

ENHANCING VIETNAM-RUSSIA FEDERATION SOFT POWER THROUGH CULTURAL HERITAGE ECONOMIC COOPERATION

NÂNG CAO SỨC MẠNH MỀM CỦA VIỆT NAM - NGÀ THÔNG QUA HỢP TÁC KINH TẾ DI SẢN VĂN HÓA

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(Received: March 01, 2026; Revised: April 01, 2026; Accepted: April 12, 2026)

DOI: 10.31130/ud-jst.2026.24(5C).296

Abstract - The article analyzes the potential for deeper cooperation based on the current state of cultural heritage economic cooperation between Vietnam and the Russian Federation in the context of the two countries' new era of cooperation (2025-2030). The research results show that, despite a solid foundation for cooperation and abundant heritage resources, cooperation in the cultural field in general has not yet reached its full potential, let alone cooperation in the field of heritage economic development. This article, using international relations theory and cultural economics, proposes several solutions for cooperation in developing the cultural heritage economy, language and communication policies to create a "three-legged stool" to enhance soft power between Vietnam and the Russian Federation in the new geopolitical context.

Key words - Cultural heritage cooperation; Vietnam-Russia cooperation; heritage economics; national soft power; cultural heritage.

Tóm tắt - Bài viết phân tích tiềm năng hợp tác sâu hơn từ hiện trạng hợp kinh tế di sản văn hóa giữa Việt Nam và Liên bang Nga trong bối cảnh kỷ nguyên hợp tác mới của hai nước này (2025-2030). Kết quả nghiên cứu cho thấy, mặc dù có nền tảng hợp tác vững chắc và nguồn tài nguyên di sản phong phú, hợp tác trong lĩnh vực văn hóa nói chung vẫn chưa đúng tiềm năng, chưa nói đến hợp tác trong lĩnh vực phát triển kinh tế di sản. Bài viết sử dụng lý thuyết quan hệ quốc tế và kinh tế học văn hóa, đề xuất một số giải pháp hợp tác phát triển kinh tế di sản văn hóa, chính sách ngôn ngữ và truyền thông để tạo nên một "kiềng ba chân" tăng cường sức mạnh mềm giữa Việt Nam và Liên bang Nga trong bối cảnh địa chính trị mới.

Từ khóa - Hợp tác di sản văn hóa; hợp tác Việt Nam-Nga; kinh tế di sản; sức mạnh mềm quốc gia; di sản văn hóa.

1. Introduction

In Joseph Nye's modern international relations theory, cultural heritage is considered one of the three core resources that make up a nation's soft power [1]. Heritage is the "inherent capital" of soft power: Cultural heritage (such as UNESCO sites in Vietnam or palaces in Russia) acts as a "silent ambassador," creating admiration and trust between the people of the two countries. When heritage values are transformed into economic value, it creates a positive cycle: the economy helps preserve heritage, and a thriving heritage enhances national attractiveness, generating resources for continued heritage preservation.

In the context of complex geopolitical shifts in Eurasia, repositioning the comprehensive strategic partnership between Vietnam and the Russian Federation through cultural "soft power" is not only a diplomatic requirement but also an economic necessity. For Vietnam-Russia relations, promoting the heritage economy is not just a profit-making endeavor but also a strategy to consolidate national power based on cultural appeal and prestige. When traditional markets face obstacles, exploiting the "cultural heritage economy" - a sector less directly affected by conventional trade sanctions - opens a new and sustainable economic corridor. Cooperation to leverage Russian conservation technology and

Vietnamese resources is urgent. Regarding the goal of double-digit GDP growth, as Vietnam makes tourism a key economic sector, attracting high-spending Russian tourists with long stays through cultural heritage values is crucial to realizing the growth targets for 2025-2030. Vietnam's Communist Party's Resolution No80 sets out the requirement to develop culture on par with the economy, politics, and society; strongly reviving cultural values, traditions, and aspirations for national development; and emphasizing the task of preserving and promoting cultural heritage in conjunction with the application of science and technology and digital transformation [2].

2. Research overview and gaps

Vietnam and Russia have a long-standing tradition of cooperation, based on the comprehensive strategic partnership established in 2011 and raised to a higher level in 2012. Multi-field cooperation from economy, culture, education to tourism has developed dynamically, affirming the deep political trust between the two countries [3]. About achievements in cultural cooperation and language dissemination, Voice of Vietnam, V. M. Mazyrin and E. S. Burova wrote that, programs such as "Vietnam-Russia Cultural Day", Pushkin Russian Language Center in Hanoi are developed according to

intergovernmental agreements, organizing diverse cultural events to promote the image and enhance understanding and people-people exchange [4], [5]. Regarding tourism and trade promotion, and Nguyen Ba Hai, Kazushige Kobayashi showed that, tourism between the two countries is developing positively, with Russian tourists to Vietnam increasing by about 15% in the period 2021-2023 thanks to visa policies, tourism promotion, and special events [6].

About limitations, research by Luong and Pham suggests that most of the research is descriptive, lacking a system of quantitative indicators to measure the actual effectiveness of cultural, educational, and tourism programs in changing the perceptions and behaviors of audiences, students, and tourists [7]. E. S. Novikova, N. H. Phu, and L. H. Anh commented that the role of digital media platforms (livestream, social networks, virtual reality) has not been studied in depth, lacking a model of adapting to digital transformation in promoting culture and language [8].

More fundamentally, the study of V. M. Mazyrin and E. S. Burova concluded that there is strategic fragmentation and coordination gaps between Vietnam and the Russian Federation, specifically, the absence of a unified soft power strategy that integrates cultural, educational, tourism and linguistic efforts into a unified whole [5]. Without unified indicators or evaluation frameworks, it is impossible to assess the effectiveness of cultural festivals, scholarship programs, or language centers; this ambiguity undermines both research and policy design. Indeed, there is still no systematic research that views heritage as an economic capital and a tool for implementing soft power in Vietnam-Russia relations, such as specific business models for commercializing heritage while ensuring its authenticity; transferring method of advanced restoration technology from Russia to specific cultural monuments in Vietnam...

Among these research gaps, this paper primarily focuses on the theoretical foundations for deeper collaboration in the emerging field as cultural heritage economics. Cultural heritage is the identity of each nation. Deeper cooperation through the economically developing cultural heritage between two long-standing friendly nations is a sustainable long-term direction.

3. Theoretical basis

In cultural theory, heritage is understood as the materialization of memory and community values [9]. Cultural heritage includes intangible and tangible cultural heritage, which are spiritual and material products with historical, cultural, and scientific value, passed down from generation to generation.

According to Pierre Bourdieu, cultural heritage and practices are a form of "cultural capital" - an expression of power and social status [10].

According to Throsby, economic decisions related to culture are often influenced by non-market values such as authenticity, identity, and collective memory [11]. In

heritage economics, people are willing to pay more to maintain symbolic cultural values [12]. Heritage economy is not limited to cultural tourism but includes: creative industries, heritage restoration, commercialization of handicrafts, and exploitation of cultural rights. From here we have the Circular Relationship:

Heritage → Identity → Economic Behavior → Heritage Reproduction

This relationship represents the cultural-economic reproduction cycle, analogous to the concept of a "cultural feedback loop" [12].

Next, the fundamental point here is a sustainable foundation, cultural heritage preservation is not just a technical or economic issue, but a policy of community identity [13]. Governments and organizations need to empower communities culturally - because they are the subjects of identity.

In this context, language is a tool for decoding value: transforming a static object into an experience with economic value, from which language becomes a tool for decoding surplus value and building trust. Language is the infrastructure of the creative industry; language is the foundation for creating exportable cultural products. Removing language barriers is removing cognitive barriers: Helping heritage become a true "touch point of the soul" instead of just unfamiliar images.

Vietnam-Russian cultural cooperation is like an ancient treasure gathering dust. We lack the technology to exploit it. When culture operates as a vibrant economic entity, it will generate its own energy for sustainable development.

This study applies Structural-Functionalism theory to decipher the structural linkages between Vietnam and the Russian Federation. According to this approach, bilateral relations are not a collection of disconnected events, but a complex social system, where each component plays a specialized role in maintaining the stability and development of the entire strategic structure [14].

System structure and adaptation

The current structure of Vietnam-Russia relations is facing the need for self-adjustment to adapt to a multipolar international environment. In this context, Heritage Economics is not just a commercial activity, but plays an Adaptation function. It allows the system to transform static "cultural capital" resources into dynamic "economic capital," ensuring the necessary material energy to maintain long-term strategic commitments.

a/ Pattern maintenance through language

Language in this model acts as a Pattern Maintenance mechanism. Language is not just a communication tool, but a cultural "genetic code" that helps parts of the system understand common rules of conduct, core values, and beliefs. The decline in language proficiency signifies a breakdown in the socialization mechanism, causing the system to lose its ideological unity and increasing operating costs (costs of misunderstanding, costs of negotiation).

b/ Integration function through communication

Communication strategy plays an integration function, connecting different entities (State, Businesses, Youth) to a common goal. Soft power is the output of a system with smoothly functions. When language does a good job of maintaining values and cultural heritage does a good job of creating resources, communication will act as the "glue" that binds them together, creating a natural appeal for the national image.

In summary, the synchronization of "Language - Heritage - Communication" is the process of optimizing internal functions to strengthen the structure of the Vietnam-Russia relationship system, helping this system not only survive but also achieve a state of Dynamic Equilibrium in the face of complex geopolitical changes.

So, there are 3 core innovations of the article.

a/ Shifting perspective: from "Supportive diplomacy" to "Heritage economics"

Previous studies have often approached Vietnam-Russia relations from a political or historical perspective (friendship, selfless assistance). This article is the first to introduce heritage into the framework of Economic Valuation analysis. Here the article does not view heritage as a "preservation cost" but as a "cash-generating asset".

b/ Multidisciplinary integration: language as the "Technical infrastructure" for soft power

Instead of viewing language dissemination as a purely educational task, this article redefines language as the Soft Infrastructure for the cultural heritage economy. It establishes an organic relationship: Language is the key to deciphering heritage, Heritage is the content of the economy, and the economy is the driving force for maintaining language and resources for preserving cultural heritage. This is a Positive Feedback Loop that has never been systematized in previous policy documents.

Table 1. Projected value added of the article

Sector	Before writing this article	After writing this article
Economic Cooperation	Based on resources and energy	Based on knowledge, heritage, and technology
Education Language	Academic, theoretical, declining numbers	Practical, linked to livelihoods, high attraction
Cultural Heritage Exploitation	Static, dependent on conservation budget	Dynamic, financially self-sufficient through services
Communication	Social, nostalgic for the past	Creative, connecting the future and Gen Z.

c/ Industry 4.0 approach: "Digital bilingual heritage"

The article proposes a solution using Digital Twin (Digital Copy) and AI Semantic (Semantic Language) technology to restructure the approach to heritage. This "novelty" is an affirmation that: We are not just dwelling on the past, but restructuring it to serve the interests of

the future. The pragmatism and modernity of this approach are what will convince managers to approve the budget.

4. Discussion

4.1. A brief assessment of the current state of cultural cooperation between Vietnam and the Russian Federation

Based on information from numerous previous studies and administrative documents from government agencies of both countries, this article aims to provide only a brief assessment. Both Vietnam and Russia possess a vast treasure trove of cultural heritage facing the challenges of time and urbanization. In Vietnam-Russia relations, choosing heritage economics as the focus of cooperation instead of heavy industries or purely commodity trade stems from the following strategic reasons:

1/ Sustainability and resilience: unlike natural resources (oil, gas, minerals) which are finite and easily subject to fluctuations in global market prices, cultural heritage is a "renewable resource" that increases in value the more it is exploited properly. In the context of complex economic sanctions, cultural and human flows are less directly hindered than strategic commodity flows.

2/ Differentiation in the digital economy: as industrial production becomes saturated and automated, the value of "local character" and "unique identity" from cultural heritage becomes a unique, unreplicable competitive advantage. This is key to escaping the middle-income trap for developing countries like Vietnam.

3/ Cultural heritage as an inherent asset of soft power: cultural heritage acts as a "silent ambassador," fostering admiration and trust between the people of two countries. When the value of heritage is transformed into economic value, it creates a positive cycle: the economy reinvests in preservation, and a thriving heritage enhances national attractiveness internationally.

4/ Shifting economic axis and consumer psychology: global consumer trends are shifting from "owning goods" to "experiencing value." Russian tourists and investors are now increasingly seeking profound Eastern cultural values to compensate for the disconnection in their interaction with the West.

5/ In the current geopolitical context between Vietnam and the Russian Federation, heritage economics is the safest and most sustainable "green zone" for maintaining and developing a comprehensive strategic partnership. When a Russian appreciates the beauty of the ancient capital of Hue, it is a manifestation of Vietnam's soft power, successfully winning over the partner's mindset.

6/ Borderless value in the context of sanctions: Heritage economics allows Vietnam and Russia to maintain their national cultural presence without violating conventional trade barriers. This is an important channel for maintaining social connections and strategic trust between the two nations.

4.2. Applying theoretical frameworks to Vietnam-Russia relations, the system-functional structure demonstrates high logical consistency

Regarding the System, Vietnam and Russia are two important links in the Eurasian system. Cooperation between the two countries contributes to balancing the multipolar structure.

Regarding function:

* Language plays the function of "Socialization" – helping the two nations understand and accept each other's cultural norms.

* Heritage economics plays the function of "Adaptation" – helping the bilateral relationship system create material resources to survive in the harsh global economic environment.

* Communication plays the function of "Information" – ensuring an unobstructed flow of understanding between the parts of the system.

4.3. Current status of cooperation on cultural heritage between Vietnam and the Russian Federation

To determine Vietnam's competitive advantage in the eyes of its Russian partners, it is necessary to compare Vietnam's heritage model with that of countries with which Russia frequently engages culturally (Table 2).

Table 2. Comparing Russian-Vietnam's cultural heritage cooperation with the cooperation between Russia and its other partners

Criteria	Russia - Europe (France, Italy, Greece)	Russia - China	Russia - Vietnam
Characteristics of cultural Heritage	Renaissance and Classical Western heritage	Continental, feudal Eastern heritage.	Tropical, diverse heritage (Cham, French, East Asian).
Relationship Status	Restricted by sanctions	Close cooperation but with cultural competition.	Friendly, highly trustworthy politically, reasonable costs.
Soft attractive	Nostalgic but physically isolated.	Large-scale but sometimes "assimilated"	Experiential, novel, and unique.

Source: [15] - [19].

Compared to other Southeast Asian countries (such as Thailand and Indonesia), Vietnam's cultural heritage has a unique historical "touch point" with Russia through similarities in socialist aesthetic thinking and the French architectural heritage system, which Russians are very familiar with. This is precisely the "strategic gap" that Vietnam needs to exploit.

Pillars of heritage economy in Vietnam - Russia cultural cooperation

1/ In-depth Cultural Heritage Tourism

In 7 months of 2025, Russia is one of the most thriving international tourist markets, leading in the

number of European tourists and experiencing the strongest growth in Vietnam. In the first seven months of the year, over 315,000 Russian tourists visited Vietnam, an increase of nearly 2.6 times compared to the same period last year. Russian tourists enjoy swimming in the sea and participating in cultural tours. Russian tourists are an important and rapidly growing segment in Vietnam's tourism industry. They are also a loyal customer base. Russian tourists often stay for extended periods (15-30 days). This long stay creates a positive economic impact not only for hotels but also for restaurants, local services, and attractions. However, currently, Russian tourists are mainly concentrated in sunny coastal areas such as Phu Quoc, Khanh Hoa, and Mui Ne [20]. It means, there is not in-depth Cultural heritage tourism. This represents significant potential for shifting the model from "beach tourism" to "heritage tourism".

2/ Creative industries and exhibitions:

Cooperation between the Hermitage Museum and Vietnam has implemented 3D digitization projects of heritage. This is the first step towards commercializing cultural copyrights and fee-based digital exhibitions.

3/Cooperation in training and conservation:

Russia possesses world-leading technology for preserving wood and stone (applied in the palaces of Saint Petersburg). Vietnam has a need for the restoration of Central Vietnam's historical sites and ancient neighborhoods.

Systemic barriers are:

In finance: disruptions in the international payment system require separate bilateral financial solutions for the cultural and tourism sector.

In logistics and language: geographical distance and a shortage of guides specializing in history and heritage in Russian.

In transportation, there are too few direct flights between the two countries.

4.4. Current status of cooperation in disseminating Vietnamese-Russian language tools

In the cooperative relationship between the two countries, the results that have been consistently noted over the years include:

Language cooperation in recent years has shifted from traditional forms of exchange to a more substantive level. Russian remains one of the strategic foreign languages in Vietnam with strong support from the Nguyen Du Institute of Russian and the Russian Science and Culture Centers.

In term of scholarship policy, Russia continues to maintain the largest scholarship quota for Vietnam (approximately 1,000 scholarships/year), with language proficiency as a prerequisite.

Regarding the rise of the Vietnamese language in Russia, many major universities in Russia (MSU, MGIMO, SPbU) have upgraded their Vietnamese language curricula, considering it the "language of economics" in the Kremlin's pivot to the East strategy [21].

Despite its rich historical foundation, the dissemination of the language still faces contemporary obstacles:

- Pragmatism of learners: The dominance of English and Chinese in the labor market has made Russian considered a "niche language," making it difficult to find high-paying jobs outside of state-owned enterprises or oil and gas joint ventures.

- Outdated curriculum: Many textbooks still use materials from the Soviet era, lacking updates to reflect modern life, technology, and the digital economy.

- Lack of interconnected dissemination network: Russian language teaching in Vietnam and Vietnamese language teaching in Russia remain localized, failing to create a connected ecosystem between schools, businesses, and workers (through the labor market) [21].

An analysis of the root causes helps us understand why policies have not achieved optimal effectiveness. Economically, a lack of large-scale foreign direct investment (FDI) projects from Russia into consumer/service sectors in Vietnam has led to a lack of significant growth in demand for Russian-speaking personnel.

Regarding socio-psychological factors: Prejudices about Russian being "difficult to learn" and only suitable for military/diplomatic purposes still persist among the younger generation.

In communication, a lack of modern language promotion campaigns (viral marketing) has been noted. We are spreading the language using 20th-century methods to the Gen Z generation of the 21st century [21].

5. Some suggested solutions and implementation roadmap

5.1. Solutions suggested

1/ Heritage economics: transforming "Cultural Capital" into "Economic Value"

In heritage economics, we don't view heritage as static artifacts, but rather as capital assets capable of generating a flow of value.

- Exploiting "Memory heritage": iconic structures (such as the Ho Chi Minh Mausoleum, hydroelectric projects built with Soviet assistance) need to be digitized and developed into industrial/historical heritage tourism tours.

- Cultural industry: promoting joint conservation projects. For example, Russia supporting the restoration of Indochinese architectural monuments in Vietnam, in exchange for Vietnam sharing its experience in preserving heritage in a tropical environment.

- Creating surplus value: developing souvenir products and derivative art from shared cultural symbols (e.g., Matryoshka dolls wearing ao dai, or Vietnamese lacquer art telling stories about Russian literature).

2/ Language policy: bridging thought and trust

Language is not just a tool for communication, but the

"operating system" of culture. A proactive language policy will minimize the costs of social transactions.

- Repositioning the Status of Russian and Vietnamese:

- In Vietnam: Bringing Russian back more strongly into the education system as a strategic foreign language for economics and basic science.

- In Russia: Encouraging the teaching of Vietnamese in areas with large Vietnamese populations and in East Asian studies centers.

- Scholarship program "Language connected to Practice": Instead of just learning languages purely, there is a need for multidisciplinary training programs for specialists (Engineering, Law, Economics) proficient in both languages to directly serve joint venture corporations like Vietso Petro.

3/ Communication strategy: Telling the Story of "New Connections"

To enhance soft power, communication must move beyond purely "nostalgic" thinking and embrace the dynamism of the future.

- Digitalization and Social Platforms: Leverage platforms like VKontakte (Russia) and Zalo/Facebook (Vietnam) to create "viral" campaigns about the food, music, and lifestyles of young people in both countries.

- Public diplomacy: Organize cultural weeks not only in the capital but also in potential localities. Utilize "KOLs" (Key Opinion Leaders) who are former Vietnamese students in Russia and Russian entrepreneurs in Vietnam as national brand ambassadors.

5.2. Policy recommendations

- Establish a Vietnam-Russia Heritage Fund: Fund joint research projects on history and culture, creating a sustainable financial resource for heritage economics.
- Establishing an Online Language and Culture Center: Providing free courses and digital resources on Russian/Vietnamese, helping to bridge the geographical gap.

- The "Russia - Vietnam: The New Chapter" communication campaign: Focusing on high-tech cooperation and the green economy, rather than solely on traditional historical topics.

5.3. Proposed implementation roadmap

Phase 1: Foundation Building (2026 - 2027)

Focus: Language Policy and Heritage Digitization

- Language: Launch the "Vietnam-Russia Language Bridge 4.0" project. Develop specialized language learning applications (oil and gas, nuclear power, tourism) using AI to personalize learning paths.

- Heritage: Complete a comprehensive inventory of tangible and intangible heritage related to bilateral relations. Begin 3D digitization of iconic structures to create a shared archive.

- Communication: Establish a network of "Soft Power Ambassadors" comprising experts, artists, and international students with social media influence in both countries.

Phase 2: Value optimization (2028 - 2032)

Focus: Heritage economics and innovation ecosystems

- **Cultural heritage:** Transforming heritage sites/iconic structures into Cultural Clusters. Examples: Developing Russian neighborhoods in Nha Trang/Vung Tau and Vietnamese neighborhoods in Moscow/Saint Petersburg into cultural experience centers combined with commerce.

- **Language:** Standardizing bilingual training in leading technical and economic universities. Language becomes a priority in recruitment for joint venture projects.

- **Media:** Producing collaborative entertainment programs (Gameshows, co-produced films) targeting youth tastes, shifting from "dry historical" content to "contemporary lifestyle" content.

Phase 3: Establishing symbolic position (2033 - 2035)

Focus: Global soft power and resonant spread

- **Positioning:** Vietnam and Russia become a "perfect pair" in international cultural forums. The soft power of one country serves as a springboard for the other in Southeast Asia and Eastern Europe.

- **Economy:** Products "Made in Vietnam with Russian Technology" or "Made in Russia with Vietnamese Soul" become globally recognized brands, generating high added value thanks to the integration of cultural elements.

- **Result measurement:** The percentage of citizens from both countries wishing to visit and work in the partner country will double compared to 2026.

- **Action priority matrix**

Below is a classification of specific actions for policymakers to easily implement:

Table 3. *Specific actions suggested for policymakers*

Priority Level	Short-term Actions (Quick Wins)	Long-term Vision
High Impact	To Organize "Digital Heritage Week" in Moscow and Hanoi.	To Establish the Vietnam-Russia Heritage Economic Research Institute.
Deep Impact	To Increase language scholarships for Technology and Arts fields.	To Develop an optional bilingual general education program.

6. Conclusion

Vietnam-Russia relations are facing the challenge of a "generational rift" in cultural and linguistic understanding. Shared heritage (such as Vietso Petro and Hoa Binh Hydropower Plant) is being exploited in a fragmented manner, lacking economic linkages, leading to a decline in the soft power of both countries in the Eurasian region. This study applies Macionis, John's System-Function model (1944) [14] and Throsby's Cultural Capital theory (2001) [11] to establish a "Value Loop":

- **Language:** Plays the role of infrastructure connecting and maintaining trust (Latency function).

- **Heritage:** Plays the role of assets generating cash flow and economic adaptation (Adaptation function).

- **Digital technology:** Plays the role of a catalyst to "rejuvenate" content and spread influence (Integration function).

To boost the heritage economy, the two countries need:

- 1/ To re-evaluate assets: Include the "emotional" value of the people in heritage documentation.

- 2/ To invest in "Digital Tour Guides": Utilize high-quality AI multilingual translation to bridge language barriers at heritage sites.

- 3/ To make cultural Heritage Branding: All Vietnamese and Russian heritage sites need a standardized bilingual identification system to create consistent global recognition.

- **Digitize heritage:** Build a bilingual AI-integrated "Digital Heritage" system to eliminate language barriers at the site.

- **Commercialize culture:** Shift from a "subsidized" cultural diplomacy model to a financially self-sufficient "heritage economy" model.

- **Practical training:** Restructure Russian/Vietnamese language teaching programs to align with livelihoods and cultural industries.

Soft power is not an advertising campaign, but the result of a sustained process of "cultural assimilation." When we view Russian or Vietnamese not merely as foreign languages, and heritage not just as museums, we are truly building a strategic asset that cannot be replaced by any other superpower.

Again, language dissemination is not simply about teaching a foreign language, but about building the intellectual infrastructure for strategic cooperation. If we can solve the problems of "economic output" and "content modernization," Russian and Vietnamese will truly become the most enduring soft power tools between the two nations.

When Russians see their mark on Vietnam's development and Vietnamese people see Russia's appreciation for Vietnamese identity, that is, when soft power reaches its peak.

Enhancing Vietnam-Russia soft power needs to operate as an economic entity (through heritage), a social operating system (through language), and a well-planned marketing campaign (through media). This combination will create a sustainable "ecosystem of trust," enabling both countries to be not only strategic partners at the government level but also companions in the minds of the people.

This article urgently needs to be accompanied by more specific research in various localities, generating more practical experiences and creating a large dataset for extensive cooperation between Vietnam and the Russian Federation.

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