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Heritage Digitization of Nguyen Dinh Chieu: An Institutional Narrative from Ho Chi Minh City University of Culture

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ABSTRACT: In the era of international integration, digital transformation serves not only as a preservation tool but also as a mechanism for constructing national soft power. This paper analyzes the model of cultural heritage digitization through a case study of the prominent figure Nguyen Dinh Chieu at the Ho Chi Minh City University of Culture. Utilizing case study methodology and textual criticism, the research findings demonstrate that the standardization of community-fielded and collected Han Nom texts, alongside the progressive configuration of a digital space, has dismantled both geographical and linguistic barriers. These digitized data provided core scientific arguments that contributed significantly to the success of UNESCO's commemoration of Nguyen Dinh Chieu (2022) and the inscription of Noi tho Van Tien as a National Intangible Cultural Heritage. Premised on these practical outcomes, the paper proposes a framework for the co-management and utilization of ancient texts within the community, as well as a cooperative mechanism between higher education institutions and local communities to optimize resources and enhance national "soft power" through heritage digitization in the specific case of Nguyen Dinh Chieu.

KEYWORDS: Cultural diplomacy; Nguyen Dinh Chieu; Heritage digitization; Soft power.

1. INTRODUCTION

"If culture survives, the nation survives"- this dictum by Bac Ho affirms that culture constitutes a vital soft power resource that helps position a nation's image within the international arena. Although the Nam Bo region boasts a profound history of diverse cultural acculturation, the presence of Nam Bo heritage on UNESCO's representative lists of human heritage remained relatively modest prior to 2022. The enactment of UNESCO Resolution 41/C15, which commemorated the bicentenary of the patriotic poet Nguyen Dinh Chieu, marked a historic turning point and a milestone in cultural diplomacy, representing the culmination of sustained academic diligence wherein heritage digitization served as a critical conduit. From this perspective, this paper poses the following research question: How can the process of heritage digitization within a higher education institution be converted into a strategic asset for cultural diplomacy to enhance national soft power? By examining the practical execution of heritage digitization at the Ho Chi Minh City University of Culture, this study aims to derive universal implications for heritage management in the digital era.

2. THEORETICAL FRAMEWORK AND RESEARCH METHODOLOGY

2.1. Theoretical overview and analytical framework

2.1.1 Heritage digitization as a catalyst for cultural diplomacy and soft power generation

Heritage digitization refers to the process of converting cultural heritage assets (both tangible and intangible) from analog forms into digital formats to facilitate long-term archiving, preservation, management, and widespread dissemination leveraging digital technologies. Tangible heritage, including historical monuments, artifacts, documents, and photographs, can be digitized via 3D scanning, high-resolution photography, or document imaging. Conversely, intangible heritage-such as festivals, music, languages, and traditional folklore-is captured via audio and video recording to construct robust digital heritage database systems.

Cultural diplomacy represents a strategic process whereby a state leverages its cultural assets-encompassing heritage, language, arts, core values, lifestyles, knowledge systems, and human capital-to cultivate a prestigious national profile, foster global goodwill, and fortify relations within the international community. Functioning as a mechanism that deploys the efficacy of culture to facilitate global engagement and project domestic traditions outward-spanning the performing arts, cinema, literature, gastronomy, and historical heritage-it systematically amplifies nation branding. Furthermore, this paradigm engenders mutual trust and cross-cultural comprehension among diverse populations, bridging divides via people-to-

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people diplomacy, while simultaneously yielding tangible economic dividends by utilizing the national image to catalyze international tourism and development-oriented investment. Crucially, cultural diplomacy generates distinct political leverage through its inherent fluidity and nuance, thereby de-escalating geopolitical friction, accelerating institutional cooperation, and institutionalizing an enduring matrix of sustainable "soft power".

According to Nye (2004), “soft power” denotes the capacity to attract and persuade via the modalities of culture, core values, and developmental policies and institutions. The mandate of UNESCO underscores that this institution, the world's premier educational, scientific, and cultural body, serves as a vital nexus and a facilitator of global forums designed to generate institutional appeal from cultural values, thereby engaging the global community through the multifaceted dimensions of both tangible and intangible cultural heritage assets.

2.1.2 The Role of Academia in the Process of Compiling the Nomination Dossier of the Celebrated Personality Nguyen Dinh Chieu for UNESCO Submission.

Experience derived from the compilation of the nomination dossier for the celebrated personality Nguyen Dinh Chieu demonstrates that the primary imperative lies in the pivotal role of academia in satisfying UNESCO’s foundational requirements. This entails a rigorous argumentative matrix comprising: synthesized historical and cultural data; verifiable scientific evidence; internationally comparative documentation; and, most crucially, a robust conceptual framework substantiating the subject's Outstanding Universal Value (OUV) and universality. Consequently, this reality underscores that universities, research institutes, and the broader academic community constitute an indispensable intellectual nucleus; concurrently, the focal point of human cultural heritage serves as the catalyst that inspires innovative research ideas and agendas for both individual scholars and research institutions.

2.1.3 Heritage digitization as a novel methodological approach to fulfilling the mission of conserving and valorizing heritage values

Heritage digitization represents an irreversible imperative within heritage science in the twenty-first century. This paradigm extends far beyond the mere conversion of data into electronic formats; it fundamentally encompasses metadata standardization, the establishment of rigorous citation metrics, the guarantee of long-term archiving and accessibility, and the creation of comprehensive data repositories destined for international research and global communication. Structurally, the digitization process mitigates the risks of attrition and material degradation to which heritage assets are susceptible under temporal, environmental, and anthropogenic impacts. Concurrently, it democratizes public access to cultural assets via internet networks, virtual museums, virtual reality (VR), and augmented reality (AR). Consequently, cultural values are not only preserved but are also dynamically revitalized within contemporary society, effectively serving the rubrics of pedagogy, academic inquiry, and sustainable tourism development. However, juxtaposed with these dividends, heritage digitization poses profound challenges, including prohibitive technological costs, prerequisites for interdisciplinary expertise, intellectual property constraints, and data authenticity verification. Therefore, it demands a synchronized, holistic strategy that harmonizes technological advancement with the humanities, thereby balancing the preservation of heritage with its progressive valorization.

2.2 Research methodology

The study employs a case study research design, focusing on the heritage digitization initiatives and community-owned ancient documents implemented by the Ho Chi Minh City University of Culture from 2021 to the present. To address this research imperative, the authors synthesize philological analysis, cultural studies, expert consultation regarding ancient manuscripts, and empirical fieldwork to gather data from artisans and administrative managers in Ben Tre and its contiguous regions. This methodological framework strictly adheres to the principle of triangulation to enhance objectivity in evaluating the role of digital data during the compilation of the nomination dossier of the celebrated personality Nguyen Dinh Chieu for UNESCO submission.

Furthermore, the deployment of fieldwork techniques-encompassing expert and managerial interviews, photographic documentation, data collection, analysis, systematization, textual processing, and digitization (predominantly utilizing scanning technology)-alongside the integration of software platforms to manage local textual resources and repositories from domestic and international libraries and archives, ensures strict compliance with scientific principles, research ethics, and legal regulations.

3. RESEARCH FINDINGS AND DISCUSSION

3.1 From community-preserved ancient manuscripts to highly authenticated scientific data repositories

Despite its inherent richness, Southern cultural heritage throughout the first two decades of the twenty-first century failed to attain the parameters requisite for global visibility and international recognition. According to our diagnostics, this baseline marginalization stems from a multi-tiered structural lack: a deficiency in standardized datasets derived from digital transformation; a lack of international comparative studies; an absence of strategic communication frameworks; and, ultimately, a critical deficit in highly interdisciplinary institutional synergy among academic research, digital transformation, and cultural diplomacy. Having identified these salient constraints and their underlying etiologies, the research team has progressively initiated digital transformation workflows and World Heritage nomination procedures, seamlessly integrating these mechanisms into consecutive funded research projects, among which the provincial and university-level digitization grants centering on the cultural heritage of Nguyen Dinh Chieu constitute a foundational case study.

Defining the cultural heritage of the patriotic poet, educator, and physician Nguyen Dinh Chieu as the symbolic epitome of three fundamental dimensions-Confucian ethics intertwined with patriotism; humanistic philosophy oriented toward moral integrity and righteousness; and vernacular Nom literary compositions accessible to the populace-establishes a robust framework for international comparative research, vividly manifested in the Nom narrative poem Luc Van Tien. Prior to 2020, primary resources regarding Nguyen Dinh Chieu remained fragmented, with numerous rare documents facing imminent physical degradation, and several printed editions and autograph Nom manuscripts lacking rigorous scientific collation. Digitization represents the most efficacious trajectory to ensure sustainable preservation, provide a verifiable empirical foundation for compiling the nomination dossier of the celebrated personality Nguyen Dinh Chieu for UNESCO submission, and expand international accessibility to this heritage post-inscription. Toward this objective, the Ho Chi Minh City University of Culture secured formal endorsement from

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the Ben Tre Provincial People's Committee to execute a provincial-level research initiative entitled "The Collection and Digitization of Research Works on the Poet and Cultural Figure Nguyen Dinh Chieu," principal-investigated by Prof. Dr. Nguyen Chi Ben of the Faculty of Cultural and Art Management. The project specifically aims to collect, digitize, and propose systemic models for the acquisition, conservation, and sustainable utilization of ancient manuscripts circulating within the folklore of Nguyen Dinh Chieu and Truong Vinh Ky; and to evaluate the milestones and institutional gaps in discovering and empowering local communities in the co-management of heritage assets to support scientific inquiry into the life and career of Nguyen Dinh Chieu. Consequently, this initiative formulates strategic recommendations for regulatory bodies, academic institutions, and local communities to collaboratively preserve and promote the legacy of Nguyen Dinh Chieu by engineering robust management paradigms for folklore-preserved ancient manuscripts.

Key Deliverables:

- Digitization of over 500 heterogeneous primary resources;
- Data mapping of geographical heritage vectors tracing the life of Nguyen Dinh Chieu across Ba Tri, Ben Tre, Gia Dinh, Ho Chi Minh city, and Hue;
-Standardization of bilingual (Vietnamese and foreign languages) source materials tailored explicitly for the compilation of the Scientific Nomination Dossier for UNESCO submission;
- Establishment of foundational digital infrastructure to support academic pedagogy, curatorial exhibitions, and cross-disciplinary research.

This initiative transcends mere archival value. Viewed through an academic lens, the systematic standardization of bilingual datasets directly addresses one of UNESCO's most stringent prerequisites: the provision of verifiable scientific evidence calibrated for international comparative analysis. This digital repository serves as the infrastructural cornerstone for constructing the authoritative arguments regarding the historical figure's "Outstanding Universal Value"-a critical baseline benchmark that conventional, narrative-driven abstracts routinely fail to substantiate before international evaluation panels.

3.2 Academic initiatives and the spillover dynamics of "soft power"

The execution of this research initiative synchronously aligned with the rigorous undertaking of faculty members and postgraduate students from Ho Chi Minh City University of Culture, who engaged in empirical fieldwork, source material collection, and the mobilization of traditional artisans to revive and sustain the cultural practice of Van Tien poetry recitation within the heritage communities of Ben Tre. This collaborative effort effectively generated the foundational database required to compile the nomination dossier, ultimately facilitating the formal inscription of Ben Tre's folk performance genre of Van Tien poetry recitation into the National Intangible Cultural Heritage List.



Figure 1: Faculty members and postgraduate students of the Ho Chi Minh City University of Culture at the official proclamation ceremony for the inscription of Ben Tre's Van Tien poetry recitation into the National Intangible Cultural Heritage List.(left photo) and The certificate of Vân Tiên poetry recitation in Ben Tre province in Ben Tre has been included in the National Intangible Cultural Heritage List according to Decision No. 2200/QĐ-BVHTTDL dated June 27, 2025 (right photo)

Photo credit: Ben Tre Department of Culture, Sports and Tourism

Most notably, the research project has yielded foundational contributions to the compilation of the academic nomination dossier for the eminent cultural figure Nguyen Dinh Chieu for official submission to UNESCO. The comprehensive data repository generated from the project's execution has:

- Assisted in substantiating the argumentative tenets regarding the Outstanding Universal Value of Nguyen Dinh Chieu's cultural heritage;
- Demonstrated the profound influence of Nguyen Dinh Chieu's literary works within the transnational cultural-linguistic sphere;
- Consolidated the verification and authenticity of the mandatory bibliographic reference framework required in the academic nomination dossier for Nguyen Dinh Chieu submitted to UNESCO.

Developed from the execution of the provincial-level research project entitled "The Collection and Digitization of Research Works on the Poet and Cultural Figure Nguyen Dinh Chieu," the *Ho Chi Minh City University of Culture* served as the primary academic partner coordinating the collective engagement of nearly 300 scholars and scientists across 9 nations: France, Japan, South Korea, China (including Taiwan), the Kingdom of Belgium, the Kingdom of Thailand, the United States, Russia, India, and Viet Nam. Through this pivotal collaborative network, the University facilitated the successful organization of the International Scientific Conference "Eminent Cultural Figure Nguyen Dinh Chieu in the Contemporary Era" for the provincial administration of Ben Tre, integrating 10 comprehensive scholarly outputs-encompassing peer-reviewed papers, specialized monographs, and translated volumes regarding Nguyen Dinh Chieu's literary legacy-published by participating authors at the proceedings.

The scholarly outcomes derived from the provincial-level project "The Collection and Digitization of Research Works on the Poet and Cultural Figure Nguyen Dinh Chieu" executed by the Ho Chi Minh City University of Culture have supplied substantial critical data, thereby fortifying the

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empirical and academic foundations that led to UNESCO's ratification of the Resolution formally celebrating and honoring Nguyen Dinh Chieu (2022). This milestone marks the historical precedent wherein a prominent cultural figure from Southern has been explicitly recognized by UNESCO as possessing a stature of global significance.

3.3 A new advancement: the co-management model of digital heritage

Building upon and expanding the 2022 provincial-level digitization project, during the 2025-2026 period, a research group of faculty members from the Faculty of Cultural and Arts Management at the Ho Chi Minh City University of Culture has undertaken an institutional-level project entitled "The Digitization of Community-Held Ancient Manuscripts to Serve the Educational and Training Activities of the Ho Chi Minh City University of Culture."The project is led by Dr. Pham Van Luan as the Principal Investigator, with MSc. Lam Thi Hoa serving as the Project Secretary, alongside key and general research team members, including Dr. Nguyen Ho Phong, Dr. Pham Phuong Thuy, Dr. Huynh Quan Chi, and Researcher Tran Dong Phu; the project is scheduled for execution through the end of June 2026.

Project Objectives:

- To collect, digitize, and propose a model for the accessibility, preservation, utilization, and promotion of ancient manuscripts by Nguyen Dinh Chieu and Truong Vinh Ky currently circulating among the public.
- To evaluate the achievements and limitations in the process of searching for, discovering, and assisting local residents in the co-management of ancient source materials, thereby serving academic research on the lives and careers of Nguyen Dinh Chieu and Truong Vinh Ky, as well as supporting the respective communities, descendants, citizens, and owners of these ancient manuscripts.
- To formulate recommendations for regulatory authorities, educational institutions, and communities to collaboratively engage in the preservation and promotion of the heritage of Nguyen Dinh Chieu and Truong Vinh Ky through the proposal of a co-management model for community-held ancient manuscripts.

Research Methodology and Utilized Techniques:

- The project utilizes philological research, cultural studies, and expert consultation as its foundational methodology to collect and examine community-held ancient manuscripts, primarily centering upon documents related to Nguyen Dinh Chieu and Truong Vinh Ky.
- Fieldwork techniques, interviews with experts, managers, monastic clergy, and artisans, alongside photography, data collection, analysis, systematization, textual processing, and digitization (principally via scanning technology), are integrated with management software for local textual resources across domestic and international libraries and archival centers; these processes ensure strict adherence to scientific principles, research ethics, and legal regulations.



Figure 2: One page of "Trương Vĩnh Ký's Diary" (left photo) and representatives of the research group discussing with Dr. Venerable Thich Minh Thuan about the ancient manuscript "Trương Vĩnh Ký's Diary" (right photo)
Source: The research team.

4. LESSONS LEARNED AND STRATEGIC RECOMMENDATIONS FOR LEVERAGING THE INSTITUTIONAL ROLE OF HO CHI MINH CITY UNIVERISTY OF CULTURE IN THE DIGITAL TRANSFORMATION OF CULTURAL HERITAGE

4.1 Lessons learned

Data Standardization as the Bedrock: UNESCO nomination dossiers reject informational incongruities; hence, all datasets must demonstrate absolute empirical verifiability.

Digitization Transcending Spatio-Temporal Barriers: Digital repositories engender global scalability, catering to successive generations and consolidating a robust empirical foundation to substantiate the Outstanding Universal Value of Nguyen Dinh Chieu's heritage to UNESCO. The Nom verse novel Luc Van Tien has been rendered into multiple target languages. Notably, within the framework of the research initiative titled "Digitizing Ancient Documents Preserved within the Community for Pedagogical Activities at Ho Chi Minh City University of Culture," the investigative team engaged in strategic dialogue with paleography expert Dr. YPARK Jun-ho, Senior Manager of the National Museum of World Writing (Incheon, South Korea). This resulted in an institutional collaboration to execute the exhibition "A Great Journey of Civilization Accompanying Writing," featuring the seminal Nom-script masterpiece, Luc Van Tien. Dr. YPARK Jun-ho highly commended the literary significance of the Luc Van Tien narrative, stating, "...this shall mark an auspicious commencement for our institutional friendship, driving avenues

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for profound exchange and broader cooperation through the enduring legacy of the world cultural celebrity Nguyen Dinh Chieu"[1]. Consequently, the original Luc Van Tien Nom manuscript was curated into a rigorous scientific dossier by the research cohort at Ho Chi Minh City University of Culture, successfully integrating it into the permanent exhibition of the National Museum of World Writing.

Interdisciplinary Paradigms as the Definitive Key: Globalizing the cultural heritage of Nam Bo and compiling nomination dossiers that comply with strict UNESCO benchmarks necessitate a holistic convergence of historiography, culturology, anthropology, media studies, and digital technology. Crucially, engineering dossiers calibrated to global heritage standards for UNESCO inscription enables stakeholders to harvest the "soft power" dynamics of cultural heritage. This matrix generates reciprocal material and spiritual values, ultimately enhancing the well-being of local communities in alignment with the United Nations Millennium Development Goals.

Strategic, long-term frameworks for cultural diplomacy

The UNESCO inscription of the Nam Bo cultural icon Nguyen Dinh Chieu does not constitute an anomalous, spontaneous feat; rather, it represents the culmination of a cumulative trajectory of rigorous scientific inquiry and systematic heritage digitization directed toward cultural diplomacy by Ho Chi Minh City University of Culture. Projecting Vietnamese culture onto the global stage-a process that simultaneously asserts the geopolitical and cultural standing of Nam Bo-serves as a pivotal constituent undergirding "Vietnam's soft power." Through the matrix of digital heritage, the institution actively contributes to epistemic creation while engaging directly in state diplomatic endeavors via the institutional channel of academic and cultural heritage digitization.

4.2 Strategic measures for accelerating heritage digitization and leveraging the institutional role of Ho Chi Minh City University of Culture in the globalization of vietnamese culture

Upon the global celebration of Nguyen Dinh Chieu as a world cultural celebrity, the programmatic digitization of his legacy constitutes the definitive preservation and optimization of Nguyen Dinh Chieu's cultural heritage values. Simultaneously, digital transformation facilitates the seamless dissemination, replication, expansion, and attraction of the idiosyncratic cultural and heritage virtues derived from Nguyen Dinh Chieu's lifelong career and monumental contributions to both domestic and international communities. Drawing from empirical insights gained through executing heritage digitization initiatives centered on Nguyen Dinh Chieu, and with the objective of extracting constructive axioms to guide future scholarly inquiry and strategic research orientation, we postulate the following solutions:

First, establishing and consolidating a unified theoretical and professional consensus regarding the folk performance genre of Van Tien verse narrative chanting, a medium fundamentally characterized by its oral folk tradition and the proliferation of textual variants relative to the "source texts". The pedagogical transmission of Van Tien chanting imposes an urgent imperative to execute a systematic intangible cultural heritage inventorying of this performance art, concurrently instituting expert and community consultative symposia, alongside formal dialogues with the direct descendants of Nguyen Dinh Chieu. These measures aim to reconcile and resolve discrepancies within theoretical and professional perceptions of Van Tien chanting from a textual and philological perspective post-digitization, thereby facilitating the effective enforcement and operationalization of statutory frameworks governing the safeguarding and optimization of intangible cultural heritage values within real-world contexts.

The compilation trajectory of the scientific nomination dossier for the cultural luminary Nguyen Dinh Chieu submitted for UNESCO inscription during the 2020-2021 cycle yields a vivid manifestation of heritage digitization applied to a world-class cultural figure, while substantially aiding the identification of the existential modalities of Van Tien verse chanting within contemporary society. This milestone establishes an empirical baseline for specialized administrative organs and higher education institutions to perpetuate advanced research, standardize pedagogical documentation, digitize resources, and engineered specialized curricular frameworks dedicated to the instructional transmission of Van Tien chanting following its formal designation as a National Intangible Cultural Heritage.

Second, organizing systemic professional development, capacity-building, and equipping cultural administrators, educational managers, indigenous heritage practitioners, and secondary school educators of Literature and Civic Education (Ethics) with advanced heritage digitization methodologies and technical competencies. This specialized human resource must possess profound expertise in Van Tien chanting, an intimate command of its performative execution, and institutional agility in digitizing intangible cultural heritage frameworks, specifically regarding the Van Tien recitative. Only when equipped with rigorous, hyper-specialized training in the digital preservation of Nguyen Dinh Chieu's heritage will this cadre of cultural and educational managers, instructors, and master artisans command the requisite ideological dedication and pedagogical passion to execute effective educational propaganda, public dissemination, and global scalability of the Van Tien chanting legacy. It is imperative to acknowledge the dualistic, "two-in-one" ontology governing the digitization of the Van Tien chanting heritage, which seamlessly fuses an ephemeral folk performance vehicle with an immutable ethical educational paradigm, thereby generating an intersectoral cultural-educational "value chain" for Nguyen Dinh Chieu's legacy upon its global UNESCO inscription.

Consequently, institutionalizing training programs for cultural and educational personnel alongside folk masters must be accompanied by the engineering of a structural network comprising community-based organizations, dedicated Van Tien chanting clubs, and the formal Van Tien Chanting Association. Bearing this "dual mission"-simultaneously safeguarding the intangible cultural heritage of Van Tien recitative and driving corporate efforts toward moral cultivation, systematically linking intellectual literacy, vocational training, and moral character cultivation ("*day chu, day nghe, day nguoi*") for the youth through innovative pedagogical models and educational initiatives-various organizations and frameworks have successfully operated in Ben Tre. Notable examples include the "Integrity Education" project; the "Literacy and Character Cultivation" project spearheaded by the Youth Creativity Group; and the Van Tien Chanting Club-initiated and operationalized since 2021 under the joint auspices of the Hai Van Eco-tourism Company, the Vam Ho Bird Sanctuary Farm, the Cao Dai Magazine, the Youth Creativity Chapter, and the Cultural

[1] For further details, refer to the following URL: https://lyluanphebinh.vn/tin-tuc/cac-su-kien-noi-bat-lien-quan/2815/ngay-quoc-te-bao-tang-va-cau-chuyen-truyen-tho-nom-luc-van-tien-cua-nguyen-dinh-chieu-o-bao-tang-quoc-gia-he-thong-chu-viet-the-gioi (accessed on April 2, 2026).

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Heritage Association of Ben Tre Province (currently under the administrative jurisdiction of Vinh Long)[2]. This pioneering paradigm will unlock strategic pathways to catalyze the integration and application of milestones from cultural and creative industries into the holistic preservation and optimization of Van Tien verse narrative chanting specifically, and Nguyen Dinh Chieu's overarching cultural legacy at large.

Third, leveraging the systematic digitization of Nguyen Dinh Chieu's cultural heritage to roll out public education and institutional dissemination, thereby empowering the general public to appreciate, consume, and actively practice Van Tien chanting within the community via traditional oral folk transmission methodologies: disseminating Van Tien chanting in historical continuity with the foundational pedagogical tenets of Scholar-Teacher Do Chieu, which radiated outward from the core familial unit into the broader community context. Consequently, notwithstanding rudimentary cognitive baselines or colloquial aesthetic art tastes, this practice established an immutable foundation, vividly manifested in the receptive attitude, profound psychological internalization, and enduring mnemonic retention of every verse and narrative plot point within the Luc Van Tien masterpiece among the populace, including non-literate citizens. Targeted measures must be enforced to nurture and cultivate demographic cohorts capable of critically appreciating and consuming Van Tien verse chanting to structurally succeed prior generations of folk practitioners.

The most optimal demographic for this intervention comprises primary and secondary school students, extending inclusively to early childhood education environments, thereby granting youth early exposure to the consumption and appreciation of Van Tien recitative through digital heritage infrastructure channels. Methodological research must be pursued to structurally embed and integrate this legacy within specific instructional units of prospective academic subjects capable of transmitting Van Tien chanting through digitized modalities. Promising individuals endowed with innate talent for Van Tien chanting must be actively scouted, selected, and matriculated into higher education institutions specializing in cultural and artistic disciplines. Concurrently advancing alongside this critical endeavor is the continuous digitization process, which provides the empirical data necessary to support academic research for designing the syllabus and curriculum of an entirely new academic discipline and monograph: The Folk Art of Van Tien Verse Chanting within cultural and artistic higher education institutions across the Southern region.

5. CONCLUSION

Empirical insights derived from the provincial-level research project entitled "The Collection and Digitization of Research Works on the Poet and Cultural Luminary Nguyen Dinh Chieu", the formulation trajectory of the scientific nomination dossier for Nguyen Dinh Chieu, and the execution of the institutional-level project "Digitizing Antiquarian Documents Preserved in the Community for Pedagogical Activities at the Ho Chi Minh City University of Culture" collectively demonstrate that integrating and approaching the digitization of Nguyen Dinh Chieu's cultural heritage through the tripartite paradigm of academic rigor, digital transformation, and strategic cultural diplomacy constitutes the definitive pathway for Vietnamese culture to secure further representation within global heritage registries.

In this historical continuity, the Ho Chi Minh City University of Culture-leveraging its institutional expertise in heritage digitization through the compilation of successful, UNESCO-inscribed scientific dossiers across Southern Vietnam-possesses the full capacity and is poised to render distinguished contributions toward projecting Southern cultural heritages, such as Oc Eo - Ba The (An Giang) and the Cu Chi Tunnels (Ho Chi Minh City), alongside exemplary cultural luminaries holding immense potential for UNESCO recognition, including the polymath Truong Vinh Ky, Prof. Tran Van Khe, and Architect Huynh Tan Phat… onto the international arena; thereby catalyzing the global proliferation of the enduring tenets of Vietnamese culture across epochs-virtues that fundamentally constitute the core "soft power" assets of Southern Vietnam and the nation at large. These profound endeavors will substantially enrich and deepen the perennial values of Vietnamese cultural heritage upon its global projection, representing a landmark contribution by the Ho Chi Minh City University of Culture in expediting the strategic enforcement of Resolution No. 80-NQ/TW dated January 7, 2026, issued by the Politburo regarding the Strategic Development of Vietnamese Culture.

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