Bustamante, 2004; CISAC, 2017).

According to UNESCO's first global mapping of cultural and creative industries, released in 2017 based on 2015 data (British Council, 2016), Cultural and Creative Industries generated approximately USD 2.25 trillion in global revenue and provided employment for nearly 29.5 million people worldwide. More importantly, CCIs are considered a

“young industry” in both literal and symbolic terms, as nearly 20% of the workforce involved in this sector consists of individuals between the ages of 15 and 29 — a proportion higher than that found in many other professional sectors. Beyond their economic significance, CCIs are increasingly viewed as important drivers of innovation, urban development, social transformation, and national competitiveness, particularly in rapidly developing Asian economies (Florida, 2002; Perit-Ortiz et al., 2019).

UNESCO statistics further indicate that Asia, home to leading cultural and creative economies such as Japan, South Korea, China, and India, has become the world's largest CCI market, surpassing both Europe and North America. The remarkable growth of Asian cultural industries demonstrates how culture can become an important source of economic growth, cultural branding, and international influence when supported by effective policies, technological innovation, and long-term strategic investment (Pham, 2015). Furthermore, according to World Bank data published in 2019, cultural industries — including cultural tourism — contributed approximately 4.04% of total global revenue and accounted for 2.21% of global employment, while workers in the sector earned incomes approximately 2.44 times higher than the global average (World Bank, 2019). These figures demonstrate that cultural industries are capable of generating substantial revenue, creating significant employment opportunities, and functioning as strategic industries in many countries around the world.

In the current era of accelerating globalization and digital transformation, countries with underdeveloped cultural industries are increasingly likely to become dependent on imported cultural products, foreign media systems, and external cultural consumption patterns. This situation not only weakens their competitive advantages in domestic markets but also limits their capacity to develop export-oriented cultural products capable of participating in international cultural markets. At the same time, globalization has intensified cultural competition among nations, making cultural industries increasingly important for preserving national cultural identity, strengthening cultural sovereignty, and enhancing soft power in international relations (Nye, 2004). Consequently, the development of cultural industries has become an important strategic priority for many countries seeking to promote sustainable economic growth, national branding, and international cultural influence.

For Vietnam, the development of cultural industries has become increasingly important in the context of international integration, rapid urbanization, digital transformation, and the expansion of the knowledge economy. As a country possessing rich cultural resources, diverse ethnic traditions, and a large creative population, Vietnam holds substantial potential for developing cultural industries associated with tourism, cinema, music, performing arts, publishing, digital media, and creative design (Luong, 2018; Tu, 2017). However, despite significant cultural advantages, Vietnam's cultural industries continue to face numerous institutional, technological, and structural limitations that constrain their competitiveness and international influence. Therefore, examining the developmental foundations, opportunities, and challenges of cultural industries in Vietnam is not only academically significant but also practically important for promoting sustainable national development in the contemporary era.

2 Research methodology

This study employs a qualitative research approach combining document analysis, policy analysis, and interdisciplinary literature review methods. The research focuses on examining the developmental foundations, opportunities, international experiences, and structural challenges associated with cultural industries in Vietnam within the broader context of globalization, digital transformation, and international integration.

Data were collected from multiple sources, including official policy documents of the Communist Party of Vietnam and the Government of Vietnam, UNESCO reports, World Bank statistics, international reports on cultural and creative industries, and previous academic studies related to cultural economics, creative industries, globalization, and cultural development. In particular, the study draws upon both international theoretical perspectives on cultural industries (Adorno & Bernstein, 2001; Huet, 1978; Bustamante, 2004) and Vietnamese scholarly works addressing the development of cultural industries in Vietnam and East Asia (Pham & Dang, 2014; Pham, 2015; Luong, 2018; Tu, 2017). These materials provide important theoretical and comparative foundations for analyzing the development of cultural industries in Vietnam within both regional and global contexts.

Comparative and interpretive analytical methods were applied to evaluate Vietnam's cultural resources, creative potential, institutional frameworks, policy orientations, and existing structural limitations affecting the development of cultural industries. The study also incorporates comparative observations from several Asian countries, particularly South Korea, Japan, and China, in order to identify potential lessons and development strategies relevant to Vietnam's contemporary conditions.

In addition, the research adopts a socio-cultural and developmental perspective to analyze how cultural industries contribute not only to economic growth but also to cultural identity preservation, creative innovation, cultural soft power, social cohesion, and sustainable national development in contemporary Vietnam. Through this interdisciplinary approach, the study seeks to provide a more comprehensive understanding of the opportunities and challenges facing Vietnam's cultural industries in the era of globalization and digital transformation.

3 Results and discussion

3.1 Results

3.1.1 Foundations for the development of Cultural Industries in Vietnam. The exploitation of cultural values for economic purposes, thereby transforming culture into a driving force for national development, has long been a consistent policy orientation of the Communist Party and the State of Vietnam. The Documents of the 13th National Congress of the Communist Party of Vietnam emphasized the need to:

“Urgently implement the focused and strategic development of cultural industries and cultural services on the basis of identifying and promoting the soft power of Vietnamese culture while effectively applying the new values and achievements of global culture, science, technology, and innovation” (Communist Party of Vietnam, 2021).

As a country with a long historical tradition, culture has played a significant role in strengthening Vietnam's national capacity, international standing, and global reputation. Promoting the soft power of Vietnamese culture is therefore considered a crucial task in ensuring that culture becomes a solid spiritual foundation of society and an important endogenous force for sustainable national development. Vietnamese culture has shaped “the soul, spirit, and identity of the Vietnamese people, illuminating the glorious history of the nation” (Communist Party of Vietnam, 1998).

In the current context of globalization and international integration, Vietnamese culture possesses increasing opportunities to expand its global influence. The beauty embedded in Vietnamese language, music, traditional arts, and humanistic communication practices not only constitutes an internal strength for sustainable national development but also generates cultural attraction beyond national borders. Vietnamese cultural values have increasingly attracted the interest of international audiences from diverse countries and cultural backgrounds. Numerous Vietnamese artistic troupes have received enthusiastic receptions during international performances, while many Vietnamese literary works have been translated into multiple languages, including President Ho Chi Minh's classical Chinese poetry, Nguyễn Du's *The Tale of Kieu*, and Tô Hoài's *Diary of a Cricket*.

To date, Vietnam has had dozens of cultural heritages recognized by UNESCO. Several Vietnamese performing arts traditions have been honored as Masterpieces of the Oral and Intangible Heritage of Humanity, including the *Space of Gong Culture in the Central Highlands* (recognized in 2005), *Hue Royal Court Music* (2008), *Quan Ho Folk Songs* and *Ca Tru Ceremonial Singing* (2009), the *Giong Festival* in Hanoi (2010), and the *Then Singing Practices* of the Tày, Nùng, and Thái ethnic groups (2019). These cultural heritages possess strong international appeal and contribute significantly to enriching global cultural civilization.

From a country once relatively absent from the global political map, Vietnam has now established diplomatic relations with nearly 200 countries and territories worldwide. Vietnam has increasingly participated in regional and global organizations and forums such as the United Nations, the World Trade Organization (WTO), the

Asia-Pacific Economic Cooperation (APEC), ASEAN, the ASEAN Inter-Parliamentary Assembly (AIPA), and the Asia-Europe Meeting (ASEM). The country has also successfully hosted major international events, including APEC Summits in 2006 and 2017, the ASEAN Summit in 2010, and the United States–North Korea Summit in 2019.

Through cultural diplomacy and various international cooperation channels, the world has gained a deeper understanding of Vietnam as a hospitable, resilient, peace-loving nation with thousands of years of civilization. Vietnam's international prestige and influence have steadily increased, while the country's cultural soft power has become an increasingly important driver of socio-economic development. Consequently, the development of cultural industries is regarded as a strategic breakthrough in promoting Vietnamese culture and people, enabling the country to further harness cultural values and human potential in pursuit of prosperity, happiness, and sustainable modernization.

Cultural industries encompass sectors that utilize creative talent and cultural capital in combination with technology and business skills to produce cultural goods and services. For example, the establishment of a film industry requires close and professional coordination among creative personnel (directors, screenwriters, actors), cultural resources, advanced technologies, and business strategies such as branding, audience development, and media promotion.

In these respects, Vietnam possesses important advantages, particularly in terms of creative human resources and cultural potential. Vietnamese people are widely recognized for their diligence and creativity. Vietnamese talent has been demonstrated across numerous fields, ranging from military strategy and scientific innovation to arts and cultural production. According to the 2020 Global Innovation Index (GII), Vietnam ranked 42nd out of 131 economies for the second consecutive year, ranking first among lower-middle-income economies and third in Southeast Asia.

Vietnam has also achieved relatively strong performances in international educational assessments such as PISA in mathematics, reading comprehension, and science. Furthermore, the country possesses many talented artists in music, cinema, fashion design, architecture, and visual arts. Vietnamese films, musical productions, fashion designs, and artistic photography have received awards at regional and international events.

Creative spaces and cultural-artistic events have rapidly expanded in major urban areas and are increasingly regarded as indicators of livable and innovative cities. Such spaces not only function as workplaces but also connect young entrepreneurs and creative communities. They have become symbolic destinations for Vietnamese youth and international cultural exchange. One notable example was the visit of former U.S. President Barack Obama to a creative startup space in Ho Chi Minh City on May 24, 2016, where he encouraged entrepreneurial innovation in Vietnam.

All these developments demonstrate the substantial potential of Vietnam's creative talents. In terms of cultural resources, Vietnam is proud of its rich traditions and remarkable cultural diversity. The coexistence of 54 ethnic groups over thousands of years has generated an invaluable treasure of historical sites, rituals, festivals, folk games, traditional crafts, folk songs, folk dances, cuisine, customs, legends, and heroic symbols. These elements provide abundant material for creative production and can inspire distinctive cultural products that both preserve national identity and create competitive advantages in global cultural markets.

Based on these foundations, the Vietnamese government introduced the *Strategy for the Development of Vietnam's Cultural Industries to 2020, with a Vision to 2030* in 2016. According to this strategy, cultural industries are expected to become important service-economic sectors

characterized by significant improvements in both quality and scale. The strategy aims to contribute positively to economic growth and employment creation through the production of diverse and high-quality cultural goods and services that satisfy domestic cultural demands while promoting exports and national cultural branding. Particular priority is given to sectors in which Vietnam possesses substantial potential and comparative advantages. Specifically, the strategy targeted cultural industries to contribute approximately 3% of GDP by 2020 and 7% by 2030, while also generating additional employment opportunities (Prime Minister of Vietnam, 2016).

3.1.2 Challenges to the development of Cultural Industries in Vietnam. Despite certain achievements in recent years — including the contribution of cultural industries accounting for approximately 3.61% of Vietnam's GDP in 2019 (Supreme People's Court of Vietnam, 2021) — the development of cultural industries has not yet fully met expectations or maximized cultural values for sustainable development.

Vietnamese cultural and artistic products capable of achieving substantial international influence remain relatively limited. The reputations and brands of Vietnamese artists and creative professionals have not yet been firmly established at regional or global levels. Although many artistic products have emerged, few have developed into influential cultural trends. Cultural events are often organized inconsistently, while many creative spaces appear rapidly but disappear just as quickly.

As a result, Vietnam's cultural industries have not yet been exploited effectively in proportion to the country's rich cultural heritage and creative human potential. Vietnam does not lack creative talent or cultural capital; rather, it lacks a sufficiently supportive ecosystem capable of nurturing creativity, promoting national culture, and enabling creative individuals to flourish internationally. These limitations can be summarized in several major aspects.

First, Vietnam continues to face numerous bottlenecks in the exploitation and development of cultural industries. One of the most significant challenges is the limited awareness regarding the economic importance of cultural industries. Sectors such as cinema, fine arts, theater, and music are still not fully recognized as essential components of the national economy. Although market mechanisms have deeply penetrated many areas of social life, the cultural and artistic sectors remain relatively hesitant in affirming their commodity and market value.

Second, Vietnam still lacks effective coordination mechanisms for cultural industry development. The absence of a sufficiently strong coordinating body has created difficulties in establishing comprehensive developmental orientations. Among the twelve cultural sectors identified by the government, the Ministry of Culture, Sports and Tourism directly manages only five sectors, including cinema, performing arts, fine arts, photography and exhibitions, advertising, and cultural tourism. However, the development of cultural industries requires close collaboration among multiple ministries and sectors to generate synergistic effects not only for cultural industries themselves but also for the broader national economy. Consequently, weak institutional coordination has become a major obstacle to cultural industry development.

Third, creative education and business skills in Vietnam remain relatively underdeveloped. The Vietnamese educational system still contains several limitations that are not fully compatible with innovation-oriented development. Although educational reforms have increasingly encouraged creative practice among students, excessive academic workloads continue to limit the importance attached to arts and creativity-related subjects. Yet artistic education plays an important role in personality development, soft skills formation, and especially the cultivation of creativity. Without fostering creativity from an early age, it becomes

difficult to develop future generations of creative citizens and cultural consumers capable of supporting the long-term growth of artistic and cultural markets.

3.1.3 International Experiences and Comparative Lessons for Vietnam. The development of cultural industries in several Asian countries demonstrates that culture can become an important source of economic growth, national branding, and soft power when supported by effective institutional frameworks, technological innovation, and long-term strategic investment. In the contemporary global economy, cultural industries are increasingly recognized not only as economic sectors but also as instruments for enhancing national competitiveness and international influence (Nye, 2004). Experiences from countries such as South Korea, Japan, and China therefore provide valuable comparative lessons for Vietnam in the process of developing its own cultural industries within the context of globalization and digital transformation.

South Korea is widely regarded as one of the most successful examples of cultural industry development in Asia. Since the late 1990s, the South Korean government has implemented systematic policies to support cultural exports, digital media industries, cinema, music, and entertainment. Through strong state investment and coordinated public-private cooperation, South Korea successfully transformed culture into an important pillar of national economic growth and international soft power. The emergence of the “Korean Wave” (*Hallyu*) turned Korean popular culture into a global phenomenon through K-pop music, television dramas, cinema, fashion, and digital media platforms (Jin, 2016). The international success of groups such as BTS and Blackpink, together with award-winning films such as *Parasite*, illustrates how cultural products can simultaneously generate economic value, promote national branding, and strengthen international cultural influence. South Korea’s experience highlights the importance of strategic state support, investment in creative human resources, technological innovation, and the effective use of global digital networks in promoting cultural industries (Kim, 2005).

Japan also represents an influential model of cultural industry development through the successful globalization of anime, manga, video games, fashion, and creative design. Japanese cultural products have achieved worldwide popularity not only because of advanced technological production but also because they preserve distinctive national cultural characteristics. Japan has effectively transformed traditional cultural elements into modern creative products capable of attracting global audiences while maintaining a strong sense of cultural identity. This experience demonstrates that preserving cultural traditions while encouraging innovation can create unique competitive advantages in international cultural markets. Furthermore, the Japanese model emphasizes the importance of intellectual property protection, creative education, and long-term investment in cultural branding and creative ecosystems (Lash & Lury, 2007). The success of Japanese cultural industries also reflects the broader rise of the “creative economy,” in which creativity, knowledge, and symbolic value increasingly become key sources of economic development (Florida, 2002).

China, meanwhile, has rapidly expanded its cultural industries through strong state guidance, digital transformation strategies, and large-scale investment in media and cultural infrastructure. In recent years, China has prioritized the development of digital cultural industries, including online entertainment, digital publishing, gaming industries, film production, livestreaming platforms, and social media technologies. The rapid growth of corporations such as Tencent and ByteDance demonstrates how digital technology can fundamentally reshape cultural production, distribution, and consumption in the twenty-first century. At the same time, China has actively promoted cultural diplomacy and international cultural exchanges in order to

strengthen its cultural soft power and global cultural presence (Keane, 2007). China’s experience illustrates the importance of integrating cultural development policies with digital transformation strategies, technological innovation, and global communication networks.

At the global level, UNESCO has also emphasized that cultural and creative industries are increasingly becoming central components of sustainable development, employment generation, social inclusion, and cultural diversity preservation (UNESCO, 2013). In many countries, cultural industries have become important drivers of urban regeneration, tourism development, innovation, and youth employment. The global expansion of digital platforms and creative economies has further accelerated the international circulation of cultural products and services, creating new opportunities for developing countries to participate in global cultural markets.

From these international experiences, several important lessons can be drawn for Vietnam. First, the development of cultural industries requires a long-term strategic vision and consistent policy support from the State. Governmental support should extend beyond cultural preservation to include creativity promotion, technological innovation, digital transformation, and international competitiveness. Second, Vietnam needs to strengthen investment in creative education, digital literacy, cultural entrepreneurship, and human resource development in order to cultivate a new generation of creative professionals capable of competing in global cultural markets. Third, the country should prioritize the development of digital cultural platforms and creative ecosystems connecting artists, entrepreneurs, universities, technology sectors, and cultural institutions. Fourth, Vietnam should actively promote cultural branding and cultural exports by transforming traditional cultural values into modern creative products suitable for international audiences while preserving national identity.

Most importantly, international experiences demonstrate that successful cultural industries are not built solely upon financial investment but also upon the ability to balance globalization with national cultural identity. For Vietnam, this means that cultural industry development should simultaneously promote modernization, creativity, technological innovation, and international integration while preserving the distinctive cultural heritage and values that constitute the foundation of Vietnamese national identity and cultural soft power.

3.2 Discussion

3.2.1 Development trends of Cultural Industries in Vietnam. Within the context of Vietnam’s socialist-oriented market economy, the development of cultural industries is expected to evolve through multiple organizational forms, including sectors regulated primarily by market mechanisms, semi-industrial cultural sectors, and areas in which the State continues to play a central role. At the same time, cultural industries in Vietnam are undergoing structural reorganization in order to align more closely with the global configuration of contemporary cultural industries.

The socialization of cultural activities is also expected to become increasingly effective in the coming years. Furthermore, Vietnam’s cultural industries are gradually concentrating on highly competitive and dynamic sectors such as cultural tourism, publishing and media industries, film and television industries, music industries, and public entertainment services. In addition, cultural industries are increasingly developing toward diversification and interdisciplinary integration in order to satisfy both internal industrial demands and the growing cultural consumption needs of society.

The trend toward expanding joint ventures and international cooperation in the development of Vietnam’s cultural industries is also expected to deepen due to the increasing number of investment and trade agree-

ments between Vietnam and international partners in both the present and future contexts. This process creates significant opportunities for the development of cultural industries that combine national cultural identity with international integration.

The development of cultural industries is therefore not only a task associated with building an advanced culture deeply rooted in national identity but also a strategic sector for economic development. Cultural industries contribute simultaneously to national development and comprehensive human development. In this regard, the future development of Vietnam's cultural industries requires promoting the dynamism and creativity of state management agencies, cultural institutions, and enterprises from various economic sectors in order to produce high-quality cultural goods and services. These efforts are expected to contribute positively to meeting the increasingly diverse spiritual and cultural needs of the population, stimulating socio-economic growth, and expanding international cultural exchange and cooperation.

3.2.2 Several solutions for Developing Cultural Industries in Vietnam in the Next Phase. Compared to many other industrial sectors, cultural industries emerged relatively late in Vietnam. However, they possess enormous developmental potential, high growth capacity, and the ability to generate substantial socio-economic benefits. As such, cultural industries are increasingly viewed as a new driving force for national development in accordance with global trends. In order to develop cultural industries within a market economy while simultaneously maintaining Vietnam's socialist orientation, several major groups of solutions should be implemented.

First, it is necessary to create stronger transformations in public awareness regarding the importance of building and developing an advanced Vietnamese culture deeply rooted in national identity. Culture must genuinely be regarded as the spiritual foundation of society and as both the objective and driving force of sustainable national development. This includes protecting and promoting the enduring values of Vietnamese cultural traditions, such as patriotism, national pride, community solidarity linking individuals, families, villages, and the nation, compassion and tolerance, respect for morality and social obligations, diligence and creativity in labor, willingness to sacrifice for national independence and public well-being, as well as subtlety in communication and simplicity in lifestyle (Communist Party of Vietnam, 1998). These values should be reflected in literature, the arts, cultural communication, and cultural diplomacy in order to enhance Vietnam's attractiveness to international audiences.

Second, Vietnam needs to further improve institutional frameworks and policy systems while promptly removing legal and administrative barriers that hinder the development of cultural industries. It is necessary to establish modern legal and institutional frameworks capable of mobilizing all available resources and creating favorable conditions for cultural industries to develop in accordance with market demands and international integration requirements. Preferential policies, simplified administrative procedures, and favorable business environments should be introduced to encourage investment in cultural industries. Priority should also be given to sectors with strong developmental potential and comparative advantages, such as cinema, performing arts, fine arts, photography, exhibitions, and cultural tourism. Simultaneously, greater support should be provided for contemporary artistic forms in order to gradually enhance the competitiveness of Vietnam's cultural industries.

Third, it is essential to develop a qualified workforce for cultural management and strengthen resources for cultural development. Human beings are both the subjects and products of culture; culture is created by people and exists for people. Therefore, the construction and development of culture fundamentally depend on cultural practitioners, par-

ticularly leadership and management personnel in cultural sectors. The preservation, promotion, and international dissemination of Vietnamese cultural values largely depend on the capabilities of individuals working in culture and the arts, especially key cultural leaders and managers acting as cultural subjects. Consequently, Vietnam should prioritize the training and development of cultural administrators, policymakers, consultants, and managers who possess deep cultural understanding, professional competence, ethical qualities, and leadership capacity appropriate to contemporary developmental demands.

Fourth, Vietnam must proactively and actively promote international cultural integration. In the contemporary era of globalization, international integration has become an inevitable trend attracting increasing participation from countries and territories worldwide, including Vietnam. Accordingly, greater efforts should be devoted to promoting Vietnamese culture internationally, especially the "soft" dimensions of culture such as value systems, norms, and beliefs. Vietnam should also establish additional Vietnamese cultural centers and translation centers abroad while expanding international cultural cooperation through diverse forms of cultural diplomacy. These activities would help deepen Vietnam's international cultural relations and improve the practical effectiveness of cultural exchange initiatives.

Fifth, in the context of digital technology and the Fourth Industrial Revolution, Vietnam should prioritize the focused development of cultural industries and cultural services while effectively integrating global achievements in culture, science, technology, and innovation. Cultural development should be closely linked with tourism and cultural services, thereby transforming tourism into a spearhead economic sector. Such integration would create interconnected benefits and strengthen international trust, enabling Vietnamese culture to expand more deeply and broadly within global cultural markets while helping the international community gain a more accurate understanding of Vietnam as a beautiful and culturally rich nation.

4 Conclusion

In the contemporary context of globalization, digital transformation, and international cultural integration, the development of cultural industries should no longer be viewed solely as an economic objective but also as a strategic foundation for strengthening national identity, cultural soft power, and sustainable development. In reality, cultural industries have increasingly been recognized as a modern production sector and a form of cultural productive force capable of generating both economic value and meaningful cultural-spiritual products for society.

For Vietnam, the development of cultural industries represents an important opportunity to transform the country's abundant cultural resources, creative human capital, and diverse ethnic heritage into competitive advantages within the global cultural economy. The rapid expansion of digital technology, creative entrepreneurship, cultural tourism, media industries, and international cultural exchange has created favorable conditions for Vietnam to integrate more deeply into regional and global cultural markets. At the same time, cultural industries can contribute significantly to employment generation, innovation, urban cultural development, and the promotion of Vietnam's international image.

However, the successful development of cultural industries in Vietnam requires more than cultural resources alone. It also demands comprehensive institutional reform, effective policy coordination, investment in creative education and human resources, technological innovation, and stronger cooperation between the State, private sector, and international partners. Without a supportive ecosystem for cre-

ativity and cultural entrepreneurship, Vietnam may struggle to fully capitalize on its substantial cultural potential in the era of globalization.

Ultimately, cultural industries are not merely economic sectors but also important instruments for preserving cultural identity, promoting social cohesion, and enhancing national resilience in an increasingly interconnected world. Therefore, investing in cultural industries should be considered a long-term strategic priority for Vietnam's sustainable development. By combining traditional cultural values with creativity, technology, and international integration, Vietnam can gradually establish a more competitive and influential cultural industry capable of contributing not only to economic growth but also to the broader advancement of Vietnamese culture and society in the twenty-first century.

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