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The Impact of Traditional Rituals on International Relations: Evidence from Vietnam

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Abstract

Key words:

Traditional rituals, ancestor worship, animist beliefs, lunar new-year reunion, international relations

Recently, international relations have become a requisite for survival in the global market, capturing the focus of policymakers and academics alike. Therefore, the current article examines the impact of traditional rituals in the Vietnam, such as god of wealth worship in business, ancestor worship, animist beliefs, burning votive paper and lunar new-year reunion on international relations. The current study has used questionnaires to gather the data from the visitors of traditional rituals in the Vietnam. The current article uses the smart-PLS to check the variables and determine items' reliability and validity as well as check the linkage among the understudy constructs. The results indicate that all the traditional rituals have a positive association with international relations. This study provides help to policymakers while formulating regulations regarding traditional rituals and international relations.

Introduction

It is a fact that international relations have been given a new significance and relevance as the connections among individuals, economic, and government entities have been increasing rapidly; it is not a novel concept. Historically, the formation of contracts or agreements among countries is identified as the internal relations' earliest or most rudimentary form ([Fernández-Ferrín et al., 2018](#)). In today's world, internal relations are of importance on account of several reasons. Good international relations encourage successful trade policies among different nations. Sound international relations promote and facilitate traveling associated with business, tourism, and immigration, thereby creating opportunities for people to improve their lives by increasing sources of livelihood, recreation, and convenience across several aspects of life ([Joiner et al., 2018](#)). Improvement in international relations enables nations to share information, cooperate with each other, and pool resources as a way to overcome global issues that spread beyond the borders of a particular state or region. Generally, global issues include epidemics, health or financial crises, environmental problems, and terrorism, which all can be overcome through international relations. Moreover, international relations promote human culture through the exchange of behaviors, ideas, traditions, diplomacy, and policy development .

For a considerably long time, Vietnam has been in a struggle to develop and refine its relations with neighboring countries and other countries across the world with the motive to promote business, improve culture, seek education, information, and knowledge, and safeguard itself against global issues or crises. Vietnam sustains diplomatic relations with 189 countries over the world, including almost all UN member states and UN observer states . On a multilateral level, Vietnam is an active and responsible member of more than 70 key international organizations and forums,

including the United Nations, ASEAN, APEC, ASEM, WTO, and others. According to the Document of the 13th National Congress of the Communist Party of Vietnam in 2021, Vietnam's foreign relations and international integration continue to expand and deepen, providing a stable and durable relationship framework with partners, foreign work of the Party, state diplomacy, and people's foreign work which are being implemented in a synchronized and complete manner; as a result, Vietnam's position, prestige, and influence in the region and throughout the world are all improving. However, bilateral diplomacy must continue to be strengthened, and multilateral diplomacy must be improved ([Communist Party of Vietnam, 2021, p.72, 162](#)). Still, Vietnam needs to further stabilize, deepen, and maintain existing international relations. It needs to develop relations with countries and different regions around the world and international organizations while demonstrating equality, mutual respect, and mutual benefits; avoid interference other countries' national and international affairs, misuse, or warning to use force; overcome disputes and disagreements through peaceful talks ().

The present study emphasizes the role of traditional rituals in developing international relations in Vietnam. Vietnam is a country with various types of religious beliefs, each with many followers. The traditional rituals related to animist beliefs, ancestor worship (AW), burning of voting paper (BVP), god of wealth worship in business (GWWB), and lunar new-year reunion (LNYR) are well-established in the country. The primary religion of Vietnam is the religion of Animism. Animism is the religious belief that all things, places, and living beings have perfect spiritual essence and power. The signs of Animism are also found in almost all the major religious faiths in Vietnam currently ([Shohet, 2018](#)). Beliefs in ancestor worship is derived from human conception of the gods and immortal souls of the deceased close to each individual in society ([Loi, 2021](#)). Humans have created a form of beliefs in ancestor worship to establish and maintain close relationships between human generations, among living people and those who have died. That is the necessary mode of making the past closely linked, merging with the present and finally paralleling the present, and moving into the future ([Ta, 2015, p.303](#)). Ancestor worship is the most typical cultural and religious feature in the Vietnamese spiritual life that has been passed from generation to generation. Ancestor worship belief expresses human faith in the eternal existence of the deceased souls. Ancestor worship of Vietnamese people is influenced by historical and current conditions. It is a combination of objective and subjective factors of social life. Vietnamese people worship their ancestors in remembrance of those who gave birth to them, expressing their filial desire to take care of their ancestors' incense, sincerely wishing for their ancestors to be with their children and grandchildren forever. At the same time, many ways people also find holiness and the ability to bring practical benefits in ancestral worship belief, so ancestral worship beliefs are practiced by

people on the national scale. The Vietnamese ancestor worship originates from worshipping ancestors in the family, worshipping the ancestors of a lineage, worshipping the ancestors of a village or a region and worshipping common ancestors of the nation, community or country – Hung Vuong National ancestor (Loi, 2021). At the back of every Vietnamese's mind, they have the belief that after death, the deceased attain spiritual power that can be used to shower blessings on someone alive or to destroy someone's happiness. In order to please deceased forefathers, Vietnamese, on different occasions, pay offerings in the form of food, clothes, things, or burning votive papers at the altars. God of wealth, also considered as the god of business, god of treasure or Caishen in Vietnam, is the greatest god about which it is believed that, by pleasing the god of wealth, prosperity, wealth, success in business, and peacefulness of life can be attained. On a daily basis or on certain occasions, the god of wealth is worshiped with certain prescribed addresses or practices at the altar (Chien et al., 2021; Noseworthy et al., 2021).

For generations in the Vietnamese' spiritual life, they started to believe in the celebration of the lunar new-year with the performance of particular practices. A reunion dinner is conducted at the new-year evening with delicious foods and gifts. The lunar new-year reunion is expected to be joined by all the friends and family members (; Ngô, 2021). These traditional rituals, including animist beliefs, AW, BVP, GWWB, and LNYR, provide the platforms for social gatherings and exchange of emotions and thoughts. Therefore, these traditional rituals can be useful in developing and improving international relationships.

Considering the significance of traditional rituals and the need of the hour, that is, to develop international relations, the main objective of the study is to analyze the influences of traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR on international relations. International relations have been a favorite topic for research among academics since the beginning of globalization; however, this study, though it deals with international relations, is a valuable contribution to the literature. 1) The analysis of the relationship of culture or traditions with the international relationship has been examined earlier, but the current study contributes to existing literature by exploring the religious aspect of traditions or culture vis-a-vis determining international relations. 2) In previous literature, while research has been conducted on the impacts of traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR on international relations, it has been done separately. The simultaneous relationship of traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR with international relations is the current study's contribution to literature. 3) Though Vietnam is rich in traditional rituals because of the large number of religious groups living there, this country has, for the first time been the central or key area of focus for the current subject based on traditional rituals and international relations.

The present paper is composed of five parts: the second part introduces and highlights the nexus among traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR and international relations with peculiar literary reviews. The next part shows how the authors have managed to collect pieces of evidence for the study concepts and the analysis of the study hypotheses. The study presents the results regarding the nexus among the understudy constructs. In the fourth part, the study results are supported by the past studies, leading us to study implications, conclusions, and limitations in the last part.

Literature Review

International relations are the relations of a particular country to other countries across the world. For sustainability in economic progress, environmental protection, and social wellbeing of countrymen, there is a need to develop and improve relations with nations, so that it may gain information, cooperation, resources, and the benefit of a large market from other countries. For the development or reformation of international relations, there must be platforms which provide an opportunity to meet, unite, and reunite friends, corporations, and government authorities so that they may get familiar and exchange ideas (Bhatti et al., 2020). A different group of persons in almost every country has certain traditional rituals which may provide for occasions for the countrymen or government to enhance international relations and benefit from them (Lan et al., 2021; Liu et al., 2022). The focus of our study is on the impacts of traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR on international relations. Several authors have written about the relationship among traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR and international relations. Their literary arguments are used to develop the present study's hypothesis.

Animist belief is the belief that places, things, and creatures all have different spirits. They are considered to have a spiritual essence. Animism is the belief that all things, places, and creatures like plants, animals, rocks, mountains, rivers, weather systems, and human handiwork are animated who have the senses and the ability to react to the human actions which come in contact with them (Johnston, 2019). Different traditional events regarding Animism occur in the country, developing the relations among the natives and the foreigners, which ultimately benefits the country in social, economic, and political ways (Hooper, 2019). Research conducted by Azam et al. (2019), to investigate the animistic beliefs for rocks, material culture, hunter, fisher, and particular places in the landscape of Canada and their impact on the international relations and sustainability for the welfare of living entities. This study reviews the articles on animist beliefs and their impact on the country's wellbeing. The study implies that when the majority of people in a country have animist beliefs, they give care to the things and places around and try not to do anything evil there, which is

likely to arouse the rage of the spirits of the concerned. This promotes tourism and leads to strong relations at the international level. The research done by [Stanford et al. \(2019\)](#) throws light on the culture and how international relations can be shaped by animist beliefs. This research employed the text analysis approaches/methods based on sociological literature to examine the influences of Animism on culture and international relationships. The study findings show that animist beliefs have a positive link to international relations. So,
H1: The traditional ritual-like animist beliefs have a positive relationship with the international relationship.

According to the views of [Nasir et al. \(2019\)](#), in many regions of the world, people believe that after death, their forefathers achieve spiritual powers, and that their rage can destroy them while their blessings can make them successful and happy. These people worship their deceased forefathers and organize and participate different events for doing or offering something in respect of their deceased forefathers. The traditional rituals of worshipping forefathers have an attraction for people belonging to similar regions or religions across the globe. As these rituals are linked to emotive, social, and economic practices, the visitors often find themselves attached with the natives or government, hence building sound relations. An article by [Zawadzka \(2019\)](#), integrates the association between ancestors' worship and international relations for the Chinese community in Ho Chi Minh City and in Vietnam as one of the 54 ethnic groups in Vietnam. The data in support of the study were taken through an actual research survey regarding ancestor worship practices of the Chinese in Ho Chi Minh City. The results indicate that it is conceivable that economists or governments will ask others with similar aims or religious beliefs to build contributing relationships with them in countries where ancestors are given as much importance. As a result, traditional ancestor worship practices foster international relations. A study by [Jelani et al. \(2018\)](#) also highlights that the belief to worship the forefather's souls and spirits by offering devotion in the form of different common activities results in traditional events which are attractive in themselves to the people believing in the ancestor worshipping and others. Thereby, it develops strong bounding with the individuals or communities across the globe. That is why the current study postulates:

H2: Traditional ritual like ancestors' worship has a positive relationship with the international relationship.

In Vietnam, China, Japan, Korea, Thailand, and some other countries, burning votive paper and joss paper is a tradition. When anyone dies, his family members want to provide the dead with the facilities of life in the eternal life after death. People from these cultural backgrounds have a belief that the deceased could have a peaceful life in the Source of Gold. Therefore, things in the form of paper which people offer to the deceased are burnt at the altar. This has become a regular tradition performed at

someone's death anniversary, Tet Holiday, 14 or 15th of January, or 14 to 15th of July, for making the dead relaxed. The people having the similar beliefs of burning votive paper at the altar are combined and are hoped to be bound in the relation (Hu et al., 2018). A research study by Van et al. (2021b) focuses on feeding the spirits of the deceased through burning the votive papers as a traditions ritual and the impact of these rituals or cultural celebrations on international relations. The study, based on the ethnographical fieldwork, analyzes the Vietnamese traditional rituals of burning voting paper and infer that on certain occasions of offering prayers and devotions in the form of burning votive papers, the natives meet the foreigners and develop relations. According to the views of Fang (2019), in Vietnam, on a certain occasions such as ceremonies, events, or other festivals of the year, people desire and feel a duty to show respect to god. In addition to offerings like different food items, people also purchase objects on votive paper. These products are entirely different with distinctive patterns and are burnt when the accession ends. Therefore, the current study proposes that,

H3: Traditional ritual like burning votive papers has a positive relationship with international relationships.

According to the arguments of Van et al. (2021a), the traditions related to the worship of god of wealth collectively arrange for people from different regions or countries to come together and exchange their ideas and emotions. Thus, they become effective in getting the economic, social, or political parties to come close and be familiar with one another. God of wealth is considered the god of prosperity, wealth, and success of the business. The god of wealth is worshiped in Vietnam as well as in China, Japan, Korea, India, and Thailand for attaining prosperity, wealth, and a long peaceful life. Different people have different traditions associated with the worship of god of wealth like cleaner the altar, visiting the altar, going shopping for offerings, gathering at the feast, and performing essential business dealings on the first days of the New Year. All the traditions related to the worship of the god of wealth improve the contacts and communication among different individuals or corporations Hüwelmeier (2021). The article written by Van (2020a) associates the worship of god of wealth in business and the international relationship. The article reveals that in Vietnam, a god of wealth who is considered as the greatest god having equal rank to earth god and ruling power over other gods is worshiped daily as well as on New Year's Day, with various traditional rites such as offerings and festivities. Because of this, people from China, Japan, Thailand, Korea, and India have bold relationships with the Vietnamese. Thus, worshipping of god of wealth improves the relations with foreign countries. Based on the above arguments, the following hypothesis is formed:

H4: The traditional ritual like god of wealth worship in business has a positive relationship with the international relationship.

On the first evening of the lunar New Year in Vietnam, China, and some other countries, a reunion dinner is held with proper arrangements, gifts, and special food items having symbolic importance, addresses, with the hopes and prayers for prosperity, fortune, success, and family or friends bounding. On this occasion, it is compulsory for friends and family members to be gathered in order to unite and strengthen their relationships through the meeting, expression of love and devotion, and seeking blessings of elders. This traditional event is considered an effective way of establishing and improving the relationship with foreign countries throughout the world (Lam, 2019). A study was conducted by Long (2021) to explore the Chinese tradition ritual of lunar new-year reunion and quality of relations at the national and international level. The study was based on the review of existing literature on the lunar new-year reunion and emotional relations. The findings show a positive association between lunar new-year reunion and relationships at national and international level as lunar new-year reunions mark an occasion when friends and family members from far off areas of the county and world come together. This gives them a chance to exchange their opinions, social/professional ambitions, or business planning, which may result in improved relations among countries. Research made by Van (2020b) supports the idea that lunar new-year reunion often serves as a platform for forming and improving international relations. Based on the above discussions, it can be hypothesized:

H5: Lunar new-year reunion has a positive relationship with the international relationship.

Research Methodology

The article examines the impact of AW, BVP, GWWB, and LNYR on international relations. The current study has used questionnaires to gather the data from visitors of traditional rituals in Vietnam. The researchers visited all the mentioned above traditional rituals and distributed the surveys using a “simple random sampling”. A total of 1060 surveys were distributed in all the traditional rituals to the respondents. The researchers received the questionnaires on the same day, but only 757 valid surveys were returned, indicating a 71.42 per cent response rate. Table 1 shows descriptive statistics and reveals that 67.37 per cent of the respondents were male while 32.63 per cent were female. In addition, the results exposed that 18.49 per cent of the respondents have under tenth standard qualification while 42.27 per cent of the respondents have tenth standard qualification. Moreover, the results also exposed that 29.46 per cent of the respondents have graduation qualifications while 7.27 per cent of the respondents have master qualifications and 2.51 per cent of the respondents have other than mentioned qualifications. The findings also indicate that 70.54 percent of the respondents have experience of 1 to 3

years of partaking in the traditional rituals while 24.97 percent of the respondents have experience of 4 to 5 years partaking in traditional rituals and 4.49 per cent of the respondents have experience of more than five years.

The current article also used the “smart-PLS” to check the variables and items' reliability and validity and checks the linkage among the understudy constructs. The smart-PLS is the best statistical tool for primary data analysis and also operates perfectly even when the authors used a complex framework and a large sample size (Zhang et al., 2018). The current article has used five predictors such as ancestor worship (AW) with ten items, animist beliefs (AB) with four items, burning votive paper (BVP) with five items, god of wealth worship in business (GWWB) with six items, and lunar new-year reunion (LNYR) with twelve items. The current article has also taken international relations (IR) as the predictive variable with eight items. Figure 1 shows these variables within the theoretical framework of the current study.

Table 1: Descriptive statistics

Gender	Respondents	Percentage
Male	510	67.37%
Female	247	32.63%
Total	757	100%
Qualification	Respondents	Percentage
Under Tenth Standard	140	18.49%
Tenth Standard	320	42.27%
Graduation	223	29.46%
Masters	55	7.27%
Others	19	2.51%
Total	760	100%
Years to Visits	Respondents	Percentage
1 to 3 Years	534	70.54%
4 to 5 Years	189	24.97%
More than 5 Years	34	4.49%

The current study findings firstly exposed the “convergent validity” which shows the association between the items. The current study has used the “Alpha, composite reliability (CR), factor loadings and average variance extracted (AVE)” to test the convergent validity. The figures reveal that “Alpha and CR” values are bigger than 0.70, and “loadings and AVE” values are higher than 0.50. These figures highlighted that the “convergent validity” is proved to be valid and there is a high association between the items. Table 2 shows these findings.

Secondly, the current study findings establish the “discriminant validity” which shows the association between the variable’s understudies. The current study has used the “HeterotraitMonotrait (HTMT)” ratio to test the

“discriminant validity”. The figures reveal that the values are not larger than 0.85. These figures highlighted that the “discriminant validity” is the valid and there is low association between the variables. Table 3 shows these findings.

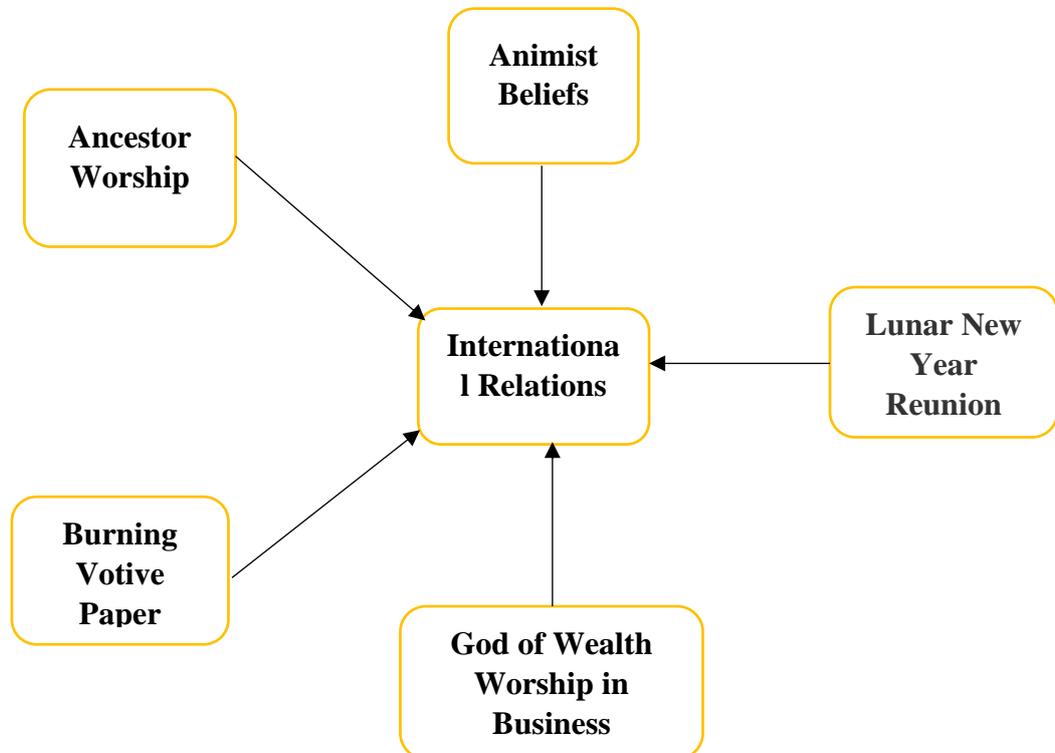


Figure 1: Theoretical Model

Study Results

The results of path analysis indicated that animist beliefs, AW, BVP, GWWB, and LNYR have a positive linkage with international relations and therefore, we accept H1, H2, H3, H4, and H5. The outcomes exposed that if one per cent change occurs in AB, the IR will change by 0.213 per cent in same direction. The results also exposed that if one per cent increase is seen in AW, the IR will increase by 0.177 per cent and vice versa. The outcomes also exposed that for one per cent change in BVP, the IR will change by 0.044 per cent in the same direction. The results also revealed that for a one per cent increase in GWWB, the IR will increase by 0.127 percent and vice versa. Finally, the results also exposed that if one per cent increase is seen in LNYR, the IR will increase by 0.490 per cent and vice versa. Table 4 shows these findings.

Discussions

The results have shown that the traditional ritual-like animist beliefs have a positive nexus with international relations. These outcomes are

Table 2: Convergent Validity

Construct	Items	Loadings	Alpha	CR	AVE
Animist Beliefs	AB2	0.858	0.775	0.820	0.604
	AB3	0.742			
	AB4	0.725			
Ancestor Worship	AW1	0.716	0.885	0.907	0.523
	AW10	0.794			
	AW2	0.759			
	AW3	0.729			
	AW4	0.625			
	AW5	0.667			
	AW6	0.759			
	AW7	0.753			
	AW9	0.689			
Burning Votive Paper	BVP1	0.845	0.815	0.882	0.655
	BVP3	0.876			
	BVP4	0.602			
	BVP5	0.882			
God of Wealth Worship in Business	GWWB1	0.804	0.860	0.895	0.588
	GWWB2	0.821			
	GWWB3	0.731			
	GWWB4	0.759			
	GWWB5	0.795			
	GWWB6	0.681			
International Relations	IR1	0.734	0.885	0.908	0.553
	IR2	0.774			
	IR3	0.741			
	IR4	0.736			
	IR5	0.721			
	IR6	0.762			
	IR7	0.745			
	IR8	0.737			
Lunar New Year Reunion	LNYSR1	0.727	0.907	0.922	0.519
	LNYSR10	0.689			
	LNYSR12	0.701			
	LNYSR2	0.737			
	LNYSR3	0.624			
	LNYSR4	0.721			
	LNYSR5	0.779			
	LNYSR6	0.769			
	LNYSR7	0.729			
	LNYSR8	0.725			
LNYSR9	0.711				

supported by [Truong et al. \(2021\)](#), who state that traditions or festivals are based on the beliefs that all the places, things, and creatures have individual spirits and can sense or react to the actions of people who meet them; the people across the world who have the same beliefs are attracted to each other and tend to build relations. These results are also supported by the previous study of [Chen et al. \(2020\)](#), which argues that the regions where people have animistic beliefs, and they make celebrations at different occasions, seasons, or time periods, and they give equal importance to non-living things as living ones, and the people have similar beliefs in any of the non-living things to be animated, these individuals have a collective or mutual interest in this celebration which may also be linked to economic, social, or political concepts.

Table 3: HeterotraitMonotrait Ratio

	AB	AW	BVP	GWWB	IR	LNYS
AB						
AW	0.596					
BVP	0.302	0.430				
GWWB	0.636	0.561	0.209			
IR	0.788	0.764	0.373	0.724		
LNYS	0.658	0.729	0.324	0.711	0.701	

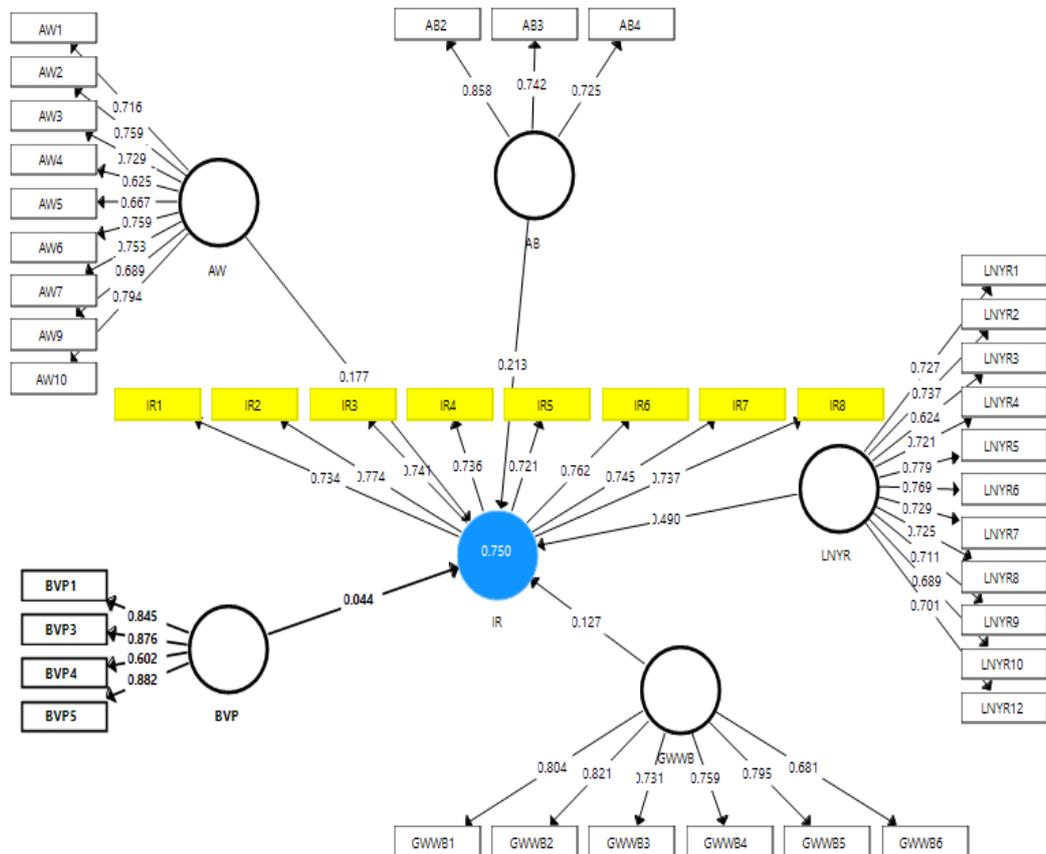


Figure 2: Measurement Assessment Model

Table 4: Path Analysis

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
AB -> IR	0.213	0.033	6.493	0.000	0.147	0.279
AW -> IR	0.177	0.031	5.743	0.000	0.114	0.230
BVP -> IR	0.044	0.022	1.980	0.049	0.010	0.080
GWWB -> IR	0.127	0.027	4.681	0.000	0.083	0.178
LNYS -> IR	0.490	0.033	15.041	0.000	0.407	0.540

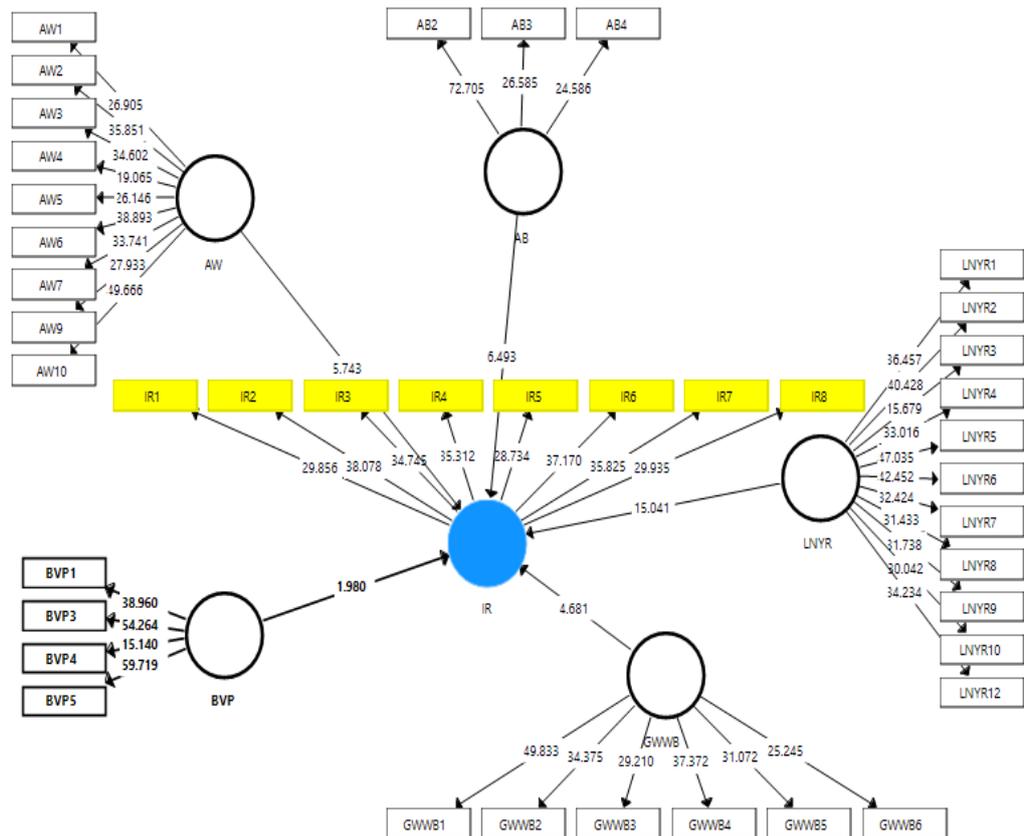


Figure 3: Structural Assessment Model

Hence, animist beliefs lead to the development of strong international relations. These outcomes are in line with [Hair Jr et al. \(2021\)](#), which shows that Animism neither supports the worship of one god nor many gods, but it gives the importance to non-living things as having spiritual powers. For the fear or pursuit of blessings, different rituals are performed, and interested people from far-off areas come here and develop relations with others who have similar beliefs or perceptions.

The study results have shown that traditional ritual like ancestors' worship has a positive linkage with international relations. These output are in line with [Twitchin et al. \(2019\)](#), who highlights that the countries where ancestors are given as much importance as being worshiped after being dead, it is likely for economists or government to invite people having the

same intentions or religious beliefs and develop contributing relations to them. Therefore, the traditional rituals related to ancestors' worship promote international relationships. These results are in line with [McCafferty et al. \(2020\)](#), who suggests that the relationships with government entities, foreign individuals, and social beings from far off regions have great importance in bringing about economic innovation, promoting cultural development, and creating success opportunities, and it is found that through the traditional rituals regarding the ancestors worship, this is possible.

The study results have represented those traditional rituals like burning votive papers have a positive relationship with international relationships. These results are in line with the past study of [López Cuenca \(2021\)](#), which highlights that in some countries, small religious groups are formed which adopt a special way to pay respects or devotions to their Gods or deceased forefathers, in which they burn specific sorts of papers, paper money, joss paper, and different things made of paper. When these papers are burnt, it is likely to be followed by specific religious meetings or traditional events which may be linked with the economic or social concepts. A specific group of people across the world have believed in the burning of these papers before gods for attaining divine blessings and are bound in strong relation to the natives. These results are according to the results of a past study of [Chik \(2021\)](#), which posits that all the regions across the world which have a religious tradition to burn voting paper, joss papers, or some sort of other papers at the shrines of the respected personalities from forefathers or gods and goddesses for the presentation of spiritual devotion, are possible to coalesce or synergize at one point and develop positive links.

The study results have indicated that traditional rituals like god of wealth worship in business has a positive relationship with international relations. These results are in line with the past study of [Doda Doffana \(2019\)](#), which highlights that in Vietnam, a god of wealth which is ranked equal to earth god and is considered to have the control of five other gods, is worshiped on a daily basis and on the new year days while performing different traditional rites or rituals including offerings and celebrations. These outputs are similar to the [Long et al. \(2020\)](#) results, which highlights that worship of god of wealth is a great traditional ritual that brings closure to the countrymen of Vietnam to the other countries like China, Japan, Thailand, Korea, and India, and forms these relations into commercial ones. The study results have shown that the traditional ritual like lunar new-year reunion has a positive relationship with international relations. These results are in line with the past study of [Roszko \(2021\)](#), which examines that in Vietnam, the lunar new-year reunion is considered a grand event of the year, which gives an opportunity to friends, relatives, or other individuals to gather at a platform and exchange their ideas. Thus, lunar new-year reunion develops international relations.

Implications

Both theoretical and empirical implications can be extracted from this study. This study makes several contributions to existing literature. The focus of the study is on traditional rituals and international relations. It examines the impacts of traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR on international relations. In the previously conducted research, the association between traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR and international relations has been analyzed, but this is for the first time that the impact of traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR on international relations have been discussed. Within the literature, Vietnam has not yet been a focal point for the analysis of traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR on international relations. From this perspective, our study is also a valuable contribution to the literature. The present study has holds great significance in countries like Vietnam, where people have a serious concern about traditional rituals and want to develop and maintain their relations with foreigners. This study provides guidance to policymakers while formulating regulations regarding traditional rituals and international relations. The government diplomatic authorities and corporations having political or economic concerns now have a guideline for policymaking from this study as it elaborates on how international relations can be improved. This study highlights that by improving traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR, international relations can be improved.

Conclusions and Limitations

The purpose of this research was to examine the effectiveness of traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR in developing international relations. The author of the study, through a survey in Vietnam, examine the traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR and their impacts on international relations. The results based on the analysis show a positive relationship between traditional rituals like animist beliefs, AW, BVP, GWWB, and LNYR and international relations. The results indicated that the arrangement of traditional rituals regarding animist beliefs is an attraction or incentive for foreign entities having animist beliefs. This results in an improvement in international relationships. Similarly, the conduct of religious events for worshipping forefathers and offering devotion to the gods or respecting deceased forefathers with the burning of voting papers gives an opportunity to the inhabitants to develop good relations with foreigners. Moreover, the study concluded that lunar new-year reunion and arrangement for worshipping god of wealth encourages union and relationship development among international entities.

Some limitations are present in this study. This study examines only the religious perspective of traditional life with the factors of animist beliefs,

AW, BVP, GWWB, and LNYR on international relations while analyzing their impacts on international relationships. This study has not studied the impact of traditional rituals on all aspects of social life and people's life, for example, it has not mentioned the negative effects of excessive burning of votive paper which wastes money and adversely affects the environment. This limits the scope of the study and requires the author to examine traditional life from all possible aspects. In addition, this study examines the traditional rituals of Vietnam and their impacts on the relationship of Vietnamese people with people from foreign countries. Vietnam covers a limited region of the country with specific religious beliefs and other cultural elements. So therefore, this study cannot be taken as a generalizable study. For a more generalizable study, the authors must also collect pieces of evidence from multiple countries.

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