

Cultural Integration and the Impact of Globalization on Vietnamese Youth

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Abstract: This paper aims to achieve the following objectives: to explore how globalization has altered the lifestyle, values, and mindset of Vietnamese youth; to identify the foreign cultural factors influencing the habits, preferences, and behaviors of Vietnamese adolescents; to examine the development of international academic programs, online courses, and student exchange programs; to assess the level of access Vietnamese students have to international learning and research opportunities; to analyze the industries and fields where Vietnamese youth have strong potential for development in the context of globalization; to evaluate the skills and competencies needed for young people to effectively compete in the global labor market; to investigate how Vietnamese youth maintain and transform traditional cultural values while assimilating new cultures; and to assess the degree of conflict and harmony between traditional and modern values in the lives of young people. The paper also provides recommendations and solutions regarding educational and cultural policies to help young people access and capitalize on the opportunities brought by globalization while proposing measures to help them preserve and promote national cultural identity during the process of international integration. The findings show that a majority of respondents (68%) are not aware of the concept of "globalization," indicating a lack of information and education on globalization among young people in Vietnam. In general, Vietnamese youth tend to actively engage with and positively respond to the influences of globalization, with access to international information and participation in global cultural activities being very common. However, concerns remain about the potential weakening or alteration of traditional Vietnamese cultural identity by foreign cultures. This necessitates careful consideration in the process of integration and the protection of traditional culture.

Keywords: Culture; Globalization; Vietnam; Youth

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1. Introduction

In the context of rapid globalization, Vietnamese culture and society have undergone profound changes, particularly among the younger generation. Globalization not only brings economic development opportunities but also promotes cultural exchange and integration, transforming the lifestyle, mindset, and values of Vietnamese youth. Today's youth have the opportunity to access international knowledge, technology, and culture through the internet and social media, opening up a new world filled with vast amounts of information and knowledge. Platforms such as Facebook, Instagram, YouTube, and TikTok are not only

sources of entertainment but also tools for learning and global connection, allowing Vietnamese youth to learn from international experts, participate in online courses from top universities worldwide, and stay updated on the latest trends in all fields from science and technology to arts and culture. The exposure to diverse cultures has created a unique blend in the lifestyle and style of Vietnamese youth. However, this cultural exchange also poses significant challenges for the preservation and promotion of traditional cultural values. In the face of strong globalization waves, many young people tend to distance themselves from traditional values and are easily swayed by fleeting trends from abroad. Alongside the benefits, globalization also presents considerable challenges for Vietnamese youth. The intense competition in the labor market requires young people to continuously strive and enhance their skills. Globalization is the process of increasing connections and interdependence among nations through the growth of trade, information exchange, and culture. Globalization affects not only the economy but also has a powerful impact on cultural and social values. Cultural integration, in the context of globalization, refers to the adoption and transformation of a nation's cultural elements under the influence of other cultures, creating a complex blend and interaction. Vietnam is a developing country, and its youth are the key force in this development process. Studying the impact of globalization on Vietnamese youth is important because young people are not only the receivers but also the transmitters and creators of new culture. Previous studies have shown that globalization can blur traditional cultural values, leading to the loss of cultural identity. Therefore, understanding how Vietnamese youth perceive and react to globalization is essential to formulate appropriate policies to maintain and develop the national cultural identity. This paper is based on theories of globalization, cultural studies, and sociology, along with relevant research conducted in Vietnam. Applying these theories and research findings will help identify and explain the phenomena occurring in the cultural life of Vietnamese youth, thereby offering appropriate conclusions and policy recommendations.

2. Literature Review

Cultural integration and globalization are significant and widely studied concepts in sociology, anthropology, and cultural studies over the past few decades. The process of globalization, driven by the rapid development of information technology, transportation, and international trade, has brought profound changes in every aspect of human life, including culture. Globalization became a major research topic in the 1990s when Anthony Giddens and other sociologists began studying the consequences of modernity. In his book *The Consequences of Modernity*, Giddens (1990) discusses how globalization affects social structures and personal relationships. Giddens argues that globalization is not only an economic process but also a cultural and social phenomenon that transforms how people interact and perceive themselves and the world around them. Arjun Appadurai (1996), in his book *Modernity at Large: Cultural Dimensions of Globalization*, also addresses globalization from a cultural perspective. Appadurai introduces the concept of "scapes" to describe the flows of people, technology, finance, media, and ideas across national borders. He argues that these flows have led to significant changes in cultural and social structures, particularly within local communities. Cultural integration is a process in which the cultural elements of a society are adopted and transformed under the influence of one or more other cultures. It is a complex and multidimensional process influenced by various factors such as immigration policies, the attitudes of the host community, and individual characteristics of the immigrants.

In Vietnam, the process of globalization and cultural integration has become an important topic in recent years, attracting the interest of many researchers. Lê, N. A. (2002), in the book *Vấn đề giáo dục đạo đức và nếp sống văn hóa gia đình truyền thống trong nền kinh tế thị trường ở nước ta hiện nay* (The Issue of Moral Education and Traditional Family Cultural Lifestyles in the Market Economy in Our Country Today), discusses the changes in Vietnam's cultural and social structure under the influence of globalization. The author emphasizes that the market economy has brought both opportunities and challenges for Vietnam, from access to new technologies and enhanced cultural exchange to facing the infiltration of foreign cultural values. Lê, T. T. B. (2003), in the study *Chuẩn mực đạo đức trong bối cảnh nền kinh tế thị trường ở nước ta hiện nay* (Ethical Standards in the Context of the Market Economy in Our Country Today), points out that Vietnamese youth are rapidly adopting and adapting to global cultural elements, from lifestyle and fashion to communication and work practices. However, the author also warns about the potential loss of traditional cultural values and the rise of social issues such as the widening gap between the rich and the poor and the inequality in development opportunities.

Nguyễn, C. B. (2010) compared the impact of globalization on youth in different regions of Vietnam. The author found that urban youth tend to embrace global cultural elements more strongly than their rural counterparts. However, he also notes that traditional cultural values still play an important role in the lives of rural youth. Diệp, M. G. (2011), in the book *Xây dựng đạo đức của thanh niên Việt Nam trong nền kinh tế thị trường định hướng xã hội chủ nghĩa* (Building the Ethics of Vietnamese Youth in the Socialist-Oriented Market Economy), examined specific aspects of lifestyle changes among youth, including consumption, entertainment, and attitudes towards social issues. The author observed that Vietnamese youth are becoming more modern and globalized, yet they also face internal conflicts between maintaining traditional values and adopting new ones. A study by Phạm, H. T. (2011) highlighted that youth in Vietnam are undergoing strong cultural integration, with a rapid adoption of global cultural elements such as music, fashion, and information technology. The author also emphasizes that this process is uneven and depends on various factors such as economic, social, and political conditions.

Phạm, M. H., & Thái, D. T. (2012), in the study *Định hướng giá trị con người Việt Nam thời kỳ đổi mới và hội nhập* (Value Orientation of Vietnamese People in the Period of Renovation and Integration), found that Vietnamese youth are not only adopting new cultural elements but also creatively transforming them to fit the local context. According to Trần, N. T. (2016), in Vietnam, there is a close relationship between the level of cultural integration and factors such as educational attainment, income level, and residence. The author suggests that the globalization process in Vietnam has distinct characteristics due to historical, cultural, and political differences compared to other countries.

The overview of research history on cultural integration and globalization reveals that this is a rich and complex field of study, requiring a combination of various research methods and perspectives. In Vietnam, research on the impact of globalization on youth has identified many important trends and phenomena, providing theoretical and practical foundations for developing appropriate policies and strategies to support and advance youth in the context of globalization.

3. Research Methodology

This study employs a mixed-methods design, combining both quantitative and qualitative approaches to achieve a comprehensive understanding of the impact of globalization and cultural integration on Vietnamese youth. The quantitative method will help identify specific trends and data patterns, while the qualitative method will provide deeper insights into the personal experiences and perspectives of the research subjects. The study focuses on Vietnamese youth aged 15 to 30, living in both urban and rural areas. Sampling criteria include age, gender, and place of residence. The projected sample size is 500 individuals to ensure representativeness and the reliability of the research results. A diverse sample selection from various geographical regions and social groups will enhance objectivity and reflect a holistic view of globalization's impact on youth.

The study employs the following basic data collection tools and techniques:

i) Survey Questionnaire: Designed with both closed and open-ended questions to gather information on the perspectives, attitudes, and behaviors of youth (450 individuals) regarding globalization and cultural integration. The survey will be distributed online and through direct interviews at schools and communities. The use of online surveys expands the data collection scope and improves the accuracy of the information gathered.

ii) In-depth Interviews: Conducted with a small group of 50 individuals to gain a deeper understanding of personal experiences and the factors influencing the reception of global culture. In-depth interviews are essential tools for exploring personal views and aspects that are difficult to measure through quantitative methods.

iii) Document Analysis: Includes academic literature, research reports, and media sources related to globalization and culture in Vietnam. Document analysis supplements and cross-checks the results from surveys and interviews.

The study also utilizes statistical software for analyzing quantitative data. Analytical techniques include descriptive statistics, hypothesis testing, and regression analysis to identify key influencing factors. Statistical analysis helps determine relationships between variables and provides scientifically grounded conclusions. Additionally, the study applies coding techniques to qualitative data from in-depth interviews and open-ended survey questions. This technique helps identify themes, patterns, and relationships between cultural and globalization factors. The combination of different research methods and techniques will provide a comprehensive and in-depth view of the impact of globalization and cultural integration on Vietnamese youth, leading to appropriate conclusions and policy recommendations.

4. Results and Discussion

The Current Situation of Vietnamese Youth Under the Impact of Globalization

Globalization is an irreversible process that has profoundly impacted every aspect of social life worldwide. Vietnam, as a developing country, is no exception to the powerful influences of globalization. Vietnamese youth, as the next generation, are experiencing significant changes in culture, society, education, and economy. This paper will delve deeper into the current situation of Vietnamese youth under the impact of globalization, including the opportunities and challenges they face in several key areas:

i) Cultural and Social Impact: Globalization has promoted cultural exchange and integration, leading to changes in the lifestyle and values of Vietnamese youth (Vũ, T. H., 2015). With the development of the internet and social media, Vietnamese youth are increasingly exposed to Western cultures, resulting in changes in fashion, entertainment, and even life perspectives (Đinh, H. G., 2018). Globalization has significantly altered cultural and social aspects in Vietnam, especially among the younger generation. While globalization has facilitated access to international knowledge and cultural exchange, it has also brought challenges such as the erosion of traditional values and the growing influence of foreign cultures. These changes are particularly evident in the lifestyle, entertainment preferences, and even educational approaches of Vietnamese youth (Nguyễn, V. C., 2001). Nguyễn, T. C. (2001) also noted that the rapid penetration of foreign cultures, driven by globalization, poses threats to Vietnamese cultural identity. This is particularly apparent among the youth, who are increasingly drawn to foreign lifestyles and ideologies, potentially leading to the dilution of national cultural values. A clear example is the rise of Western-style cafes and restaurants in major cities like Hanoi and Ho Chi Minh City (Trần, D., 2023). These are not just places to enjoy food but also cultural exchange venues where young people learn and absorb new values. Additionally, the widespread popularity of Western music, cinema, and fashion has had a strong impact on Vietnamese youth. According to a survey by Đ. H. (2013), about 70% of Vietnamese youth regularly follow Western entertainment products, which significantly influences their thinking and behavior. As McLuhan, M. (1964) pointed out, the development of media has created a "global village" where cultures can interact and influence each other powerfully. Anderson, B. (1991) also emphasized that globalization not only changes the way people interact with each other but also alters how they perceive and understand themselves and the world around them.

ii) Impact on Education: Globalization has also brought numerous learning and research opportunities for Vietnamese youth. Many study abroad programs, student exchange initiatives, and international scholarships have opened up, providing Vietnamese students with the chance to study and gain experience in developed countries (Mai, H. O., 2021). Domestic universities and colleges have also partnered with international educational institutions to enhance the quality of teaching and research. According to Mai, joint training programs between Vietnamese universities and prestigious universities around the world have allowed Vietnamese students to access advanced teaching and research methods. Moreover, studying at international institutions has helped Vietnamese students improve their foreign language proficiency and soft skills, which are essential for competing in the global labor market. Additionally, researchers like Ngô, H. A., & Lê, T. N. (2019) and Đinh, V. T., & Nguyễn, Đ. C. (2022) have emphasized the importance of the internationalization of higher education in preparing students with the necessary skills and knowledge to succeed in an increasingly globalized world. Nguyễn, N. T., & Từ, T. L. (2021) also pointed out that the internationalization of education not only offers academic benefits but also contributes to the development of students' social and cultural skills, helping them become global citizens. However, not all young people have access to advanced education. Disparities between regions, particularly between urban and rural areas, remain a significant issue. According to a study by Phạm, H. T. (2011), the percentage of students from rural areas who have access to international education programs is still very low compared to urban areas. This raises concerns about equity in education and development opportunities for all youth.

iii) Economic Impact: Globalization has created many new job opportunities for Vietnamese youth. The expansion of multinational companies in Vietnam has helped reduce

unemployment rates and improve the standard of living (Tổng cục Giáo dục nghề nghiệp, 2015). Notably, industries such as information technology, services, and tourism have attracted many young, highly skilled workers. As a result, the unemployment rate among Vietnamese youth has significantly decreased over the past few decades, mainly due to the increase in foreign companies and the development of the digital economy. However, it is important to note that jobs in these companies require high skills and qualifications, meaning not all young people can access these opportunities. A survey by Vũ, T. M. H., & Vũ, T. H. (2021) indicated that over 50% of graduates still struggle to find jobs that match their expertise due to a lack of practical skills and work experience. Baoquoc (2022) discussed how globalization and information technology have leveled the playing field, creating a more equitable environment for individuals and businesses. However, it also warned that globalization could lead to inequality if not accompanied by appropriate support policies. Additionally, the concept of a "risk society" was mentioned, where globalization not only brings opportunities but also introduces new challenges and risks to society, particularly for the youth. In the current Vietnamese context, Bùi, M. Đ. (2023) pointed out that adapting to the globalized work environment requires flexibility and a continuous learning ability from young workers.

iv) Challenges and Issues to Address: While globalization presents many opportunities, it also poses significant challenges for Vietnamese youth. One of the biggest challenges is the imbalance between tradition and modernity. Many young people, influenced by Western culture, tend to drift away from traditional values, leading to conflicts and value clashes (Trương, T. H., 2023). Moreover, competition in the labor market has become more intense. According to Lê, M. (2003), many young people feel immense pressure to achieve rapid and outstanding success in order to compete with workers from other countries. This has led to stress and mental health issues among the youth. Additionally, the overreliance on technology is a concerning issue. With the development of the internet and mobile devices, many young people spend excessive time browsing the web, playing games, and using social media, leading to neglect in their studies and a lack of essential social skills (Phan, A., 2023). This could negatively affect their communication and teamwork abilities in the future.

In summary, globalization has had a profound impact on Vietnamese youth in various aspects. To fully capitalize on the opportunities and overcome the challenges, support from families, schools, and society is crucial. Only with a solid foundation in culture, education, and economy can Vietnamese youth confidently integrate and thrive in the context of globalization. The government and relevant organizations need to implement appropriate policies and measures to support the youth, such as enhancing soft skills education, promoting vocational training programs, and raising awareness about traditional values. Additionally, parents should pay more attention to educating their children about balancing the adoption of new cultures with the preservation of national identity.

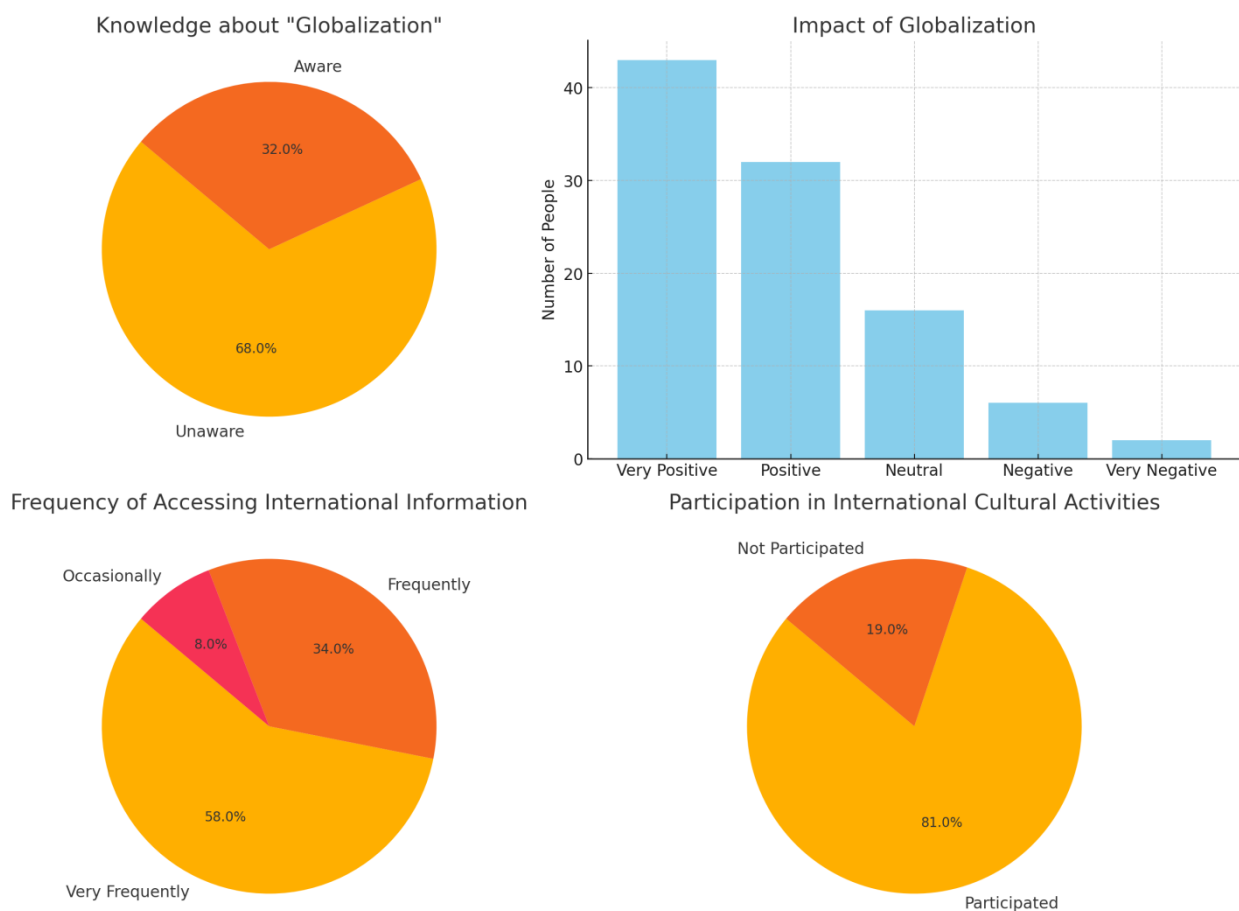
Survey Results

This study collected data from 500 young Vietnamese individuals aged 15 to 30, living in both urban and rural areas across three regions: the North, Central, and South. The data collection tools included online surveys and in-depth interviews. The survey results indicate the following regarding the reception and impact of globalization and cultural integration on Vietnamese youth:

i) Awareness and Perception of Globalization: Regarding awareness of the concept of "globalization," the majority of respondents (68%) were unfamiliar with the term "globalization." This highlights a lack of information or education about globalization within the young community in Vietnam. Only 32% of respondents were aware of this concept, indicating the need for measures to raise awareness about globalization. Concerning perceptions of the impact of globalization, the majority of respondents held positive views, with 43% stating that it has a very positive impact and 32% believing it has a positive impact. A smaller portion (16%) felt that globalization has both positive and negative impacts. Only 8% of respondents perceived globalization as having a negative or very negative impact, suggesting that negative sentiments towards globalization are not widespread. Regarding the frequency of accessing information from international sources, a significant proportion of respondents (58%) frequently accessed information from international sources, indicating that Vietnamese youth tend to stay updated and absorb information from outside the country. Additionally, 34% frequently accessed international information, confirming that accessing global information is quite common. Only 8% occasionally accessed international information, showing that very few are less interested in international news.

In terms of participation in international cultural activities, a large number of respondents (81%) had participated in international cultural activities in Vietnam, demonstrating that young people are interested and actively involved in cultural exchanges. Only 19% had never participated in international cultural activities, indicating that the majority of youth tend to integrate and experience international culture.

Figure 1: Survey on Youth Perceptions of Globalization



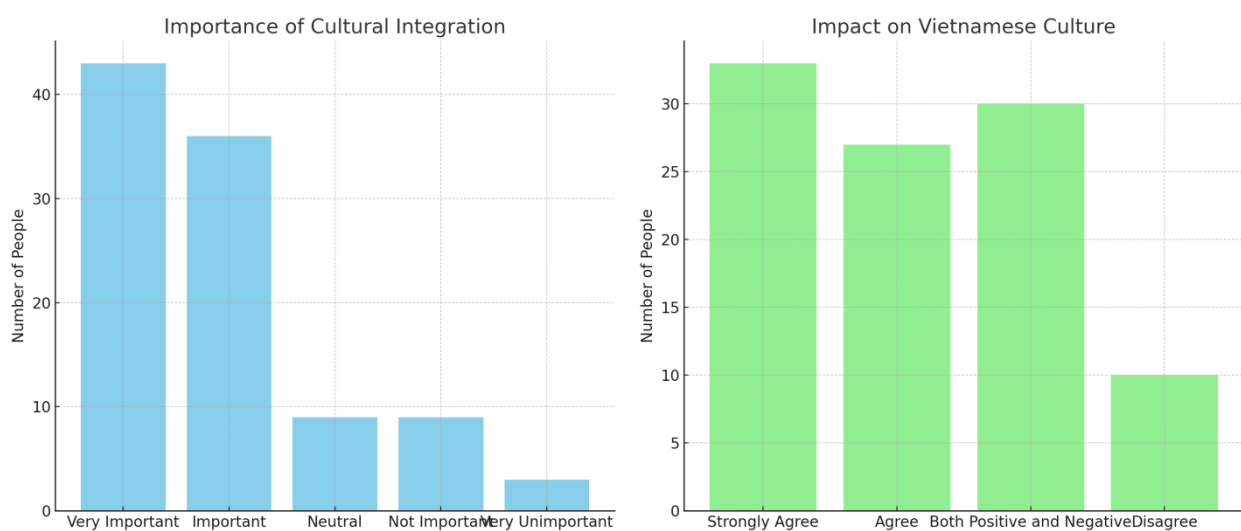
Overall, although many young people are still not fully aware of the concept of globalization, Vietnamese youth tend to positively engage with and respond to the influences of globalization. The widespread access to international information and participation in international cultural activities demonstrate the cultural and informational expansion and development of youth in the current context of globalization. However, there is a need for more educational and communication programs to raise awareness about globalization, helping young people better understand this concept and its impacts on culture and society.

ii) Attitudes Towards Cultural Integration in the Context of Globalization:

Regarding the importance of adopting cultures from other countries, the majority of respondents (79%) felt that embracing cultures from other nations is important or very important. Specifically, 43% believed it is very important, and 36% considered it important. This indicates an openness and willingness to accept new cultural elements from outside. Only 12% of respondents thought that adopting foreign cultures is unimportant or very unimportant, suggesting that the number of people with conservative views on culture is relatively small. Additionally, 9% of respondents were neutral about adopting cultures from other countries, showing no clear opinion on its importance.

Concerning the impact of foreign cultures on Vietnamese culture, a significant portion of respondents (60%) believed that Vietnamese culture is being negatively affected by foreign cultures, with 33% strongly agreeing and 27% agreeing with this view. This reflects a significant concern about the infiltration and influence of foreign cultural elements on traditional Vietnamese culture. A considerable number of respondents (30%) believed that Vietnamese culture is being influenced both positively and negatively by foreign cultures, indicating a balanced perspective that recognizes both sides of the issue. Only 10% disagreed that Vietnamese culture is being negatively impacted by foreign cultures, suggesting that a small group has an optimistic view or does not perceive negative impacts.

Figure 2: Survey on Youth Attitudes Towards Cultural Integration



Overall, the majority of young Vietnamese people are willing to accept and value the adoption of cultural elements from other countries, which could promote cultural integration and enhance cultural diversity in society. Despite this willingness, there remains a significant concern that foreign cultures could weaken or alter the traditional cultural identity of Vietnam. This poses a challenge for policymakers and educators in preserving and developing local

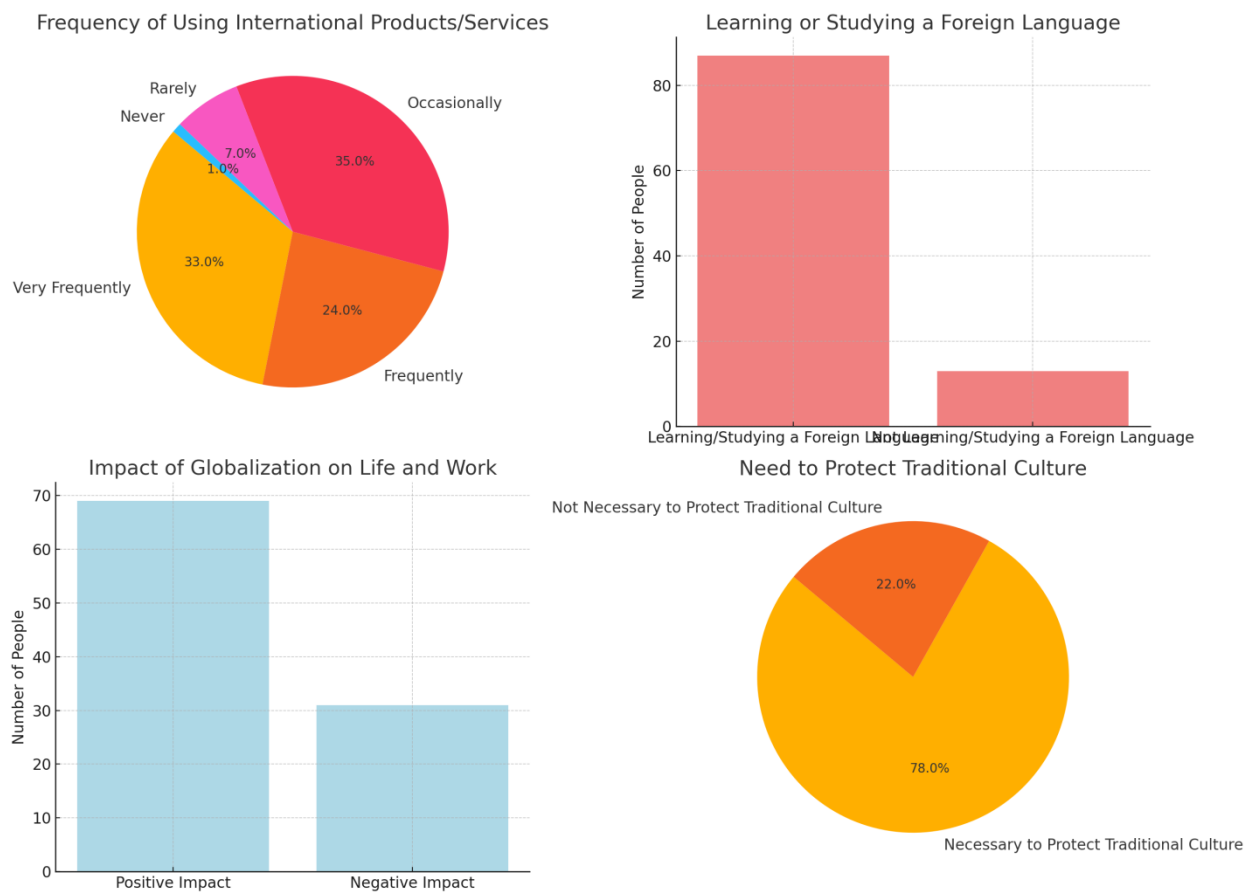
culture in the context of globalization. A considerable portion of young people recognize both the positive and negative influences of foreign cultures, indicating a comprehensive awareness and the necessity of balance in the process of cultural integration.

iii) Behavior Related to Globalization: Regarding the frequency of using products or services from international companies, the majority of respondents (92%) use products or services from international companies either very frequently, frequently, or occasionally. Specifically, 33% use them very frequently, 24% use them frequently, and 35% use them occasionally. Only 7% rarely use them, and 1% never use such products or services. This indicates that using products or services from international companies has become common in the lives of young Vietnamese people. In terms of learning or self-learning a foreign language, a significant number of respondents (87%) are currently learning or self-learning a foreign language, showing a strong trend towards enhancing language skills for international integration. Only 13% are not learning or self-learning a foreign language, indicating that a small group is not interested in this.

Regarding the impact of globalization on their lives and work, the majority of respondents (69%) believe that globalization has positively impacted their lives and work. This reflects a positive perception of the benefits that globalization brings. However, 31% feel that globalization has negatively impacted their lives and work, indicating that a significant portion of the population feels adversely affected by the process of globalization.

Concerning the necessity to protect traditional Vietnamese culture from the impact of globalization, the majority of respondents (78%) believe it is necessary to protect traditional Vietnamese culture in the face of globalization. This reflects a deep concern for preserving and safeguarding national cultural identity in the context of global integration. A small portion (22%) believes it is not necessary to protect traditional culture, suggesting a more open or less concerned view regarding the influence of foreign cultures.

Figure 3: Survey on Youth Behavior Related to Globalization



Overall, young Vietnamese people are becoming increasingly familiar with and frequently using products and services from international companies, indicating deep integration into the global market. The strong trend of learning or self-learning foreign languages reflects a robust preparation and desire for international integration among the youth. While there is positive recognition of the benefits of globalization, concerns about its potential negative impacts remain, necessitating careful consideration during the integration process. Protecting traditional culture from the influence of globalization is a priority for the majority of young people, reflecting their awareness of the need to preserve cultural identity in the face of powerful global influences.

Analysis and Discussion

The results indicate that Vietnamese youth are significantly influenced by the factors of globalization and cultural integration. The widespread use of the internet and modern media has facilitated access to global products, services, and cultures. This has not only changed the lifestyle and consumption habits of young people but also affected their values and attitudes towards traditional and global cultures. The popularity of international brands and cultural activities like K-pop and cosplay shows that Vietnamese youth are actively participating in global culture. However, a considerable proportion of young people feel conflicted between preserving traditional values and adopting new ones. This highlights the complexity and multidimensionality of the cultural integration process. These findings align with many previous studies on the impact of globalization on youth. Giddens (1990) pointed out that globalization is not only an economic process but also a cultural and social phenomenon, transforming how people interact and perceive themselves and the world around them. The findings of this study are similar to those of Appadurai (1996) on how global cultural flows affect cultural and social structures.

In the context of Vietnam, the study by Lê, H. N., & Lê, N. T. (2004) also pointed out that globalization has brought both opportunities and challenges to Vietnam, from accessing new technologies and enhancing cultural exchange to facing the infiltration of foreign cultural values. The results of our study are consistent with the findings of Lê, H. N., & Lê, N. T. (2004) regarding the cultural development of youth in the context of globalization. Another study by Vũ, T. H. (2015) noted that youth in various countries are undergoing strong cultural integration processes, rapidly adopting global cultural elements such as music, fashion, and information technology. Vũ also emphasized that this process is uneven and dependent on various factors such as economic, social, and political conditions. This is also reflected in our study, which found differences between urban and rural areas in terms of the level of reception and influence of globalization.

Comparing and concluding from the survey data in this study shows that by 2023-2024, 43% of respondents believed that globalization had a very positive impact, 32% believed it was positive, 16% believed it had both positive and negative impacts, and 8% believed it had a negative or very negative impact. In a previous study by Ngô, H. A., & Lê, T. N. (2019), 40% believed globalization had a very positive impact, 30% positive, 20% believed it had both positive and negative impacts, and 10% believed it had a negative impact. Thus, positive views on globalization still dominate, but the proportion of those perceiving negative impacts has slightly decreased.

Regarding the frequency of accessing information from international sources, the 2023-2024 survey data showed that 58% very frequently accessed international information, 34% frequently, and 8% occasionally. A previous study by Tran (2019) showed that 50% very frequently accessed international information, 30% frequently, and 20% occasionally. This indicates that the frequency of accessing international information among youth has increased, reflecting a growing trend towards information integration.

Regarding participation in international cultural activities, the 2023-2024 survey data showed that 81% participated in international cultural activities, while 19% had never participated. A previous study by Thanh, H. (2021) showed that 70% participated in international cultural activities, and 30% had never participated. This indicates an increase in participation in international cultural activities, showing that Vietnamese youth are increasingly interested and active in experiencing international culture.

In summary, this study shows that Vietnamese youth tend to positively engage with the influences of globalization, with widespread access to international information and active participation in international cultural activities. While there is a willingness to accept new cultural elements, there remains a significant concern that foreign cultures could weaken or alter traditional Vietnamese cultural identity.

New Findings and Contributions of the Study

This article provides some new insights into how Vietnamese youth receive and transform cultural elements from globalization. Vietnamese youth do not merely passively accept these elements but also selectively integrate them with traditional values. This demonstrates an active and creative approach to building personal and community cultural identity. The findings of this article are significant for understanding the impact of globalization on Vietnamese youth. They can help policymakers and cultural managers better understand the needs and trends of the youth, thereby formulating appropriate policies and strategies to support and develop youth in the context of globalization. For example, the youth's quick

adaptation to new cultural elements can be seen as an advantage in enhancing international exchange and cooperation. However, measures should be taken to protect and promote traditional cultural values, ensuring that cultural integration occurs in a balanced and sustainable manner.

Recommendations and Solutions for Developing Policies and Strategies to Support Youth in the Context of International Integration

i) Enhancing Awareness and Education about Globalization: Globalization is a complex and multidimensional concept that requires a deep understanding from young people. Integrating education about globalization into the curriculum from primary to university levels is a crucial step. Subjects could include knowledge of the global economy, international culture, global politics, and essential skills for working in a multicultural environment. Trần, D. (2023) pointed out that integrating knowledge about globalization into education helps enhance students' awareness and skills. Extracurricular activities such as international clubs, seminars, and student exchange programs are excellent opportunities for youth to gain practical experience and better understand globalization. These activities not only provide knowledge but also develop communication, leadership, and time management skills. Đào, V. T. (2023) noted that extracurricular activities can play a vital role in equipping youth with the necessary skills to succeed in the context of globalization.

ii) Developing Soft Skills and Language Proficiency: In the context of globalization, soft skills such as communication, teamwork, and conflict resolution become extremely important. Soft skills training programs should be designed flexibly and tailored to the needs of young people. Truong, T. H. (2023) pointed out that soft skills are one of the key factors determining the success of young people in the global work environment. Proficiency in at least one foreign language is almost a mandatory requirement in the era of globalization. Policies that encourage language learning, including offering free or subsidized courses, are necessary to help young people gain confidence when communicating and working in an international environment. Võ, T. A. (2023) affirmed that language proficiency not only expands job opportunities but also helps youth gain a deeper understanding of other cultures.

iii) Supporting Career Development and Entrepreneurship: Career counseling centers need to be established and operate effectively to provide information about job opportunities and career requirements in the context of globalization. These centers should also offer personal counseling services to help young people clearly define their career paths. Nguyễn, Đ. L. (2021) emphasized the importance of career counseling in preparing youth to face challenges and opportunities in the global labor market. Entrepreneurship is one of the effective ways for young people to create their own job opportunities and contribute to the economy. Entrepreneurship support programs, including providing capital, management training, and connections with international investors, should be vigorously implemented. Huỳnh, N. T. (2024) suggested that supporting entrepreneurship not only helps young people become self-reliant but also fosters innovation and economic development.

iv) Facilitating International Cultural Exchange: Cultural exchange programs help young people better understand other cultures and develop respect for cultural diversity. Expanding these programs, especially with countries that have different cultures, is necessary. Huỳnh, N. T. (2024) pointed out that cultural exchange is an important means to enhance understanding and harmony between peoples. Cooperation with international organizations and government agencies of other countries will facilitate cultural and educational exchange.

Collaborative projects should be built on mutual benefits and respect. Hà, V. V. (2024) emphasized that international cooperation is key to sustainable development and peace in the context of globalization.

v) Protecting and Developing Traditional Culture: Education about traditional culture needs to be strengthened to help young people better understand the values and cultural identity of their nation. These educational programs should be designed to be engaging and relevant to the interests of young people. Đặng, V. C. L. (2022) affirmed that protecting traditional culture is necessary to maintain national identity in the context of globalization. The combination of traditional culture and modern creativity can create unique and attractive cultural products. Policies supporting artists and creators in developing these products will help preserve and promote traditional culture. Đặng noted that creativity based on traditional culture not only preserves but also enriches the cultural identity of the nation.

Developing policies and strategies to support youth in the context of international integration needs to be comprehensive and flexible. From enhancing awareness and education about globalization, developing soft skills and language proficiency, supporting career development and entrepreneurship, facilitating international cultural exchange, to protecting and developing traditional culture—all are essential factors to help Vietnamese youth confidently and successfully navigate globalization.

Research Limitations and Recommendations for Future Studies

Although this study has achieved significant results, there are still some limitations: The survey sample mainly focused on young people aged 15 to 30 in urban and rural areas but did not fully cover different regions and ethnic groups in Vietnam. Future research should expand the survey scope to include a broader range of subjects, ensuring higher representativeness. While the survey and in-depth interviews provided valuable information, using additional methods such as direct observation and case studies could help collect richer and more detailed data on youth behavior and attitudes toward globalization. Although the study used qualitative analysis methods, more in-depth analyses are needed to better understand the cultural and social factors influencing youth attitudes and behaviors. Using qualitative data analysis software like NVivo could help maximize the insights gained from the qualitative data collected. The research mainly focused on cultural and social factors without fully considering the economic and political factors that influence the process of globalization and cultural integration. Future studies should include these factors to provide a more comprehensive view of the impact of globalization on Vietnamese youth. Although the study referenced many international studies, more detailed comparative analyses with similar studies in other countries are needed to highlight the similarities and differences, thereby drawing valuable lessons. To address the identified limitations, future research should expand the scope and target audience to include more regions, ethnic groups, and age ranges to ensure higher representativeness and reflect a comprehensive picture of the impact of globalization on Vietnamese youth. Utilizing diverse research methods, such as combining surveys, interviews, direct observation, and case studies, to collect richer and more detailed data. Enhancing in-depth qualitative analysis by using modern qualitative data analysis tools to maximize the insights and better understand the factors influencing youth attitudes and behaviors. Incorporating economic and political factors into the analysis to provide a more comprehensive view of globalization's impact on Vietnamese youth. Additionally, conducting comparative analyses with international studies to highlight similarities and differences, drawing valuable lessons, and proposing appropriate policies for the Vietnamese context.

5. Conclusion

This article has clarified the profound impact of globalization on Vietnamese youth across various aspects. The findings indicate that young people tend to engage positively and proactively with the influences of globalization, particularly in accessing international information and participating in international cultural activities. However, there are also concerns about the infiltration and alteration of traditional cultural identity by foreign cultural elements. This underscores the necessity of careful consideration and the implementation of supportive measures to protect and promote traditional cultural values in the context of international integration. Educational and cultural policies should be strengthened to raise awareness and understanding of globalization among young people. This will help them not only access and fully utilize the opportunities that globalization brings but also maintain and develop national cultural identity. Additionally, measures to support the development of soft skills and language proficiency, career development, and entrepreneurship, as well as facilitating international cultural exchanges, will contribute to empowering Vietnamese youth to integrate confidently and sustainably in the current globalized environment. This article also suggests that further research with a broader scope and diverse research methods is necessary to gain a more comprehensive understanding of the impact of globalization on Vietnamese youth. These efforts will help build appropriate policies and strategies to support young people in seizing opportunities and facing challenges in the context of globalization.

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