THE CONTRIBUTION OF CHINA’S CULTURAL DIPLOMACY TO THAILAND (2012-2017)

Han Xiangyi
016201400187

A thesis presented to the Faculty of Humanities President University in partial fulfillment of the requirements for Bachelor Degree in international Relations Major in Diplomacy Studies 2018
This thesis entitled “The Contribution of China’s Cultural Diplomacy to Thailand (2012-2017)” prepared and submitted by Han Xiangyi in partial fulfillment of the requirements for the degree of Bachelor of Arts in International Relations in the Faculty of Humanities has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, 29 March 2018

Isyana Adriani, BA., M.Si
DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “The Contribution of China’s Cultural Diplomacy to Thailand (2012-2017)” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 29 March 2018

Han Xiangyi
PANEL OF EXAMINER APPROVAL SHEET

The Panel Of Examiner declare that the thesis entitled “The Contribution of China’s Cultural Diplomacy to Thailand (2012-2017)” that was presented by Han Xiangyi, majoring in International Relations from the Faculty of Humanities was assessed and approved to have passed the Oral Examinations on;

Bustanul Arifin, BA.IR., MA.
Chair-Panel of Examiner

Riski M. Baskoro, S.Sos., MA
Examiner

Isyana Adriani, BA, M.Si
Thesis Advisor
ABSTRACT

Title: The Contribution of China’s Cultural Diplomacy to Thailand (2012-2017)

Cultural diplomacy has become an important component of China's diplomacy and a new diplomatic growth point. It has become an important means for China to create a favorable external environment, to show a good image of the country, to enhance the soft power and comprehensive national strength. From the international and domestic situation, China's cultural diplomacy is faced with a rare opportunity for further development, but still has a long way to go with developed countries and the development of the situation. The author found China and Thailand has a good relation for a long time. After the new China was founded, from 1975, China and Thailand established diplomatic relations. Since that year, Chairman Mao Zedong and Prime Minister Zhou Enlai payed attention on the relationship with Thailand. Sirin Phathanothai is a remarkable part of the shared history of Thailand and China, and a rare bridge between the two countries. She and her brother Warnwai were sent to China in the 1950s during the premiership of Field Marshal Pibul Songkram. In the early 1970s, Sirin and her family were instrumental to a meeting in Beijing between Zhou and Prasit Karchanawat, and play an important role in that meeting. However, in a fact, Chinese culture has a great contribution to Thailand before that. Like values and lifestyle.

In the new generation, China’s president Xi Jinping has come up with the Belt and Road Initiative(BRI) strategy(2013). It aims to link the important part of the world, like the West Asia and parts of South Asia. Because of this, more and more Chinese people begun to enter Thailand. They brought Chinese science, technology and culture. Like more and more Thailand people started to study Chinese. In this thesis, it mainly researched the contribution of Chinese traditional culture to Thai culture in the early stage, and under the development of BRI Policy, though the China’s cultural diplomacy and public diplomacy, the relation between China and Thailand may have a new development, including chances and challenges.

Keyword: China, Culture Diplomacy, Soft Power, Thailand, BRI
ABSTRAK


Kata kunci: Tiongkok, Diplomasi Budaya, Softe power, Thailand, BRI.
ACKNOWLEDGEMENT

This thesis was under many friends helped to complete. In this major only five Chinese people, we are less but not lonely. We always get together and talk about our life and study. For this thesis they give me a lot of experience and suggestions. And for my Indonesian friends, they helped me translate my thesis and told me their ideas. They helped me make the thesis better. Even though I got a lot of troubles, they still wanted to help me.

My families they are far away from me, but they give me lots of encouragement and comfort. When I felt terrible or sad, I will call them in anytime and anywhere. They are my strong backing.

I think I am lucky in this year, I met my boyfriend. Though we are in the different majors, he still could help me a lot. Every time I checked my thesis or corrected my thesis, he always accompanied with me. Sometimes he will put forward some problems about my thesis.

Especially thanks to my adviser, Isyana Adriani who read my essay very patiently and give me a lot of advice. Thanks to her that have given me guidance and support. Thanks to the head of program study, Mr. Hendra Manurung. He gave me a lot of help in these four years. Thanks to President University gave us this chance to show our ability what we have learnt during these years. Above all, writing this thesis has been the most challenging and rewarding endeavor I have ever undertaken and has definitely given me a lot more insight in an interesting and relevant topic, and has been a nice end to my studies in President University.

I experienced many in these four years. Sometimes you will feel alone, sad, misunderstanding and other negative emotions. However, time goes fast, everything will be covered and everything will gone. Don’t think too far, you just try your best and step by step. Finally, in some day, you will meet what you want.

Cikarang, March 2018

Han Xiangyi
LIST OF TABLE AND FIGURE

Table 1.6.1 Soft Power Sources, References, and Receivers ................................................................. 16

Figure 1.6.2 Logical Flow of the Theoretical Framework ........................................................................... 20

Figure 3.2.2 Confucianism in Thailand ........................................................................................................ 41

Figure 4.3.1 Reviving the Silk Road .............................................................................................................. 51

Figure 4.3.2 The new rail links with Thailand .............................................................................................. 53
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>APEC</td>
<td>Asia-Pacific Economic Cooperation</td>
</tr>
<tr>
<td>ASEAN</td>
<td>Association of Southeast Asia Nations</td>
</tr>
<tr>
<td>BRI</td>
<td>Belt and Road Initiative</td>
</tr>
<tr>
<td>CPC</td>
<td>The Communist Party of China</td>
</tr>
<tr>
<td>ESCAP</td>
<td>The United Nations Economic and Social Commission for Asia and the Pacific</td>
</tr>
</tbody>
</table>
# TABLE OF CONTENT

THESIS ADVISER RECOMMENDATION LETTER ........................................ i
DECLARATION OF ORIGINALITY .......................................................... ii
PANEL OF EXAMINER APPROVAL SHEET ............................................. iii
ABSTRACT ......................................................................................... iv
ABSTRAK ........................................................................................... v
ACKNOWLEDGEMENT ...................................................................... vi
LIST OF TABLE AND FIGURE ............................................................... vii
LIST OF ABBREVIATIONS USED .......................................................... viii

CHAPTER I INTRODUCTION ................................................................. 1
   I.1 Background ................................................................................ 1
   I.2 Problem Identification ............................................................. 3
   I.3 Statement of Problem ............................................................... 8
   I.4 Research Methodology .............................................................. 13
   I.5 Significance of Study ................................................................ 14
   I.6 Conceptual Framework ............................................................. 15
      I.6.1 Soft Power .......................................................................... 15
      I.6.2 Cultural Diplomacy and Public Diplomacy ......................... 18
   I.7 Scope and Limitation ................................................................. 21
   I.8 Thesis Outline .......................................................................... 21

CHAPTER II Literature Review ............................................................ 23
   II.1 China’s Soft Power and International Relations ......................... 24
   II.2 How China’s Soft Power is Transforming the World ................. 26
   II.3 Alternate Identities: The Chinese of Contemporary Thailand .... 27
   II.4 The Political Development of Modern Thailand ....................... 29
   II.5 Confucius Institute project: China's cultural diplomacy .......... 31
   II.6 Cultural Diplomacy, The Linchpin of Public Diplomacy .......... 32
   II.7 The Economic Relations between China and Thailand .......... 33
CHAPTER III The Contribution of Chinese Culture to Thailand .................. 35
 III.1 Early Chinese Settle in Thailand................................................. 35
 III.2 The Contribution of Chinese Traditional Culture to Thailand ........ 37
      III.2.1 Religion............................................................................ 37
      III.2.2 Values ............................................................................. 39
      III.2.3 Literature ........................................................................ 42
      III.2.4 Custom and Habits............................................................. 44
      III.3 Why Chinese culture can be accepted by Thailand ............... 45
 CHAPTER IV China’s Cultural Diplomacy Towards Thailand (2012-2017) 47
 IV.1 China’s Culture Diplomacy.......................................................... 47
 IV.2 The Contribution of Current China’s Culture to Thailand ............ 49
      IV.2.1 Medical Science................................................................. 49
      IV.2.2 Popular Culture................................................................. 50
      IV.2.3 Festival and Custom......................................................... 51
 IV.3 China’s Belt and Road Initiative Policy and Thailand .................. 51
      IV.3.1 Belt and Road Initiative..................................................... 51
      IV.3.2 The Cultural Diplomacy of BRI in Thailand....................... 53
 CHAPTER V Conclusion and Recommendation...................................... 61
      V.1 Conclusion.......................................................................... 61
 REFERENCE .................................................................................. 64
CHAPTER I

INTRODUCTION

1.1 Background

China's cultural diplomacy has a long history, the ancient dynasties of the government put more emphasis on foreign cultural exchanges. After founding of new China, our government attaches great importance to the role of cultural exchange in foreign relations. Especially after the reform and opening up, during 1978's third plenary session of the eleventh central committee of the CCP-namely, the contradiction between the growing material and cultural needs of the people and backward social production¹. China's foreign cultural exchanges continue to expand and deepen. At present, cultural diplomacy has become an important component of China's overall diplomacy and a new diplomatic growth point. It has become an important means for China to create a favorable external environment, to show a good image of the country, to enhance the soft power and comprehensive national strength.

From the international situation, the world today is in a period of great changes in the adjustment period, the international forces contrast with the new situation, diversity of civilization and development model diversification increasingly recognized by the international community². China is closer to the outside world, and the international community is paying more attention to China's development path and its cultural connotations³. At the same time, economic globalization, the rapid development of social information, but also to promote mutual education between different civilizations to provide a

broader space and more opportunities for the world in different civilizations in
the increasingly open situation, in the exchange and the collision of mutual
reference and common development.

From the national development point of view, China in 2009 has surpassed
Japan\(^4\), becoming the world's second largest economy, for cultural diplomacy
resources and means increased. China has successfully held the Confucius
Institute, like the Chinese Cultural Center, the Cultural Year, the Cultural Week
and a series of large-scale cultural event\(^5\). For the events, such as the Beijing
Olympic Games (2008)\(^6\), the Shanghai World Expo (2010)\(^7\) and other
international cultural events, as well as the publication of promotional videos at
the New York Times Square.

From the national strategy, the Sixth Plenary Session of the 17th CPC
Central Committee\(^8\) adopted the "Decision on Deepening the Reform of
Cultural System to Promote the Major Problems of Great Development and
Great Prosperity of Socialism"(2012), put forward the goal of building a
cultural power, emphasizing the need to promote the Chinese culture to the
world, For carry out multi-channel, multi-level foreign cultural exchanges.

The 18th National Congress of the Communist Party of China (2012) put
forward a solid push of the building of a socialist cultural power\(^9\). The state in
the system to deepen the reform, the material expansion of investment, both
from soft and hard on the cultural diplomacy to provide more effective
support.

---

From the specific work, China's relevant functional departments and institutions to carry out cultural and diplomatic awareness of the general increase, the community actively involved. In addition to the Ministry of Culture, and the Ministry of Foreign Affairs, other departments also play a role in their respective fields, civil and local participation in cultural diplomacy and investment have been significantly improved\textsuperscript{10}. In addition, after years of practice, China's cultural diplomacy has accumulated some successful experiences and practices, to create a number of international effects of expanding well-known brands such as "oversea Chinese New Year" activities, and formed a certain quality, outside the cultural diplomacy.

1.2 Problem Identification

The status of China’s culture in the international arena is not commensurate with the economic strength, the status of political power and the glorious history of Chinese culture. Compared with the other developed countries, China's cultural industry is weak, the original culture is not strong. For example, in 2012, the world cultural market, the United States, the European Union, Japan, the proportion of followed by 43%, 34%, 10%, while China is only 4%, or even less than 5% of South Korea. China's cultural products import and export presents a "deficit" situation\textsuperscript{11}.

Overall, the international cultural power contrast shows imbalance. Compared with the other developed countries, there is a big different between the international communication ability, influence and competitiveness of Chinese culture. The impact of globalization on Chinese culture, the United States to promote cultural hegemony in the West, the Chinese people's core values facing "Westernization", this a big challenge for China.


\textsuperscript{11} Luo Sha (2012) To show the world a real China "China Youth Daily” (Eds.). (P11).
Chinese culture has inherent differences with Western Culture. It is an object, it is difficult to change in the short time. At the same time, culture and ideology are difficult to completely divide. China's adherence to the leadership of the Communist Party and the road of socialism with Chinese characteristics, in the eyes of the West, our culture is inevitably with the ideological color, their Chinese culture "going out" doubts are difficult to eliminate.

On July 1st, 1975, China and Thailand established diplomatic relations. President Jiang Zemin (1999), Chairman Li Peng (1999, 2002), Vice President Hu Jintao (2000), Premier Zhu Rongji (2001), President Hu Jintao (2003) and other Chinese leaders visited Thailand. In 2000, Queen Sirin Phathanathai of Thailand paid a visit to China on behalf of King Bhumibol. The royal family members of Wow Rilakkung, Princess Sirindhorn, Princess Zhu Lapeng, and Wang Jie visited China on several occasions. The successive Prime Ministers, the President of the National Assembly, and the military leaders also visited China.

During President Hu Jintao’s leadership, the economic and trade cooperation of the two countries keep to grow. Thailand is China’s 14th largest trading partner and ASEAN’s 3rd largest trading partner. China is Thailand's second largest trading partner. In 2009, the bilateral trade volume was 38.2 billion U.S. dollars, a year-on-year decrease of 7.5%. Among them, China's exports amounted to 13.31 billion U.S. dollars, a year-on-year decrease of 14.9%, and

---

imports were 24.9 billion U.S. dollars, a year-on-year decrease of 3%. Since 1996, China’s trade deficit with Thailand has been on consecutive years\textsuperscript{16}.

The exchanges and cooperation between the two countries in science, technology, culture, health, education, sports, justice, and military affairs have developed steadily. During Jiang Zemin\textsuperscript{17}’s leadership, the two sides signed the Agreement on Science and Technology Cooperation (the Joint Commission for Science and Technology Cooperation was established in 1978), the Maritime Agreement and the two Supplementary Protocols (1979), the Civil Air Transport Agreement and the other party’s credentials. (1980), "Tourism Cooperation Agreement" (1993), "Extradition Treaty" (1993) and other documents\textsuperscript{18}.


\textsuperscript{16} Ibid
\textsuperscript{18} Ibid
the Kingdom of Thailand on the Protocol for the Inspection and Quarantine of Third Fruit Exported to Thailand by Thailand” (2009)\textsuperscript{20}.

While during the Xi Jinping\textsuperscript{21} took office as Vice President of China, Xi Jinping made four suggestions on the development in further of China-Thailand relations(2011). First, enhance the level of strategic cooperation between the two countries, and further plan the direction and priorities for future exchanges and cooperation between the two countries; second, strengthen high-level exchanges; and third, deepen pragmatic cooperation and inject new impetus into the development of bilateral relations. China will use the role of the mechanism of the vice premier-level economic and trade joint committee to explore new ways and means of promoting trade and economic cooperation between the two countries and strive to achieve the goal of achieving 100 billion dollars in bilateral trade by 2015, strengthening railways, finance, disaster prevention and reduction, marine affairs, and military affairs. Cooperation in law enforcement and other fields. China is willing to take an active part in the long-term planning for the reconstruction after the Thai disaster and the domestic disaster management. It is willing to work closely with the Thai side to jointly maintain the order of the Mekong River and ensure the safety of the crew and the ship. Fourth, expand cultural exchanges\textsuperscript{22}.

In 2012\textsuperscript{23}, Xi Jinping met the Thai Prime Minister Yingluck Shinawatra\textsuperscript{24}. Xi Jinping stated that China-Thailand relations enjoy a solid political foundation and friendly exchanges have a history of thousands of years. There are no

\textsuperscript{20} Ibid
\textsuperscript{21} General Secretary of the Communist Party of China. 7th President of the People's Republic of China. Chairman of the Central Military Commission. 8th Vice President of the People's Republic of China. 15 November 2012 (Party Commission). 14 March 2013 (State Commission)
\textsuperscript{22} 习近平会见泰国总理英拉. 新华网（06/10/2013）http://www.xinhuanet.com/politics/2013-10/06/c_117604559.htm
historical issues between the two countries and there are no real interest conflicts. The friendly feelings of the two peoples have laid a solid foundation for the development of bilateral relations. "China and Thailand as a family" is a true portrayal of the relations between the two countries. As an important developing country in the region, both countries are faced with the arduous task of developing the economy and improving people's livelihood. The potential for strengthening bilateral mutually beneficial cooperation is huge and the prospects are bright. China and Thailand have cooperated with each other in international and regional affairs and jointly played an important role in maintaining regional peace, stability, and prosperity.

At the same time, the relations between China and Thailand reached many new important consensuses. The two countries announced the establishment of a comprehensive strategic cooperative partnership and signed the second strategic joint cooperation plan of action. This is both a full affirmation of the status of the China-Thailand relationship and a direction for the development of bilateral relations in the future. It is hoped that both parties will make persistent efforts and actively cooperate with each other to deepen mutual political trust, strengthen pragmatic cooperation, expand cultural exchanges, and promote greater development of China-Thailand relations, bringing more tangible benefits for their peoples.

This means that in the era of Xi Jinping’s leadership, the relationship between China and Thailand will be improved.

---


26 Xinhuanet. Xi Jinping Meets with British Prime Minister Yingluck: "China and Thailand as a family" is a portrayal. Published: April 21, 2012.
1.3 Statement of the problem

In international diplomacy, China insists the road of peaceful development and pursues an independent and peace foreign policy. China sticks to keep world peace and promotes common development, which is the tenet of China foreign policy, according to The Five Principles of Peaceful Coexistence are the Fundamental Principles of China's Foreign Policy. Independence is the basic stance of China's diplomacy. Maintaining China's sovereignty, security and development interests and promoting world peace and development are the basic goals of China's diplomacy. Strengthening the solidarity and cooperation with the third world countries is the basic starting point for China's foreign policy. Support for opening to the outside world and strengthening international exchanges are the basic national policies of China. In the past, China was been invaded, so China understood “weak countries have no diplomacy”. After building the new China, China has begun to value diplomacy.

However, China has realized that soft power is very important in today’s world. Diplomacy is a kind of power in a country, the soft power is one of the important things. The diplomacy by culture soft power can be accepted easier. For example, the “Panda Diplomacy”. Panda as a symbol in China, it represents Chinese culture. China uses the “Panda Culture” to communicate

with other counties. This behavior improves the fame of China’s diplomacy. For example, in 2017, a pair of panda was sent to Indonesia. They named ‘Cai Tao’ and ‘Hu Chun’, the Indonesia people like them very much34.

In recent years, President Xi Jinping proposed a series of external strategic ideas. These ideas address the major strategic issues at different levels and have a close logical relationship with each other. They have formed an ideological system.

Because China’s own development and the world needs peace and promote common development, China’s diplomacy should make more achievements, and therefore it is even more necessary to demonstrate “great country diplomacy”. It is necessary to better reflect the diplomatic traits and reality of China’s diplomatic powers, and to highlight “Chinese characteristics”. In the new situation, the concept of clearly defining the diplomacy of the great country with Chinese characteristics is to fully display the Chinese characteristics and Chinese style. What is even more important is that this new concept must be focused on the future. It is necessary to plan a new blueprint for China’s diplomacy in accordance with the new world situation and China’s new status. It can be said that the diplomacy of great countries with Chinese characteristics is the theme of current and future Chinese diplomatic strategies. All strategic concepts, goals, layouts, and safeguards must be developed around this theme.

At the same time, President Xi Jinping proposed two major diplomatic strategic concepts and international views: the new type of international relations and the human destiny community35. They will both play a guiding

role in China’s diplomacy and will also play an increasingly important role in advancing the international community in the direction of adapting to the trend of the times. The core content of the new type of international relations is cooperation together. In the past, the international relations dominated by Western powers, competition was the main theme, many countries had cooperation, and sometimes they were quite extensive and in-depth cooperation. However, cooperation was subordinate to competition. The new type of international relations is to achieve the transformation and qualitative transformation of international relations, with cooperation as the main theme. Although the competition between countries will not disappear and sometimes it will be very fierce, it is second in comparison with cooperation. Cooperation is the only way out, especially for big country relations.

The community of human destiny is also a brand-new concept in international relations. It is a major strategic concept and international outlook at a more macro level. It differs from the world government or world republic in the vision of cosmopolitanism or globalism, but under the premise of recognizing the differences among sovereign nations, it emphasizes the integrity of humanity. In today's world, mankind is in a period of major development, major changes, and major adjustments. Challenges are constantly emerging and risks are increasing. The future of mankind has reached an important juncture. Constructing a community of human destiny is a Chinese program that allows all humanity to win and share.

Under such a strategic concept, President Xi Jinping had close contact with Thailand, and he emphasized that relations between China and Thailand are very close in past years. Thailand as a close and friendly neighbor, China attaches great importance to the development of friendly relations between China and Thailand and would like to continue to respect Thailand’s choice of a development path suited to its own national conditions and play a greater role in international and regional affairs to promote the overall strategic partnership between the two countries. Both countries should maintain close ties between
high-level officials and take care of each others’ core interests and major concerns. China appreciates Thailand’s active participation in the BRI construction cooperation and is willing to work with Thailand to implement the “Memorandum of Understanding for Jointly Promoting the Construction of the Belt and Road Initiative” and the “Common Action Plan for Strategic Cooperation” for the next five years to strengthen investment, railways and Cooperation in the areas of Internet finance, digital economy, and e-commerce, expanding personnel exchanges, close tourism and local exchanges, and strengthening law enforcement security, especially counter-terrorism cooperation. The two sides should deepen their coordination and cooperation within the multilateral framework of the United Nations, the Asia Cooperation Dialogue, and the Asia-Pacific Economic Cooperation (APEC), and make positive contributions to the maintenance of regional and world peace, stability, and development. In 2017 marked the 50th anniversary of the establishment of Association of Southeast Asia Nation(ASEAN)\textsuperscript{36}. The year 2018 marks the 15th anniversary of the establishment of China-ASEAN strategic partnership. China expects Thailand to exert its unique influence and promote cooperation and China-ASEAN relations to a new level.

In the past, even though China and Thailand had a good relation, they still had many problems. On January 16, 2014, the National Anti-Corruption Commission of Thailand initiated an investigation into the alleged malfeasance of Yingluck Shinawatra. On April 2, 2014, the Thai Constitutional Court decided to accept a personnel transfer order issued by Prime Minister Yingluck Shinawatra in 2011 that was suspected of unconstitutional case. On May 7, 2014, the Constitutional Court ruled that Yingluck Shinawatra was found guilty of abuse of office and dismissed his post as prime minister. The anti-government camp in Thailand was not satisfied with the stepping down of Yingluck Shinawatra, the younger sister of former Prime Minister Thaksin Shinawatra. On May 9, 2014, they took to the streets and demanded “complete

removal of the Thaksin regime” and the establishment of an “interim government”. The conflict with the police caused many injuries. Supporting the government's Red Shirts will also be held on the 10th of a large-scale street demonstration, solidarity with the government, the two camps will be positive outbreak of conflict at that time, causing concern37. However, in 2016, the King Bhumibol was died. King Bhumibol’s reigning time of 70 years, and his lofty status and authority in Thailand, King Bhumibol’s long-term commitment to building and maintaining friendly relations between China and Thailand, including Thai Princess Sirindhorn the important royal family members and political figures, including the former Prime Minister Yingluck Shinawatra, both hold positive views on the development of Sino-Thai economic and trade and cultural relations. Despite King Bhumibol’s death, the future change in the throne will not bring greater impact on Sino-Thai relations, and the impact on the internal Thailand is enormous.

In 2017, the new King Vajiralongkorn38 of Thailand has taken the throne. The relationship between China and Thailand has a new age. With the stability of the political power in the new period, the relations between China and Thailand have gradually stabilized. According to data from the Ministry of Foreign Affairs of Thailand, it is estimated that 9.8 million Chinese tourists will travel to Thailand in 2017, an increase of 11.5% from 8.79 million in 2016, which will bring in 5.2 billion Thai baht in Thailand, an increase of 16.7% from 4.46 billion baht in 201639. According to data from a banking institution, tourism

industry revenue has accounted for more than 10% of Thailand's GDP, making it the only income-generating area after the manufacturing industry.\textsuperscript{40}

Under China’s initiative to build a “21st Century Maritime Silk Road”, the Thai government will endeavor to strengthen the safety of tourists, improve the quality of scenic spots, build marine attractions, and develop coastline and sea routes. The Ministry of Tourism and Sports of Thailand has formulated a series of the measures including Chinese training for relevant officials and guides, extensive placement of Chinese guides or signage at tourist attractions, establishment of a Chinese information center at popular tourist attractions, and establishment of a controversial disposal agency for foreign tourists in a tourism court to attract Chinese tourists. This also strengthens the cultural connection between China and Thailand. It is conducive to public and official exchanges between Chinese and Thai culture.

In order to research the Chinese soft power how to influence on the Thailand. The author will hold a specific example to explain it, I think Thailand is a good example.

**Topic:** The contribution of China’s cultural diplomacy to Thailand.

**Question:** How have the Chinese cultures made the contribution to Thailand in period of 2012-2017?

### 1.4 Research Methodology

The method that will be used by the author in this research is **Qualitative** research methods.\textsuperscript{41} The method of qualitative analysis author uses library research and interview to collect perception and feeling of things (populations, places and events). Their findings are collected through a variety of methods.


For example, even though the direct observation to find the feeling of the daily life, open-ended surveys to investigate and analyze data, the focus group for dividing group and research data. In-depth interviews can also help researcher to analyze data in deeply. Oral history can help the researcher though a group or an event to find the data that is needed. The remaining part are by observing and organizing materials.

1.5 Significance of Study

The research of China Soft power affecting Thailand, has two benefits:

1. First, raising awareness that relation between two countries are important.

The relations of China and Thailand are very important. China attaches great importance to developing good-neighborly and friendly cooperation with Thailand. The establishment of diplomatic relations between China and Thailand was accomplished while the leaders of the older generation, including Chairman Mao Zedong\textsuperscript{42} and Premier Zhou Enlai\textsuperscript{43}. They devoted their efforts to the establishment of diplomatic relations between China and Thailand and the development of the relations between China and Thailand. Under the policy of China’s reform and opening up, under the leadership of Deng Xiaoping and Jiang Zemin, the relations between China and Thailand have maintained a momentum of steady and sound development. The new generation of Chinese central leadership, led by President Hu Jintao, worked hard to push forward the continuous development of China-Thailand relations. The concern, emphasis and contribution made by several generations of leaders on the development of China-Thailand relations have inspired their descendants to cherish the hard-won relations between China and Thailand and made greater efforts to safeguard the development of the relations between China and Thailand.

\textsuperscript{42} The First Generation of Chinese leadership was led by Chairman Mao Zedong, the infamous Great Helmsman of the People’s Republic who led both the Communist Party to victory against the forces of the Kuomintang in 1949 and later was deified as a god by the Chinese people.

Thailand’s and China’s government also attach great importance to the relations between China and Thailand.

2. The second is for the academic community.

As the most important carrier of Chinese culture, the people of Fujian moved to Thailand and spread the traditional Chinese culture, especially the Fujian characteristic culture, to Thailand. It directly or indirectly infiltrated all aspects of the Thai people and enriched Thailand's culture and life. At the same time, the Chinese government also encourages the exchange of Chinese culture and Thai culture. For example, Confucius Institutes set up the 'China Kitchen' project, setting up the China scholarship and the policy of the Belt and Road Initiative. Spread Chinese food, culture and policy.

1.6 Conceptual Framework

1.6.1 Soft Power

Power it is the competence to affect others and connect the result that you want. Something can change their behavior in three main ways: threats of coercion; inducements and payments; and attraction that makes others what you want. Soft power rests on the competence to shape the preferences of others.44

In the early 1990s, Harvard University professor Dr. Joseph Nye45 coined the concept of "soft power" and started the trend of "soft power" research and application. According to his point of view, soft power is a kind of ability, he can achieve purpose through attraction rather than bullying or inducements, is a

45 Harvard University Distinguished Service Professor, Emeritus
79 John F. Kennedy St. Littauer Bldg P-28
national comprehensive strength in addition to the traditional, because the hard power of the military and economic power of another component.\textsuperscript{46}

The soft power of a country comes mainly from its culture (in which every person has an interest), values (political values, when living in their own country and abroad) and policies (including both domestic and foreign policies)\textsuperscript{47}. The soft power also depends on the feelings of each other. If a culture cannot be attractive to people are in other countries, it will not create soft power among the people who in other countries; if a kind of value is not recognized or the policy lacks legality in the eyes of others, it will not produce soft power. Public diplomacy has had a long record in the promotion of the soft power of a country and hold important role in the US victory in the Cold War.\textsuperscript{48}


Table 1.6.1 Soft Power Sources, Referees, and Receivers.

According to Dr. Nye public diplomacy is built of soft power that is mainly from its culture, values (political values, when their own country and abroad) and policies, including both domestic and foreign policies. Soft power is not necessarily in the form of influence, but if it is one of the sources of influence, because the effect can be in the form of hard power and threats.

The analysis will rely on actors that will contribute to country that is sourced from three main sources. Based on the three-dimensional public diplomacy described by Nye this study will focus on the first dimension of culture which is building a strategic communication, where a special theme constantly promoted the country to the public and person. It is building a form to explore the influence Chinese culture soft power on Thailand.

---

49 Ibid.
50 Ibid.
1.6.2 Chinese Cultural Diplomacy and Public Diplomacy

Cultural diplomacy is an exchange of ideas in terms of values, cultural traditions and identities. It is different from the hard-line political diplomacy, and adopts the method of peace to exchange, civilization and exchange, increase cultural exchanges and cooperation between the two countries, and promote national interests.\(^{51}\)

Cultural diplomacy is an approach aimed at fostering mutual understanding among nations through the exchange of ideas, information, values, institutions, traditions, beliefs and other aspects of culture, as a tool of international relations, first used in the last century. \(^{52}\) In the West, at the time, it was used as a means by which the U.S. News Agency boycotted Soviet propaganda; artificially being one of the most powerful weapons in the arsenal of the United States and playing a special role during the Cold War (2013). In the 21st century, cultural diplomacy in recent years, the United States, Britain, Germany, France, Japan and other countries have stepped up their research on cultural diplomacy, including setting up relevant research institutions, standardizing definitions and creating theoretical basis, construct analytical paradigm and so on.\(^{53}\)

Public diplomacy, also called people’s diplomacy, anyone of a kind of government-sponsored efforts purpose at communicating directly with abroad publics\(^{54}\). Public diplomacy, including all official efforts to convince targeted sectors of other opinion to support or tolerate a government’s strategic objectives. Methods include statements by some decision makers, purposeful campaigns conducted by government organizations dedicated to public

---

\(^{54}\) Public diplomacy. The Editors of Encyclopaedia Britannica See Article History. From https://www.britannica.com/topic/public-diplomacy
diplomacy, and efforts to persuade international media to portray official policies favourably to foreign audiences.

Public diplomacy always develops in China, yet China has certainly developed a remarkable array of activities that together form a consistent and quite effective public diplomacy policy. Perceptions and the behaviour of both China’s domestic and international publics are having a growing impact on China’s abroad policy. Rising to play a more important role in world politics and economics, and often feeling misjudged by the international community, the Chinese leadership is increasingly making effective use of public diplomacy tools to project an image of China that in their view does more justice to reality: China as a trustworthy, cooperative, peace-loving, developing country that takes good care of its enormous population. Examples of this are China’s role as honest broker and responsible world power in the North Korean nuclear crisis, China’s campaign to win the 2008 Olympic Games, and its policy to convince neighbouring countries that they do not have to fear a rising China.

China has great changes in the past several years, and China’s cultural traditions are no exception, participants noted. China asserted that traditional Confucian and Daoist values—such as the importance of social harmony and order—have blended with China’s unique vision of modernization and economic development. As China has opened up and grown more globally engaged, the China’s traditional values have come into contact with classical liberal ideas about open trade and multilateral institutionalism, which, they explained, has shaped the way China thinks about its role on the world stage.

The development with China’s economy and policy, China’s government realized the important of Chinese culture. It is a symbol of China, a character of China. They described cultural diplomacy as a way to link the people through

---

initiatives such as cultural festivals, art exhibitions, and language training. They contrasted this with public diplomacy, where governments use strategic communications efforts to enhance understanding of, and win support for, their foreign policy among the general public of other countries.

---

Figure 1.6.2 Logical Flow of the Theoretical Framework

All in all, from this figure, we can understand that Chinese cultural though public diplomacy, a kind of communicate way except traditional diplomacy. Like the cultural festival, art exhibitions and other government activities or non-government activities, spreading Chinese culture in order to make the

---

57 Yudhishtir Raj Isar and Phillip Mar. Cultural diplomacy: beyond the national interest?. Published by International Journal of Cultural Policy. P365-p381. Received 15 Apr 2015, Accepted 15 Apr 2015, Published online: 23 Jun 2015.
cultural diplomacy policy successfully. After that, China can use the cultural diplomacy communicate with Thailand.

1.7 Scope and Limitation

In order to conduct structured and purposeful research, the author limits this research with the data from 2012-2017. The years of 2012 is chosen because it shows in April 2012, the two countries established an all-round strategic partnership. Meanwhile, the years of 2017 is a new year for Chinese and Thailand relation. China has promulgated the "Belt and Road Initiative" (BRI) policy (in 9th 2013), and Thailand is among them. Belt and Road is an initiative public product that China contributes to the world. China is willing to rely on the platform of ESCAP (28th March, 1947) and further enhance its interconnection and cooperation with other regional members in the fields of transportation, energy, trade, information and humanities so as to serve the sustainable development of the region.

1.8 Thesis Outline

This research is planned to be divided into five chapters, each is described in the following:

Chapter I: Introduction

This chapter contains the background of what the soft power and cultural diplomacy are. It started through the subject description, identification of the problem, purpose of the study to be conducted, finding research questions,
determining the scope of the study and limitations of the study, and ends up with the definition of terms and the last thesis outline.

**Chapter II: Literature Review**

This chapter the writer will explain the details of the background of the research such as the implementation, soft power, cultural diplomacy, and relationship between China and Thailand. As well as proving the theory associated with this thesis.

**Chapter III: The Contribution of Chinese Culture to Thailand**

This chapter will show how the Chinese people brought Buddhism. How Buddhism/ Confucianism influence native /indigenous Thai culture. The Chinese traditional culture how to entered the daily life of Thailand.

**Chapter IV: China’s Cultural Diplomacy Towards Thailand (2012-2017) Regarding Belt and Road Initiative (BRI).**

This chapter describes the current contribution of Chinese culture to Thailand such as medical science, popular culture, festival. Especially focus on the cultural diplomacy about the Belt and Road Initiative. In BRI, China and Thailand not only have the economic communication, but also culture diplomacy included. This policy has a big impact on China and Thailand.

**Chapter V: Conclusion**

This chapter will be the last part of the thesis, which would explain the thesis conclusions and recommendations. In this chapter, to provide some additional information for future researchers who took the same topic as this research and give them some perspective of this study are expected to be also useful for anyone who or the improvement of the state itself.
CHAPTER II

LITERATURE REVIEW

The researcher uses the literature review as a guidance or reference during the writing process of this thesis. Literature review can be used to help the design of the study by providing appropriate sample size or promising data practices or instruments that can be used in the study. There are seven literatures that the researcher reviews, which are:

- Books:
  1. China’s Soft Power and International Relations
  2. How China's Soft Power is Transforming the World
  3. Alternate Identities: The Chinese of Contemporary Thailand
  4. The Political Development of Modern Thailand

- Journals:
  5. Confucius Institute project: China's cultural diplomacy and soft power projection
  7. The Economic Relations between China and Thailand under the Context of CAFTA: An Assessment

II. 1 Review of the Books and Journals

The section will provide the seven literatures in the study. The review of these literature is important, recalling the basic understanding the provide in helping the researcher to identify the topic. It is believed to be beneficial for the research.
1. China’s Soft Power and International Relations by Hong Yilai/ Yi Yilu. Published by Routledge, 2012

This book written by Hongyi Lai⁶¹ / Yiyi⁶². In this book, some scholars from Europe, America, Hong Kong and mainland China, including some well-known analysts in China, mainly studied China’s foreign policy, international exchanges, cultural exchanges, and foreign aid. In addition, it also analyzes China’s concept of soft power, foreign policy strategy, international status and relations with the United States. This book contains the development of China in recent years and has conducted a rigorous assessment of China's soft power. This book provides an assessment of China's international image and research and criticism of scholar Dr. Joseph Nye's soft power theory. This book draws on case studies of Chinese diplomatic practice and draws on the results of world opinion survey data. This book provides theoretical and empirical views on the discussion of soft power, especially focusing on China's soft power.

There are ten chapters in this book. The chapter one portrays the concept of soft power and China. Especially expounded Dr. Joseph Nye's theory of soft power. The reader was introduced to the rapid development of China. The chapter two told us the relations in ‘soft power’ and China. This part of this book mentions about how the concept of ‘soft power’ developed in China and form three views introduces the soft power in China: leadership view, official tools and Chinese assistance. The chapter three introduces soft language, soft imagery and other soft power key words in China. In particular, their use is described. The chapter four describes the predicament of China’s soft power and how use the concept in Chinese culture and intern. Because China uses the

---

⁶¹ Hongyi Lai is Associate Professor, School of Contemporary Chinese Studies, University of Nottingham and a Senior Research Fellow of the China Policy Institute, the University of Nottingham.

⁶² Yiyi Lu is a Senior Research Fellow at the China Society of Economic Reform and an Associate with the New Diplomacy Platform.
road ‘peace-rising’, is that China uses soft power instead China will cannot rise peacefully?

Chapter five mainly introduces China diplomacy. China’s diplomacy has also seen changes in recent years. Apart from enhancing its military strength, it has also become diplomacy in soft power and has demonstrated its own soft power. Chapter six provides us China international communication power and the environment of it. Chapter seven told us China wants to set up a peaceful and harmonious diplomacy environment. China devoted itself to it in recent years. Chapter right introduces the root of why China soft power can develop so fast. The book introduces the assistance of China from 1994 to present. Chapter nine tells us the relations between China and America. It is an old topic. With the development of China, the Chinese threat theory is spreading the world. In the same time, some of the world public believe that, some of them still like China. The scholars surveyed public opinion and have a research. Chapter ten introduces the inter of China have the debate of taoguangyanghui and assistance for abroad.

This book mainly introduces China's soft power, and the development direction of soft power and the main methods of development. Objectively evaluated the development of China's soft power and its external influence. Let readers have a detailed understanding of China's soft power. And this book introduces China's soft power analysis from multiple angles. The time span spans from 1994 to the present. Examples are sufficient and objective. The rise of China influences the pattern of the world. Changes in soft power and diplomacy also affect the world.

gives a direction for China's ability to rise peacefully, and analyzes the advantages and disadvantages. Moreover, this book not only analyzes the international situation, but also conducts in-depth analysis and research within China. It also talks about the changes and influences that have taken place within the Chinese home while developing soft power. This book has greatly helped this research.

2. How China's Soft Power is Transforming the World by Joshua Kurlantzick
Published by Yale University Press, 2007

This book written by Joshua Kurlantzick. There are eleven chapters in this book. In this book chapter one, the author counting the world, in fact is introduce the background of the world and the external environment in this world. Chapter two introduces the changes of China. China is rising, the world has changed. China is becoming a more and more charm country. Chapter three introduces how china charm is. Like its culture, economy and degree of opening. China has been better and better. Chapter four provides the tools of the culture is soft power. With the development of soft power in China, culture has been become more and more important. It is important in today’s world we can keep our country imagery. Soft power can change can avoid some hard power. Chapter five tells us that soft power can be a tool on business. Like economic word. Chapter six tells us China uses these powers become more and more popular in the world. It keeps a good imagery in this world. It spree its charming and has influence on the world in deeply. Chapter seven analyzes that with the development and expansion of China, the world's pattern has quietly changed, and the world's orientation has slowly changed. Chapter eight else us how China will use the charm and it will keep the charm in the future. Chapter nine of this book investigates America soft power, the current development of

---

64 Josh Kurlantzick. FORMER VISITING SCHOLAR CHINA PROGRAM.B.A., Haverford College
US soft power, compared with China, has its advantages and disadvantages. Chapter ten, this part, author summarizes and analyzes the development status and prospects of soft power, analyzes that soft power will continue to affect global and national strengths. Each country may become the next strongest country with soft power. Chapter eleven summarizes the previous chapters, answered why the spread of soft power was so fast and it analyzed and criticized soft power.

This book is the first book to study how China has recently become a country that affects the world by relying on soft power diplomacy, trade incentives, cultural and educational exchange opportunities, and other technologies. China's cultural soft power lies mainly in establishing a national image and creating a good example of a big country. China hopes to develop a stronger international alliance. The author has studied China's policies in Southeast Asia, Latin America and Africa for many years and has demonstrated the charm of China. He also analyzed how China is good at using ‘charms’ to attract the world and cleverly escaped the attention of the America. The book cited many strengths to confirm China’s concern and development of soft power in recent years. However, with the rise of China, China’s external development and power continue to attract world attention. However, in today's world, regardless of the development and rise of any country, it will attract attention. Although the author has always paid attention to China, some of the authors’ view is that China's development of soft power is a soft competition with the America.


This book was written by Chee Kiong Tong 65/ Chan Kwok Bun 66. Introduction is the background of Chinese immigrated to Thailand. Chapter one talks about Chinese immigrated to Thailand, they bring the new culture and the

---

65 Chee Kiong Tong National University of Singapore | NUS · Department of Sociology.
66 Chan Kwok Bun was born in China, Jin Men city.
same time, the Chinese people feared of being assimilated and at least they have to live same the Thai. Chapter two discusses during the Siam era, the history of ancient Chinese immigrants to Thailand mainly described the history from the perspective of war, policy, and business. Chapter three describes the Chinese people and culture in Thailand. How the local people know and understanding Chinese culture. Chapter four is in modern generation, the status of Thai-Chinese in Thailand, and their live and culture has been changed. Chapter five talks about in the main city of Thailand, Bangkok, their racial concepts and their understanding of the world. Chapter six after immigration, the economy in Thailand have has a big progress.

Chapter seven provides Sino-Thai entrepreneurs the Sino-Thai joint ventures have made important contributions to the economy of Thailand's provinces and districts, and have promoted regional economic development, which has greatly helped Thailand's economy. Chapter eight discusses Thai-Chinese culture has threatened Thailand local culture. Thailand government realized that local culture is very important. They began to value and protect Thai culture. At the same time, Thai-Chinese began adapted Thai culture. Chapter nine talks about the life of Thai-Chinese in Bangkok. Chapter ten describes the life when the Chinese people immigrated to towns or countries. Chapter eleven is about if the couple are different, the one is Chines and another one is Thai, what their life like. The will impact each other and got changed. Chapter twelve discusses the Chinese traditional and religion in Thailand. The Chinese traditional and religion want to intern in Thailand, they must change. Therefor has the new religion in Thailand. They adapted them.

After reading this book, I realized that the impact of China and Thailand is influence on each other. With the development of China and Thailand, more

---

and more people like travel and immigration. This transfer can bring many
advantages. In 2013, the number of Chinese tourists traveling to Thailand
increased from 2.7 million in 2012 to 4.7 million, reaching an increase of 68%.
In the next few years, this figure has risen steadily, with 5.3 million in 2014 and
7,935,700 in 2015. In 2016, this number reached 8.77 million and it brought
about 85.6 billion yuan in revenue for Thailand, which is equivalent to less than
10,000 yuan per person in Thailand. In 2012, there has a Chinese movie
called ‘Tai Jiong’ shown in China. The special Thailand environment and
culture in the movie attract Chinese people want to go. Therefore, Thailand’s
tourism economy continues to grow every year. Such an influence is like the
one mentioned in the book, the Chinese immigrants not only transplanted
Chinese culture to Thailand, but also were attracted by Thai culture.

Published by Cambridge University, 2015

This book was written by Federico Ferrara. There has eight chapters in this
book. Chapter one talks about the background of the Thailand. Chapter two is
mainly about set up the Thailand country and Thailand policy. Chapter three
describes the revolution in the Thailand. Chapter four is discusses the bad
history of Thailand, the betrayal years. Chapter five is about the dictatorship
ages in the Thailand. Chapter six portrays after the bad ages and the
dictatorship, Thailand realized the policy is very important. Chapter seven tells
us when the peaceful ages, the barbarians begun to invade Thailand. Chapter
eight is talking about after new policy, the events in this country.

From http://www.scmp.com/magazines/post-magazine/long-reads/article/2113116/how-chinese-tourists-
are-changing-world
70 Dr. Federico Ferrara, BA University of Kansas (Political Science), PHD Harvard University
(Political Science and Government)
This book is talking about the history of Thailand. The Kingdom of Thailand was originally called Siam. In the 13th century, the Thai people began to become the dominant force in the region and gradually announced independence from the then-existing Khmer and the Kingdom of Mongolia. The rulers called it "the dawn of happiness," which is often considered It is the golden period of Thai history. It is an ideal Thailand. The property is rich. The monarch is charitable like a father. The most famous king is Lan Ging apricot. However, in 1350, the more powerful Ayutthaya produced a tremendous amount of Sukhothai influences. At the end of the 19th century, King V of Bangkok Dynasty absorbed a great deal of Western experience to carry out social reforms. In 1896, the British and French signed a treaty that stipulated that Siam was a buffer country between British Burma and French Indochina, thus making Siam the only one in Southeast Asia. For the colonial country. In 1932, Thailand became a constitutional monarchy. Since then, all kings have been symbolic heads of state. After the Second World War, Thailand became the main military ally of the United States in Southeast Asia. In Southeast Asia, Thailand is also a very important country. The capital Bangkok is a highly internationalized metropolitan area in the region. In addition, Thailand is the beginning of ASEAN. One of the founding nations also actively participated in regional affairs in Southeast Asia.

Thailand's development has gone through a long period of time. Thailand's feudalism from the past has gradually become an open, inclusive city. It has laid a good political foundation for Thailand to accept Chinese immigrants, absorb foreign cultures, and develop foreign economies.

---

72 Ibid
73 Ibid

This journal analyzes China’s current diplomatic platform by telling China’s Confucius Institute program. Map China's diplomatic power today. The author believes that the Confucius Institute program can be understood as a form of cultural diplomacy of the country and cultural exchanges during the university. This project has been welcomed and loved by people all over the world. It is the office of the Chinese National Office for the Promotion of International Languages in China has established offices\(^75\). Therefore, the study of the Confucius Institute project involves all aspects. However, this does not fully represent the capabilities of a country's soft power, because the problems faced by the Confucius Institute project runs counter to the Chinese government's intention to establish a Confucius Institute.

At the same time, this journal introduces the role of the universities’ culture in China and the usage in the world, except government. From the relations between Chinese university and Confucius Institute, we can understand the relation between the universities with country and global education.

This journal helps the writer understanding China soft power in modern world by Confucius Institute. The Confucius Institute is a non-profit educational institution established by Sino-foreign cooperation. It is committed to adapting to the needs of people from all countries (regions) in the world, enhancing the understanding of Chinese language and culture among the people of all countries and regions, and strengthening educational and cultural exchanges between China and other countries in the world. Cooperation,

---

\(^74\) Su - Yan Pan. Department of Social Sciences, The Hong Kong Institute of Education, Hong Kong, People's Republic of China.

develop friendly relations between China and foreign countries, promote the development of multiculturalism in the world, and build a harmonious world. On December 31st, 2017, 525 Confucius Institutes and 1,113 Confucius Classrooms have been established in 146 countries and regions around the world.

The Confucius Institute, as one of the major projects exported to China, represents the development direction of Chinese culture. The establishment of Confucius Institute in Thailand (2006) accelerated the development of China's soft power in Thailand in the future, which attracted the attention of Thai society and laid the foundation for China's soft power and diplomacy to develop in Thailand.


This journal talks about culture diplomacy become more and more important in today’s world. The culture diplomacy can help people to do many things, like created the basic trust, help the government set up their policy about economic and so on, encourage people to create more value for the country and use the beliefs and knowledge of own country to assimilate the people of other countries. It also introduces the background of the culture diplomacy. In this journal, the culture diplomacy called an exchange of ideas, information, beliefs and art. The author created examples of the United States during World War II and the Iraq war. Finally, the author extended the concept of cultural diplomacy to public diplomacy. Public diplomacy and cultural diplomacy are equally important. Cultural diplomacy is one of the ways of public diplomacy. Public

diplomacy spreads its own culture to other countries through various media carriers and gains benefits.

This journal mainly talks about America culture diplomacy and public diplomacy. However, we can understand and use this concept in China and Thailand. Culture diplomacy as a diplomacy tool in this world, it can by internet, newspaper, radio, immigration and trade spread a country spirit. For example, Chinese Buddhism spread in Thailand. In the year of the AD, Buddhism began to spread southwards from its place of origin in Northern India to Sri Lanka, Myanmar (Burma), Thailand, Indo-China and other South East Asian countries. When the Buddhism spread in Thailand, the Buddhism interned the life of Thailand society, Buddhism was changed from Chinese Mahayana Buddhism to Thai Hinayana Buddhism, and the doctrine changed from pro-environment to self-cultivation.

7. The Economic Relations between China and Thailand under the Context of CAFTA: An Assessment by Shen Hongfang. Published by Research School of Southeast Asian Studies/Faculty of International Relations/Center of Southeast Asian Studies, Xiamen University, Xiamen, China, 2013.

This journal mainly portrays the economic exchange between China and Thailand in CAFTA. The author introduces the necessity of economic cooperation between China and Thailand under the global environment firstly. Second, the author reviews the economic system of the Sino-Thai joint venture under the CAFTA system from an overall perspective, such as trade growth and changes in import and export trade. Finally, the author points out the importance of bilateral trade, and separately analyzes the role played by

79 Research School of Southeast Asian Studies/Faculty of International Relations/Center of Southeast Asian Studies, Xiamen University, Xiamen, China
Thailand and China in CAFTA, and the role they will play in this system in the future, as well as future cooperation.

This journal can help us understand the economic relations between China and Thailand. Because we are talking about soft power diplomacy between China and Thailand. Economy included. China and Thailand have a long cooperation in economy. According to statistics from China Customs, in 2014, China-Thailand trade totaled 72.67 billion U.S. dollars, an increase of 2.6% year-on-year, of which China exported 34.29 billion U.S. dollars to Thailand, an increase of 4.8% year-on-year, and China imported 38.21 billion U.S. dollars from Thailand, a year-on-year decrease of 0.3%. The deficit was 3.92 billion U.S. dollars\(^\text{80}\). In bilateral investment, according to the statistics of the Ministry of Commerce of China, the direct investment flow from China to Thailand was 365 million dollars (2014). In the end of 2014, China’s direct investment in Thailand had a stock of $1.994 billion. In 2014, Thai enterprises invested 60.52 million dollars in China, which was decrease of 87.47%. In the end of 2014, Thai enterprises invested $4.013 billion in China\(^\text{81}\). China and Thailand have long-term cooperation. Now China has started the Belt and Road Policy (2013), it has promoted the development of Thai economy. China's soft power has a profound influence on Thailand.

---


\(^{81}\) Ibid.
CHAPTER III

THE CONTRIBUTION OF CHINESE CULTURE TO THAILAND

3.1 Early Chinese Settle in Thailand

Thailand has the largest Chinese community in the world. The community has a long history and is famous overseas. Thailand has 9.4 million Chinese, and in 2012 this number accounted for 14% of the total population of Thailand. The Chinese community in Thailand has 400 years of history. They have become part of Thai local culture. According to records, during the Qing Dynasty, a large number of Chinese who lived in coastal cities migrated to Southeast Asian countries. The largest number was in Thailand. There were about three million people, of which Chaozhou accounted for 80%. Most of the Chinese immigrants who came to Thailand moved from Guangdong or Fujian, mainly businessmen. In addition, there are doctors, blacksmiths, masons, entertainers, and artisans. Later, as more and more Chinese settled in Thailand, some of the coastal cities in Thailand had Chinese communities, such as Chonburi, Chanthaburi, Chumphon, Nakhon Si Thammarat, Pattani, Nakhon Pathom, and Sangha. The third king of the Sukhothai dynasty, Blue Gan Heng, was honored by the people as the Great Emperor. One of his greatest contributions was to unite the Thai and other ethnic groups such as Chinese, Malays, Khmer and so on.

After the middle of the 16th century, the once prosperous Ayudhya dynasty and its neighboring country Burma took a protracted war. With the domestic

---

84 The reign of Emperor Lan Gunheng was in 1277 - 1317 AD. He is a high-powered warrior, a prominent politician and writer, and he is known as the ancestor of the Thai language.
instability, its national situation gradually declined, finally being captured by the Burmese army on April 8, 1767. The Ayudhya dynasty has reportedly died. At the same time, ethnic Chinese general Zheng Xin led the people to resist the foreign invasion. Later, he established the Thonburi Dynasty (1767-1782) and became the king of Chinese history in Thailand. During his reign, King Zheng made many contributions to the Thai nation. The most important thing is that he led the army to fight bravely, defeated the enemy, and finally completed the unification of the country. Therefore, he was honorably called the Great by the Thais. December 28th is the anniversary of the reign of King Zheng. On this day, the government will hold the ceremony for the Thonburi Dynasty.

After Zheng Wang died in 1782, a general named Zhao Jiao Yema was appointed as the throne. He established the Dinana brothers' dynasty, and the Lidi patted Putuo Yuhua Chulaloh and ordered the capital to be moved to Bangkok. In the early days of the Danako letter dynasty, the plains of the Chao Phraya delta were opened up as agricultural farming areas, and the cultivation of rice, sugar cane, peppers, etc. began to develop, and sugar, salt, and metal processing industries emerged. Subsequently, navigation, shipbuilding and the corresponding wood processing industry were also developed. The development of trade and production has attracted many people from southern China, especially those living on the coast of Guangdong, to make a living. In the 1890s, an average of more than 100,000 Chinese workers had entered to Thailand every year\textsuperscript{85}. From Siam to the present Kingdom of Thailand, Chinese people have been an important ethnic group in this country for hundreds of years, and a considerable part of them came from Chaoshan, Guangdong. The Chinese here refer to those who immigrate to Thailand from China. Chinese Americans refer to children born in Thailand by Thai Chinese and descendants of these children in Thailand. Thailand does not exalt phenomena. Therefore, Chinese people have been married to Thai people for hundreds of years. Their descendants have more or less Chinese blood. Some people even said that 70%... 

of Thai people may have Chinese origin\textsuperscript{86}. The descendants of ethnic Chinese are generally well-educated and they play an important role in all sectors of Thai society.

3.2 The Contribution of Chinese Traditional Culture to Thailand

3.2.1 Religion

Buddhism is one of the largest religions in the world. The word comes from 'budhi', 'to awaken'. It has its origins about 2,500 years ago when Siddhartha Gotama, called the Buddha\textsuperscript{87}. Buddhism is divided into Tibetan Buddhism, Chinese Buddhism and Southern Buddhism. Tibetan Buddhism refers to the branch of Buddhism that was introduced to Tibet. It is called ‘tantra’ or ‘lama’. Chinese Buddhism refers to Mahayana Buddhism. Because of China's influence, it was introduced into Japan, North Korea, and Vietnam. Thai Buddhism belongs to the South-Buddhist Buddhism, also known as the Hinayana Buddhism, and has always been known for its pureness. Chinese Buddhism had a short-term influence on Thailand, but in the middle of the 13th century, Hinayana Buddhism gradually took a dominant position and has continued to this day. Although Chinese Buddhism and Thai Buddhism differ in terms of the factions, they are theoretically the same\textsuperscript{88}. In addition, Thai Buddhism gradually incorporated Buddhism brought by Chinese immigrants into its own thinking to form a distinctive Thai Buddhism, focusing mainly on self-cultivation.

Chinese Culture has largest influence on Thai religion is Hua Zong. Hua Zong was introduced into Thailand by the Cantonese monks and now has a


history of nearly two hundred years. Hua Zong is Buddhism that integrates Chinese thought. It is a vegetarian and uses Chinese classics, including odes, morning lessons, and evening lessons. There are many Chinese temples of Chinese religion in Thailand. For example:

1. Wat Mangkon Kamalawat

Wat Mangkon Kamalawat is located on Shilongjun Road near Chinatown in Bangkok. The fifth King of the Da Nangxin dynasty saw the enthusiasm of the continued practitioners who came from China, and was deeply moved. Therefore, he donated this land to build Buddhist temples. This temple also established the Charity foundation and the education foundation to provide relief to local poor people.

2. Bhoman Khunaram Temple

Bhoman Khunaram Temple is a temple provided by the Thai Emperor. It is located on Bangkok’s Satu Bati Road. The temple is the Hua Zong Temple that was built by Master Shi P’un, the current master of the deceased inhabitants, and has been established for more than 30 years. It took ten years before this temple was completed. The temple is one of the famous local Chinese temples. During the festive season, the temple receives many Buddhists who come to worship.

3. Anek Kusala Sala

Anek Kusala Sala is a temple of the emperor in Thailand. It located in Pattaya City, Thailand. After more than four years of construction, it was

---

89 Bonn Biapin(1994). History of Southeast Asian Countries [M]. Published by Bangkok: Ou Dier Bookstore Press.
completed in 1993\(^2\). This is a temple that all the Chinese in Thailand have contributed to congratulate the 60th birthday for King, to express the gratitude of the Chinese. It is a temple that combines the history, religion, and culture of China and Thailand. The temple displays precious cultural relics from both countries.

### 3.2.2 Values

In China, Confucianism and Buddhism and Taoism are called three religions, and "Confucianism" is the highest belief. Confucius was the first division, and later generations were distinguished from Daoism, which advocated Taoist thoughts such as Huang Lao Li Zhuang. From the Northern and Southern Dynasties, they began to be called “Confucianism” and “Church”. Therefore, Confucius was also regarded as a Confucian saint\(^3\).

Confucius's faithfulness was collected by his disciples in The Analects of Confucius. Confucius' thoughts were also absorbed and carried forward by later generations. They became the most important part of traditional Chinese thought and gradually spread to surrounding countries, forming a sphere of influence.

Confucianism one of Thailand's smaller religions. It is popular in China, Korea, Taiwan, and Vietnam.

---


In Thailand, ethics and etiquette have so far been clearly influenced by Confucian ideas such as benevolence, righteousness, and ritual. In modern Southeast Asia, the immigration of Chinese laborers as the mainstay has increased rapidly. The community of overseas Chinese has expanded and the spread of Confucian culture has become more extensive and rapid. Awakening ethnic consciousness among overseas Chinese and ethnic Chinese in Southeast Asia. Confucianism revival campaigns have taken place in Singapore, Malaysia, and India where overseas Chinese live in95. Some Peranakan (people of Chinese

---

and indigenous tribe of mix descent) and overseas Chinese new immigrants established Chinese education through the establishment of overseas Chinese associations, established Chinese newspapers and periodicals, translated and introduced Confucian classics, and established temples of activities such as the establishment of the Confucianism organization, among overseas Chinese and Chinese, promote the teaching of Confucius to promote Confucianism.

There are four aspects of the teaching philosophy of Confucius in Thailand: Wen, Xing, Zhong, Xin. Wen indicates the culture and tradition; Xing expresses attitude and virtue; Zhong is dedication; the faith means honesty and does not deceive others. The concept of Xin is a ceremony honoring ancestors and traditions. The other important is Jing, means respect.

The influence of Confucianism on Thai culture is far-reaching. The presence of Confucianism in Thailand proved the influence of Chinese culture on Thai culture, and it also reflected the recognition of Thai society on Chinese culture. Chinese culture and Thai culture influence each other and coexist, creating the present Thai society.

For example, the "Zhong and Yong" approach derived from Confucianism96. It is a set of theories and methods that Confucius advocates and thinks about raising people's basic morality and spiritual cultivation in order to achieve the unity for Heaven and man, peacefulness and holiness. "Zhong" means middle, refers to the fit, "Yong" refers to doing things in a proper way, and good is doing things in the proper way for a long time. As a traditional culture, the “spirit of the golden mean” is a modest grasp, works in an appropriate manner, and tries it best to remain within a reasonable range. There are three main principles of the golden mean: one is to practice alone, the other is to forgive and tolerate, and the third is to be sincere. This kind of compatible thinking not

only affects the personal cultivation and moral character, but also affects the development of personal life and career.

This idea has influenced Thailand values. Thailand people think the family are very important. Like the most family in Chinese, some other Asian peoples, the youths respect to their parents and follow them, the elders, teachers and Buddhist monks as well. When speaking about traditional Thai culture, we cannot forget the Buddhist temple. After Buddhism had been stayed in Thailand for hundreds of years, Thailand people mixed the local culture with Buddhist. It was the place where people received education, attended rites and ceremonies, and observed feasts and festivals all the year round\textsuperscript{97}.

Recently years, because of the rapid advancement of technology, the traditional life in Thailand has been changed, especially in several metropolitans. However, it still have a great impact on modern city.

3.2.3 Literature

After the Chinese emigrated to Thailand, they brought literature to the local Thailand. The introduction of Chinese literature has played an important role in promoting the development of modern Thai literature. There have been more than 200 years of history in the translation of Chinese literary works into Thai. The earliest classical literary works introduced into Thailand were \textit{Romance of the Three Kingdoms}. The \textit{Romance of the Three Kingdoms} is considered by the Thailand people was thought to be the most famous Chinese masterpiece of artistic achievement\textsuperscript{98}. After the first dynasty of the Kingdom of Rattanakosin\textsuperscript{99},

\textsuperscript{97} Thai Cultures. (n.d.). Retrieved 2012 from https://www.thaiwaysmagazine.com/thai_cultures/
the King ordered to translate the *Romance of the Three Kingdoms*. Since then, *Romance of the Three Kingdoms* has always played an irreplaceable role in the Thai literary world. Until now, the Thai people’s study of the Romance of the Three Kingdoms is still prosperous. The *Romance of the Three Kingdoms* is arguably the most representative and influential Chinese literary work in Thai society.

Ancient Thailand was deeply influenced by Indian culture, especially in literature. The content was mostly based on Buddhist and Indian literary stories, as well as stories related to religion, the royal family, and the nobility. The form was mainly poetry. After *Romance of the Three Kingdoms* was introduced to Thailand, the novel’s funny story and sharp character creation have attracted a large number of Thai readers. The book preached loving the people, loyalty and integrity among people and other orthodox thoughts. On the one hand, these thoughts connect with Thailand’s, on the other hand, they are differ with Thailand’s. Thus, it is easy to accepted by Thais. Phra Phutthaloetla Naphalai, the King of Thailand quoted the *Romance of the Three Kingdoms* in the book *Cavi*101. There is a character called a Pedaling in the book. He not only knows martial arts but also understanding *Romance of the Three Kingdoms*.

Due to the popular and widespread of the *Romance of the Three Kingdoms* in Thailand, many Thai writers have followed the example of the “Three Kingdoms Style” or used the story of the *Romance of the Three Kingdoms* as the material to create and get great success. For example, the story of the “Three Kingdoms” includes opera literature, “The Emperor's Visiting”, “The Three Heroes Fighting with LvBu”, etc. Keli Bamo’s “The Three Kingdoms of

---


the Capitalists” and Jacob’s “The Three Kingdoms of the Three Kingdoms”\textsuperscript{102}. From 1925 to 1937, Thai writers created a number of works that the Thai literary circle called “simulating Chinese classical novels”, such as Zuo Weiming, Biography of Heroes and Xi Bao Er. The themes, character names, and place names of such works are all based on Chinese classical novels. The first Thai historical novel, "Song Salad," was published in 1928, which also marks the birth of Thai historical novels. A large number of historical novels have gradually changed the Thai people's literary taste.

Chinese literature has even had an impact on Thai language. In the Romance of the Three Kingdoms, "Cao Cao" became synonymous with treacherousness, and “Diao Chan” became a synonym for beauty in Thai\textsuperscript{103}.

\subsection*{3.2.4 Customs and Habits}

Every year, Thai Chinese have a variety of traditional Chinese festivals. For example, the fifth day of the fifth lunar month in the lunar calendar is the Chinese Dragon Boat Festival. On this day, Chinese in Thailand must eat rice dumplings\textsuperscript{104}. Streets lined with dumplings of different flavors, including salty meat rice dumplings, sweet bean paste dumplings, triangle skewers from Chaozhou people, long strips of dumplings from Guangdong, and so on. Many Chinese families still adhere to their tradition of bagging\textsuperscript{105}.


\textsuperscript{103} Ibid.


\textsuperscript{105} Ibid
The other one is chopsticks. Chopsticks replaced hands as the choice for eating in China as far back as the Shang Dynasty (1766-1122 BC)\textsuperscript{106}. It is believed they began as two sticks to retrieve the hot food that was prepared in huge pots. Those that were hungry and just couldn't wait, are thought to have used long sticks to retrieve the food from the pots and thus, beat others to food.

Handcrafted in Thailand our Thai style chopsticks are made from a variety of woods. Thai chopsticks are relatively similar to Chinese style chopsticks in length and tip, however chopsticks from Thailand are typically made of wood without lacquer or paint finishes, are round in profile and have decorative carving or wood inlays.

3.3 Why Chinese traditional culture can be accepted by Thailand

Chinese culture has a strong charm. The Chinese nation, with its diligence and wisdom, has created a splendid and splendid Chinese culture with a leading position in the world. Chinese culture is one of the oldest and longest-lasting civilizations in the world. Broad and profound, long history is a prominent feature of Chinese culture. Five thousand years of cultural heritage makes the Chinese culture precipitated the essence of years. The richness and advanced connotation contained in Chinese culture can particularly appeal to different cultures.

Therefore, Chinese traditional culture can be spread widely throughout the world, including Thailand, and has a major impact on the cultural development of these countries. Chinese culture also has a strong ability to adapt to the environment. It can take root and germinate regardless of the circumstances. In addition, the Chinese immigrants' inheritance and promotion of Chinese culture enable Chinese culture to gain vitality in Thailand.

The character of the Thai nation is also one of the factors that promote the spread of Chinese culture in Thailand. Thai people have a willingness to accept and tolerate, regardless of whether they are friendly to the Chinese or other foreigners. They are also willing to accept foreign religious beliefs, customs, and traditional culture. In the Chinese home in Thailand, we can see that they worship the “lord of the land”. Some Chinese shops or houses are covered with Chinese folk beliefs to protect against evil spirits. In many places in Thailand, Chinese ancestral halls built by local Chinese Associations can be seen

Chinese and Thai languages, customs, and cultures influence and fuse each other. The Thai people accepted Chinese people with tolerance and at the same time, the Chinese also made various contributions to repay the country.

CHAPTER IV

CHINA’S CULTURAL DIPLOMACY TOWARDS THAILAND (2012-2017) REGARDING BELT AND ROAD INITIATIVE (BRI)

4.1 China’s Culture Diplomacy

Since the 21st century, with the increasingly prominent status of culture in international relations, China’s cultural and diplomatic activities have continued to expand, and a large number of cultural years, cultural seasons, cultural months, and cultural weeks have gradually converged into a new trend of cultural diplomacy. In particular, in recent years, not only cultural diplomacy activities have developed in depth, but also theoretical understanding has further sublimated. Recognizing that "culture has increasingly become an important source of national cohesion and creativity, and has increasingly become an important factor in the overall national strength competition," the report of the 17th CPC National Congress proposed to "strengthen cultural exchanges with foreign countries and absorb the outstanding civilizations of various countries and enhance the international influence of Chinese culture."\(^{108}\)

With the development of China, including polity and economy, China needs to cultivate soft power through cultural and public diplomacy. Some scholars described cultural diplomacy as a way to reduce the distance between people. Such as cultural festivals, art exhibitions, and language

training. They though these with public diplomacy, the governments use strategic communications efforts to win support from the other countries.

As rising of China, in the late 2000s, the National People’s Congress and top party leadership began emphasizing cultural diplomacy as a means of promoting Chinese cultural ideas abroad and enhancing the country’s soft power. In 2013, the Communist Party’s eighteenth Central Committee declared that public diplomacy should be led by the government and run based on market principles so that these efforts remain grounded in their Chinese context while also showing appreciation for the local traditions of countries around the world109.

In order to expand the influence of China's soft power, China has carried out rich cultural activities and cultural exchanges. These efforts involve promoting art exhibitions, musical performances, and large-scale events—such as the 2008 Olympics and the 2010 World Expo—all of which spread awareness of Chinese culture abroad. With nearly 500 centers in over 100 countries worldwide, China’s Confucius Institutes provide language training and educational programming for many people110. Meanwhile, Chinese state media outlets are becoming more globally-minded, they designed the posts and report international for the global.

Over the years China has garnered a central role in the utilization of cultural diplomacy as a soft power tool as an alternative approach in effectively stimulating, building and developing a more secure and stable image in the international system as a rising regional and global power. Notable, in today’s world, there is clear indication that soft power has become a popular discourse in China’s foreign policy and no doubt drives China’s objective in Asia. Critically, China’s soft power practice such as culture, purposely promotes an


avenue to maintain friendly relations with other nations in the Asian region as an opportunity to avoid political and regional disputes, which in of itself promotes common prosperity, cultural exchanges and creates a medium for peace and regional connectivity.

China’s cultural diplomacy faces ongoing challenges. Many countries still have misunderstandings about China. Their understanding of Chinese culture ends with one side, such as Europe and the United States. China also needs more diplomatic efforts and cultural promotion to upgrade Chinese cultural diplomacy.

4.2 The Contribution of Current China’s Culture to Thailand

4.2.1 Medical Science

Nowadays, there are a lot of Chinese medicine herb store can be seen along the streets of Chinatown in Bangkok. They are all handed down from generation to generation. Chinese medicine enterprises also jointly established the Thai Association of Traditional Chinese Medicine and the Thai Jing Lian Lua Pharmaceutical Association. From September 2nd to 4th, 2000, Thailand’s private Chinese medicine community successfully hosted the “6th ASEAN Academic Conference and the International Traditional Medicine New Achievement Expo” at the UN International Conference Center in Bangkok. The conference was organized by the Thai Association of Traditional Chinese Medicine, the Thai Society of Traditional Chinese Medicine, the Thai Jing Lian Lua Pharmaceutical Association and the Thai Ancient Pharmaceutical Association. It is the largest and most far-reaching event in history. Today, Chinese medicine is increasingly favored by Thai people and has great potential.

---

111 Traditional & Alternative Medicine from https://traditionalmedicine.conferenceseries.com/
for development. The influence of Chinese medicine in Thailand will increase in
the future.

4.2.2 Popular Culture

There were many Thai editions of Chinese books published in the past,
mainly because many Thai and overseas Chinese lived in Thailand. But
nowadays, Chinese books are not limited to Chinese and overseas Chinese. More
and more Thai people are learning Chinese, and they are very popular with
Chinese culture. Influence of Chinese culture is increasing day by day in
Thailand. Siam International Multimedia Co., Ltd., which has been engaged in
the translation and publishing of Chinese novels for more than 20 years, said that
they will introduce 1012 Chinese novels each year, and their sales volume will
be as high as 70% of the circulation113.

Many Thais also care about and love Chinese television dramas, especially
costume dramas. In recent years, five or six television stations in Thailand have
broadcast Chinese television dramas114. For example, since the beginning of this
year, Thailand’s three stations have played the Thai version of the “Three
Kingdoms” in the nightly version. However, Thai audiences currently watch
Chinese television dramas through the Internet. As early as before the three
stations played "Three Kingdoms", the Thai subtitled version was already
available on the Internet. This phenomenon showed that China’s culture made a
great contribution to enriching the cultural life of Thai.

113 俞懿春(2017) 中国网络文学走红泰国 字幕组翻译中国电视剧 人民网 23/06/2017 from
Yu Qichun (2017) China Internet Literature became popular in Thailand Subtitle group translation
Chinese TV drama People Net 23/06/2017 from
Retried 14/4/2017 from
4.2.3 Festival and Custom

Hundreds of years ago, Chinese people traveled across the ocean to Thailand and also brought Chinese culture to Thailand and incorporated Thai life. Nowadays, these Chinese descendants have taken root in Thailand. For the Chinese who have never returned to China, the Spring Festival is the cultural link between them and the motherland. It reminds them that there are Chinese ancestors in their bodies and blood. The Chinese New Year in Thailand is an inheritance of Chinese culture and a continuation of the spirit of Chinese people.

The most lively place during the Spring Festival is of course the Bangkok Chinatown, which is full of joyful and festive atmosphere. Since 2004, the Chinese Ministry of Culture and the Thai Ministry of Tourism and Sports have jointly organized the "Chinese Spring Festival Cultural Week" in Bangkok each year. The Thai royal family and the government are very supportive of the Cultural Week. The Thai Princess Sirindhorn, known as the "China-Thai Friendship Ambassador," personally attended the Cultural Week to express the respect of the royal family and the Thai people for Chinese traditional culture.

4.3 China's Belt and Road Initiative Policy and Thailand

4.3.1 Belt and Road Initiative

Before 2,000 years ago, Zhang Qian from China with help of emperor to establish the Silk Road, which linked the China to Central Asia and the Arab world. The name came from one of China’s most important exports—silk. The road influenced world for hundreds of years.

China is one such country that through the reestablishment of the Old Silk Road, of the Silk Road Economic Belt and the 21st Century Maritime Silk Road, commonly called the Belt and Road Initiative (BRI) has transcended into

---

a new era of cultural diplomacy. In 2013, China’s president, Xi Jinping, proposed establishing a new Silk Road, creating a plan including railways, roads, pipelines and utility grids that would link China and Central Asia, West Asia, and parts of South Asia\textsuperscript{116}. The Belt and Road Initiative (BRI), it aims to create the world’s largest platform for economic cooperation, including policy coordination, trade and financing collaboration, and social and cultural cooperation. Through open discussion, BRI can create benefits for everyone\textsuperscript{117}, so than ever as a resourceful means in achieving its national and international interest.

**Figure 4.3.1 Reviving the Silk Road\textsuperscript{118}**


China has signed bilateral cooperation agreements related to the project with Hungary, Mongolia, Russia, Tajikistan, and Turkey. These projects are under way, including a train connection between eastern China and Iran that may be expanded to Europe. There are also new rail links with Laos and Thailand (2017) and high-speed-rail projects in Indonesia (2016). More than 200 enterprises have signed cooperation agreements for projects along BRI’s routes119.

The growing popularity and expanding international recognition of Chinese culture and traditions over the years has demonstrated the increasing development and the importance of China’s soft power. Fundamentally, through the Belt and Road Initiative (BRI), China has now been able to transform and demonstrate the vibrant contribution and impact of this policy, through such aspects of a multi-culturalism, multi-ethnicity, social, political and economic sphere. Additionally, China is able more so than ever with its peaceful image in sync with the new era of spreading cultural diplomacy through education, tourism, media, languages, performing arts, Confucius ideology, etc., by means of being perceptive, and developing the aptitude to utilize culture as the basis of soft power in its strategic drive.

4.3.2 The Cultural Diplomacy of BRI in Thailand

On November 30th, 2017, Thailand’s National Environment Committee approved the second phase of the first phase of the China-Thailand Railway Cooperation Project (Perm-to-Nakhon Ratchasima Section)120. In addition, the first phase of the first phase of the China-Thailand Railway Cooperation Project (Enlightenment from Bangkok to Paiqi) has been approved, which means that

119 Hong Kong Economic Daily.2017, 12, 5 from https://www.economist.com/topics/hong-kong
120 Ibid.
the environmental assessment of the first phase of the Sino-Thai Railway Cooperation Project has been approved by the Thai government\textsuperscript{121}.

The China-Thailand Railway is Thailand's first standard-track high-speed railway and will be constructed using Chinese technology. It will finish in 2021. It is an important part of the China’s BRI Initiative for the Trans-Asian Railway. The first phase of the project is 253 kilometers long and connects Bangkok to Nakhon Ratchasima Province in the northeast of Thailand. The maximum design speed is 250 kilometers per hour. The second phase of the project will extend the railway to the province of Nongkhai across the river from Vientiane, the capital of Laos, to the China-Lao Railway network to Kunming, Yunnan, China\textsuperscript{122}. As a key part of China’s Belt and Road Initiative, which China wants to use to underpin future trade and economic growth through a modern-day “Silk Road” the trans-Asia rail line is spanning Asia with connecting maritime routes to the Middle East and Europe.


\textsuperscript{122} Ibid
Thai Prime Minister Prayut Chan-o-cha said the Thailand-China high-speed railway will connect Thailand with other countries and help Thailand merge into the grand transport network under the Belt and Road Initiative. It will also help the kingdom become a regional transport and logistic hub. It emphasized that Thailand will work with the Chinese side to move the project forward in a bid to realize sustainable development.

Fortunately, although Thailand launched the turmoil in 2014, after the Thai military launched a military coup to control the country, Thailand's interest rate swap showed that the Thai central bank is expected to cut interest rates to

---

124 29th Prime Minister of Thailand Incumbent. Head of the National Council for Peace and Order. Commander in Chief of the Royal Thai Army.
prevent the economy from falling into a recession. Therefore, it did not have a substantial impact on the Thai economy. At the same time, the BRI cooperation between Thailand and China began in 2017. It has been almost three years since the turmoil.

The BRI strategy, as an important strategy for connecting major Asian countries in the new era, it has exceeded the scope of one country and covers economic, political, cultural, and social aspects. Its economic significance must be first, but its implicit Cultural significance is even more important. As a strategy among Asian countries, cultural conflicts and exchanges between different countries have allowed each country's culture to go abroad while being inclusive and enabling itself to develop. Since the reform and opening up, Chinese culture has achieved considerable development and has achieved fruitful results. Both the public welfare culture and the industrial culture have achieved considerable development. However, at the same time, the culture of vulgar and dross still exists at a certain stage. The current development of China it is imperative to use the BRI strategy as a good opportunity to strengthen the economic exchange with Asian countries, absorb the cultures of all countries, be inclusive, and promote cultural soft power through intercultural communication. The competition for comprehensive national strength in the new era is not only the competition of hard power such as the economy and the military, but more importantly the competition of cultural soft power. Apparently, The BRI can show that soft power of China on Thailand.

China and Thailand have established the diplomatic relations in 1975, but if they talk about cultural exchanges between China and Thailand, they have a history of more than a thousand years. The two countries have similar geographical origins, kinship, and cultural links. This provides a very good basis for cultural exchanges between the two countries and the environment.

---


Today, with the steady advancement of the BRI, China and Thailand have established a bridge of friendship and exchange between civilizations.

The principle of cooperation in China’s BRI policy\(^\text{127}\) is:

1. Educate people and humanities go first. We must strengthen cooperation and educate people, improve the quality of regional population, and provide talent support for the construction of the "One Belt and One Road." Adhere to the humanities exchanges first, establish a regional humanities exchange mechanism, and build a common people-mindedness bridge.

2. Government guidance, civil subjects. The government of the countries along the route strengthens communication and coordination, integrates various resources, and guides the integration of education. We will give play to the main roles of schools, enterprises, and other social forces, revitalize educational cooperation, and enrich the connotation of educational exchanges.

3. To discuss, build and open cooperation. Adhere to the countries along the route to discuss, build, and share, promote the educational development plans of all countries to connect with each other, and realize the development of educational integration and interaction among countries along the route.

4. Be harmonious and inclusive, mutually beneficial and win-win. Enhance the dialogue among civilizations, seek the best points for education development and the greatest common denominator of educational cooperation, and promote mutual benefit in education between the countries along the route.

It can thus be seen that China’s BRI policy not only links the world’s economic policies, but also helps countries along the route to implement education policies. China and Thailand will strengthen communication of

\(^{127}\) 推进共建“一带一路”教育行动,中国驻泰国大使馆教育组.
http://www.th-chinaembassyedu.org/publish/portal25/tab5220/info127431.htm
education policies. Carry out the "Belt and Road" education law and policy synergy research, build a mechanism for the exchange of educational policies and information notification among countries along the route, provide decision-making advice for the governments of various countries along the route to promote education policies, and provide policy consultations for education cooperation and exchanges between schools and social forces along the line. Actively sign bilateral, multilateral, and sub-regional cooperation framework agreements for education, such as formulate international conventions on education cooperation and exchange among all countries along the route, gradually clear the policy bottlenecks of educational cooperation and exchanges, realize mutual recognition of credits, and jointly grant degrees to each other, and work together to promote the construction of an educational community\textsuperscript{128}.

At present, China has cooperated with Thailand to establish 12 Confucius Institutes and 11 Confucius Classrooms distributed throughout Thailand. At the same time, many Chinese institutions have opened undergraduate programs in Thai language and Thai research centers, which have increased Sino-Thai intercultural communication and research. There are 5 world heritage sites in Thailand and 48 in China. The two sides have great prospects for cooperation on the issue\textsuperscript{129}.

Because of the BRI, Chinese language education has become more and more localized while maintaining its relative independence. It has increasingly converged on the national education of the host country in terms of language of instruction, education policy, and assessment standards. The host governments


and educational institutions in China have also increasingly realized that Chinese language education is of unique value to improving students’ global competitiveness and diverse cultural needs. Therefore, through policies and regulations, Thailand has incorporated Chinese language education into its own education system. Adjusting the Chinese language education policy not only encourages the restoration of Chinese schools, but also adds Chinese language courses to the national education system or directly incorporates Chinese language schools into the national education system\footnote{孙宜学.泰国、马来西亚等将华文纳入国民教育体系,“一带一路”又创造了一个“黄金机遇期”.上观新闻. https://web.shobserver.com/wx/detail.do?id=64274(12/09/2017)}.

At the same time, in order to implement the BRI policy in Thailand, China’s Ministry of Education will compile Chinese teaching materials and set up a database of vocabulary, discourse, grammar, cultural hot words, interlanguage, teaching materials, cases, and test questions hierarchically to save Chinese education. The history can also provide the necessary information foundation for the future development of Chinese education\footnote{Ibid.}. Based on the combination of Thai local culture, the BRI policy will be extended to Thailand so that Thai people can understand Chinese culture and learn Chinese language.

Under the BRI policy, the China’s culture diplomacy to Thailand will continue to strengthen the exchange of high-level exchanges between the two countries and exchange of experience in governing the country, increase political trust and good neighborliness, and promote higher levels of higher-quality and pragmatic cooperation in infrastructure, high-tech, digital economy, and industrial parks. They will deepen all-round deep-level humanities exchanges in education, culture, and tourism, expand cooperation in international and regional affairs, and strive to push China-Thailand relations to a new level. In the context of the new era, China must enrich cultural and
diplomatic means and content, promote Thai people’s understanding of Chinese culture, and eliminate Thai people’s prejudice against China. China must establish a new cultural and diplomatic goal. It is necessary to further promote the relations between China and Thailand, enhance exchanges and mutual understanding, and enhance mutual cultural identity. China’s cultural diplomacy has made culture an important means of promoting world peace and building one of the core elements of the human destiny community.
CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

China has a long history and rich cultural connotations. Chinese culture is one of the oldest civilizations in the world. Five thousand years of civilization have made Chinese culture extremely inclusive and adaptable. So, it can be widely accepted and spread around the world. In ancient China, Chinese culture has spread to all parts of the world through the 'Silk Road.'

In today's world, competition among nations is fierce. After the Cold War, the world has become more peaceful. The competition between countries has transformed from military competition to competition in soft power - cultural competition. In recent years, China has focused on the development of soft power, continuously enriched its cultural connotations, and strengthened cultural exchanges with various countries, eliminating prejudices among nations and increasing mutual understanding between countries. In order to promote the prosperity of the world’s culture.

During the Qing Dynasty, a large number of Chinese had immigrated to Southeast Asia. The most immigrated country was Thailand. In addition to businessmen, it also brought to Thailand the various technologies and cultures of China and promoted the development of Thai economy and culture. In modern times, more and more Cantonese and Fujianese emigrated to Thailand to become Thai- Chinese. They integrated Chinese fresh culture into Thailand, making Thai society deeply influenced by Chinese culture. So far, Thailand still retains many traditional Chinese cultures. For example, the development of Confucianism in Thailand, respect for the young and old, and sincerity for others; the Chinese temples everywhere on the streets in Thailand; the deep-seated Chinese family values, etc. These values and culture laid the
foundation for the development of Chinese culture in Thailand in the future. It shows the improvement of China's soft power.

Nowadays, China’s culture has made a great contribution on the aspects of Medical science, pop culture, festival and custom in Thailand. The culture contribution and exportation to Thailand can be regarded as a kind of unofficial cultural diplomacy. Especially through the public diplomacy such as TV, internet, and other unofficial organizations or activities.

At the same time, the status of the Thai-Chinese in Thailand also precisely reflects the inclusiveness of Thai culture. Chinese culture and Thai culture are blended and developed together. The Thai-Chinese are also working hard for the development of Thailand and giving back to the Thai people's enthusiasm and tolerance.

China’s strength is getting stronger and stronger. While developing soft power, cultural diplomacy becomes more important. Under the new era, cultural diplomacy also has a higher level of goals. With the implementation of the ‘Belt and Road’ Policy (2013), China has stepped up its cooperation with Thailand and launched a railway project with Thailand (2016). Not only has it contributed to the development of the Thai economy, but also important contributions has made to the cultural exchanges between China and Thailand. Strengthened the exchange of policies, values and culture between China and Thailand and promoted both sides in tourism. The cultural diplomacy between China and Thailand has been pushed to a new height.

5.2 Recommendation

The writer recommends several things regarding to the relation between China and Thailand, the ‘Belt and Road’ policy (2013).

The first is even though China has a long history and has the impact on Thailand culture or society, Thai-Chinese have high status in Thailand, China
should still keep the independence in Thailand. They need humble attitude and respect the Thailand culture.

The second is Thailand society can attract and keep the Chinese culture in their own country, they must consider their own culture. Keep the independence and protect their local culture. The values and culture are special in this world. Every culture should respect each other.

The third is BRI policy. In nowadays, the world has been connected together, whatever economic or information, whatever the ways. ‘Belt and Road’ will connect the world again and closely. It is a big progress. It will bring many new chances and challenges. It can push the world economy growth faster and promote the culture exchange. While it will bring the economy challenges for the world. The world landscape will change again.

All in all, the writer has stated the conclusion and recommendations in the final chapter of this research entitled ‘The Influence of China’s Soft Power and Culture Diplomacy on Thailand (2012-2017).
REFERENCE

Books:


Luo Sha (2012)To show the world a real China "China Youth Daily" (Eds.). (P11).


**Journals:**

A Foreign Policy which Serves Growth (and Vice Versa). (n.d.). The China Development Model. doi:10.1057/9781137465498.0012


Harvard University Distinguished Service Professor, Emeritus 79 John F. Kennedy St. Littauer Bldg P-28


International Law & World Order: Weston's & Carlson's Basic Documents. 
doi:10.1163/2211-4394

diplomacy in the inter-war years. Historical Research. (P148-164.)

Research School of Southeast Asian Studies/Faculty of International Relations/Center of 
Southeast Asian Studies, Xiamen University, Xiamen, China


Ying Zhou,Sabrina Luk(2016). Establishing Confucius Institutes: a tool for promoting 
China’s soft power? Journal of Contemporary China. (Pages 628-642).

Zhang, W. （2000）Opening to the Outside World. Transforming China(P20-26). 
doi:10.1057/9780230506350_5 .

Zheng Shuli. (2012). The influence of Chinese cultural soft power on Thailand (Doctoral 
dissertation, Chongqing University, Chongqing, China).(P9-P10).
Internet


Hong Kong Economic Daily. 2017, 12, 5 from https://www.economist.com/topics/hong-kong

Institute for Cultural Diplomacy. (n.d.). Retrieved from


Sun Yixue (2017). Thailand, Malaysia, etc. have incorporated Chinese language into the
national education system. Which "Golden Belt Opportunity" has been created by the "One Belt and One Road". ShangGuang News. Retrieved 12/09/2017 from https://web.shobserver.com/wx/detail.do?id=64274


Traditional & Alternative Medicine from https://traditionalmedicine.conferenceseries.com/

Thailand's relationship with the "One Belt and One Road". The History of Commerce. 


Tian Jinchen.(2016)'One Belt and One Road?: Connecting China and the world. (n.d.). 


Xi Jinping and Prime Minister of Thailand Make Four Suggestions on Developing China-Thailand Relations. Source: International Online Special Issue. Yang Yugu. Retrieved 2011, December 22 from


