

การวิเคราะห์พลวัตในการแลกเปลี่ยนทางวัฒนธรรมจีน-ไทย :
อดีต ปัจจุบัน และแนวโน้มในอนาคต

Analysis of Dynamics in Sino-Thai Cultural Exchanges :
In The Past, Present, and Future Trends

ดร.ญาสุมินทร์ ไทยสมบูรณ์

* ศูนย์วิทยาศาสตร์และวัฒนธรรม มหาวิทยาลัยวิศวกรรมศาสตร์ฮาร์บิน

ดร.พิทยา ลิ่มบุตร

* คณะวิเทศศึกษา มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

บทหลวง ผศ.ดร.อภิสิทธิ์ กฤษเจริญ

* คณะศิลปศาสตร์ วิทยาลัยแสงธรรม (วิทยาเขตเชียงใหม่ เชียงราย)

บทหลวง ดร.สมเกียรติ จูรอด

* คณะศาสนาศาสตร์ วิทยาลัยแสงธรรม

Dr.Yasumin Thaisomboon

* Sino-Thai Science and Cultural Center, Harbin Engineering University

Dr.Pittaya Limbut

* Faculty of International Studies, Prince of Songkla University Phuket campus

Rev.Asst.Prof.Dr.Aphisit Kitcharoen

* Faculty of Arts, Saengtham College (Xavier Campus, Chiang Rai)

Rev.Dr.Somkiat Jurod

* Faculty of Divinity, Saengtham College

ข้อมูลบทความ

* รับบทความ 8 ธันวาคม 2566

* แจ้งแก้ไข 29 กุมภาพันธ์ 2567

* ตอบรับบทความ 26 มีนาคม 2567

บทคัดย่อ

นับตั้งแต่สมัยราชวงศ์ชั้นตะวันตก ประเทศไทยและประเทศจีนได้ดำเนินการแลกเปลี่ยนทางเศรษฐกิจและวัฒนธรรมอย่างต่อเนื่องและมีการสั่งสมประสบการณ์ความร่วมมือร่วมกันมาอย่างยาวนาน โดยอาศัยความได้เปรียบจากความใกล้ชิดทางภูมิศาสตร์ เมื่อวันที่ 1 กรกฎาคม พ.ศ. 2518 ประเทศไทยได้สถาปนาความสัมพันธ์ทางการทูตอย่างเป็นทางการ ทำให้ขอบเขตความร่วมมือของทั้งสองประเทศมีการขยายตัวอย่างต่อเนื่อง โดยเฉพาะในด้านความร่วมมือทางเศรษฐกิจและการค้า รวมถึงแนวโน้มการแลกเปลี่ยนทางวัฒนธรรมที่กำลังเติบโตอย่างเห็นได้ชัดบพความนิมุ่งเน้นไปที่เพลวัตของ การแลกเปลี่ยนวัฒนธรรมจีน-ไทย โดยเริ่มจากการตรวจสอบปฏิสัมพันธ์ทางวัฒนธรรมจีน-ไทยในอดีตและปัจจุบัน จากนั้นการศึกษาเน้นจะลึกการวิเคราะห์ลักษณะพื้นฐาน ความท้าทาย และแนวโน้มในอนาคต ของทั้งสองประเทศ ผลการวิจัยสรุป การเข้ามาร่วมอุปสรรคต้องใช้แนวทางที่สมดุลและละเอียดอ่อนทางวัฒนธรรม การเชื่อมต่อกับความท้าทายและการปรับตัว รวมถึงการส่งเสริมการแลกเปลี่ยนวัฒนธรรมจีน-ไทยที่เจริญรุ่งเรืองซึ่งจำเป็นต่อการสร้างความสัมพันธ์ที่แข็งแกร่งและยั่งยืนระหว่างสองประเทศ

คำสำคัญ: ความสัมพันธ์จีน-ไทย
การแลกเปลี่ยนทางวัฒนธรรม
แนวโน้มในอนาคต

Abstract

Since the Western Han period, China and Thailand have maintained a long history of economic and cultural interactions, capitalizing on their geographical proximity and amassing a wealth of collaborative experiences. On July 1, 1975, formal diplomatic relations were established between China and Thailand, leading to a steady expansion of cooperation. This paper focuses on the dynamics of Sino-Thai cultural exchanges, beginning with an examination of historical and contemporary Sino-Thai cultural interactions. The study then delves into the analysis of basic characteristics, challenges, and future trends of both countries. The research concludes that overcoming obstacles requires a balanced, culturally sensitive approach. Navigating challenges and embracing innovation are deemed crucial for fostering a thriving Sino-Thai cultural exchange, essential for ensuring a robust and lasting relationship between the two nations.

Keywords: Sino-Thai Relations

Cultural Exchange

Future trends

1. Introduction

The historical relationship between Thailand and China, marked by centuries-old cultural exchanges, has evolved significantly, encompassing political, economic, cultural, and social dimensions. Over the past 47 years (1975-2022), diplomatic relations have flourished, fostering a robust partnership evident in frequent high-level visits. Despite these positive aspects, challenges persist, impacting the establishment of resilient ties between the two nations. (Malisuwant, S. 2022).

The foundation of Sino-Thai cultural exchange is built upon a multifaceted relationship that encompasses political, economic, cultural, and social aspects. Politically, high-level exchanges and strategic cooperation plans have solidified trust between the two nations, while economically, thriving trade and tourism have fostered closer ties. Culturally, shared Buddhist beliefs and the enduring influence of Chinese culture in Thailand have contributed to a strong cultural foundation. Socially, mutual support during times of adversity and growing interest among the younger generation in Chinese language and culture further strengthen the bond between the two countries.

Despite the successes in cultural exchange, there are significant challenges that need to be addressed. The Thai government's shifting attitude towards China, historical tensions, and cultural differences pose obstacles to deeper cooperation. Negative perceptions of Chinese individuals, concerns about cultural assimilation, and communication barriers also impede the progress of cultural exchange initiatives.

Looking ahead, the future of Sino-Thai cultural exchange will be shaped by trends in digital technology, sustainable development, and innovation. Leveraging digital tools and advocating for cultural diversity will enhance mutual understanding and collaboration. Strengthening innovation and cross-disciplinary cooperation will create new opportunities for impactful cultural exchange experiences.

In conclusion, while the foundation of Sino-Thai cultural exchange is strong, addressing the obstacles and challenges will require concerted efforts from both nations. By fostering mutual respect, understanding, and innovation, Thailand and China can build a more vibrant and enduring partnership that benefits both countries and promotes cultural prosperity. This paper delves into the issues hindering the development of strong relations, particularly focusing on the obstacles encountered in Sino-Thai cultural exchange.

2. The Foundation of Sino-Thai Cultural Exchange

2.1 Political Aspects

Since 1975, China and Thailand have cultivated a robust political relationship, characterized by frequent high-level exchanges and the formulation of strategic cooperation plans. This commitment is underscored by key milestones such as the "Joint Statement on Cooperation Plan for the 21st Century" and the "China-Thailand Strategic Cooperation Joint Action Plan", which have contributed to the establishment of substantial political trust. The enduring political foundation is strengthened through regular high-level visits and the invaluable role played by the Thai royal family in fostering mutual understanding. As part of their comprehensive collaboration, Thailand and China have strategically aligned across various domains, placing emphasis on principles such as mutual respect, trust, and non-interference in internal affairs. The elevation of their relationship to a "Comprehensive Strategic Partnership" in April 2012 (Malisuwan, S. 2022).

2.2 Economic Aspects

In the post-Cold War era, Thai-Chinese relations underwent a transition marked by the establishment of robust bilateral ties. A notable milestone occurred in 2013 when China emerged as Thailand's foremost trading partner,

ranking second only to the United States in terms of export market share and standing as the primary source of imports for Thailand. In return, Thailand holds the position of China's 13th largest trading partner, signifying significant progress across various dimensions of the two countries' relationship (Malisuwant, S. 2022). Economic ties between China and Thailand have evolved significantly, with trade volume surging from \$25 million in 1975 to \$65.83 billion in 2016. Economic cooperation, particularly in tourism, has become a key driver of cultural exchange. China has emerged as Thailand's largest trading partner, and the ease of transportation has facilitated a booming tourism sector, significantly contributing to economic development in both nations.

2.3 Cultural Aspects

The enduring influence of Chinese culture on Thailand, coupled with shared Buddhist beliefs, forms a cultural foundation for strong bilateral relations. Buddhism, prevalent in both nations, fosters virtues of kindness and warmth, contributing to cultural similarities. Despite ritual differences in Buddhist practices, core values remain consistent, enabling seamless integration of Chinese immigrants into Thai society. This cultural alignment is a fundamental reason for the success of Sino-Thai cultural exchanges.

2.4 Social Aspects

China and Thailand's friendship transcends natural disasters, exemplified by mutual support during times of adversity. Reciprocal aid following the Indian Ocean tsunami in 2004 and the Wenchuan earthquake in 2008 vividly illustrates the depth of this bond. Shared experiences, such as the presence of giant pandas in Thailand, symbolize the enduring friendship. Additionally, the younger generation in Thailand exhibits a growing interest in Chinese language and culture, facilitated by initiatives like the Confucius Institutes (Feng, 2014).

In conclusion, the foundation of Sino-Thai cultural exchange is deeply rooted in political, economic, cultural, and social aspects, forming a multifaceted and enduring relationship between China and Thailand.

3. Current Status of Sino-Thai Cultural Exchange

3.1 Arts and Culture

Cultural exchange through the visitation and performances of artistic groups has consistently played a vital role in fostering interaction between China and Thailand. Whether it's choirs, dance troupes, or theater companies, these groups have showcased their remarkable talents on various stages. Up to 2019, China had sent numerous artistic groups to perform in Thailand, representing various regions within China. As early as 2005, the Chinese Ministry of Culture and the Thai Ministry of Culture jointly organized a Chinese New Year Cultural Week in Bangkok. During this event, Vice Minister of the Chinese Ministry of Culture, Chang Ker-Ren, led a substantial artistic group of over a hundred people on a visit to Thailand. They participated in various cultural activities and delivered outstanding song and dance performances. Additionally, they visited the tsunami-stricken areas in Phuket, a gesture warmly received and appreciated by the Thai people. Among these exchanges, the "Sino-Thai One Family" project stands out as a significant cultural exchange initiative. Secretariat of the Prime Minister (2023) Thailand and China strengthen their diplomatic relations through the inauguration of the "Chinese Xieyi Exhibition, the Aesthetic Art of Traditional China," showcasing 63 outstanding works of contemporary Chinese art by renowned artists. This event, known as Traditional China, is part of the Action Plan for Cultural Cooperation between the Ministry of Culture of the Kingdom of Thailand and the Ministry of Culture and Tourism of the People's Republic of China for 2023-2027. On the occasion of the 50th

anniversary of their diplomatic establishment, this exhibition underscores the commitment to fostering cultural exchange and collaboration between the two nations.

3.2 Film and Television

In addition to traditional artistic performances, cultural exchanges between China and Thailand have extended into other areas, with the exchange of films and television series becoming a crucial form of interaction between the two peoples. Historically, Southeast Asian regions, including Thailand, have been influenced by Chinese culture to varying degrees. The Thai royal family and the Chinese community have recognized the historical significance of Chinese culture. Presently, numerous outstanding Chinese TV series have been adapted and introduced to Thailand, including "Three Kingdoms," "Shanghai Bund," and others, which have been broadcast during prime time on Thai television channels. Likewise, "Princess Returning Pearl" and "Meteor Garden" have gained popularity among Thai audiences, with the latter sparking a trend of Thai idol dramas. Many Chinese idol dramas are also prominently featured on Thai screens. In 2019, the youth film "So Young" was remade in Thailand, further underscoring the vibrant cultural exchange between China and Thailand. Besides exporting domestic TV dramas, excellent Thai films and television dramas have been introduced to China, drawing an increasing number of Chinese viewers. Thai actors and actresses have also attended premiere events in China. The online resources of films and television series from both countries are increasingly popular, especially among young audiences, enabling both China and Thailand to showcase their cultural diversity and local customs through this medium (Lou, 2010).

3.3 Education

Education plays a significant role in Sino-Thai cultural exchanges and holds a prominent position in overall human interaction. In recent years, progress has been made in various aspects of educational exchanges, encompassing student exchange programs, the promotion of language learning, collaborative educational initiatives, and research institutions. Student exchange stands as a vital facet of educational communication between the two countries. Given their geographical proximity and cultural similarities, Thailand has sent students to study in Chinese universities such as Yunnan Normal University and Kunming University of Science and Technology. Thailand has also become a preferred destination for many Chinese students studying abroad, with China being the largest source of international students in Thailand. Consequently, there has been a growing interest in learning Chinese among Thai students. Zhang (2017) Driven by the Belt and Road Initiative, the trend of Thai students pursuing higher education in China has been on the rise, resulting in increasingly frequent educational interactions between the two countries. More and more Thai students opt to study in China through scholarships provided by the Chinese government, Confucius Institute scholarships, and scholarships offered by various Chinese universities. They pursue studies in Chinese language and various academic disciplines, achieving commendable academic results. The proportion of Thai students majoring in Chinese language at Chinese universities is steadily increasing, with a growing trend of Thai students coming to China for short-term or long-term Chinese language training facilitated by vocational intermediaries.

3.4 Science and Technology

With China's rapid advancements in science and technology, Thailand's emphasis on international scientific cooperation, and the promotion of the Belt and Road Initiative, China and Thailand have engaged in numerous collaborative projects in the field of science and technology. In 1978, both countries signed the "Science and Technology Cooperation Agreement," initiating extensive projects spanning various sectors. Scientific cooperation encompasses the exchange and training of scientific personnel, the establishment of joint laboratories, the creation of science and technology industrial parks, and technical consultations in fields such as agriculture, forestry, light industry, manufacturing, healthcare, and more. Recently, cooperation has expanded into areas like marine and environmental protection, electronic information, artificial intelligence, biotechnology, and more. Notably, China's world-leading capabilities in high-speed rail construction have led to collaboration between China and Thailand in high-speed rail projects. China has dispatched technology experts to assist Thailand in project construction. The establishment of the "Belt and Road" Cooperation Research Center in Bangkok in December 2018, a joint initiative of the National Research Council of Thailand and Renmin University of China, is a significant step that encourages research project cooperation between China and Thailand. Serving as a national-level high-end think tank, the Cooperation Research Center facilitates communication and dialogue between Chinese think tanks and their Thai counterparts and contributes to the implementation of "Belt and Road" projects. This collaborative institution is set to further promote substantive communication and sharing of results in the field of science and technology between China and Thailand (Zhao, 2019).

3.5 Tourism

China and Thailand, as friendly neighbors, have witnessed their diplomatic relations entering a new phase of development since establishing ties in 1975. Cultural exchanges have grown increasingly profound, and people from both countries are eager to experience each other's customs and traditions firsthand. As a tropical country boasting captivating natural landscapes, Thailand-with its elephants, oceans, beaches, and sunshine-has attracted numerous Chinese tourists. To facilitate the movement of people between the two countries, China and Thailand have negotiated to relax visa requirements for residents, allowing visa-free entry for tourists. The Thai e-visa system was launched in Beijing on February 15, 2019, making it convenient for Chinese tourists to apply for Thai visas online anytime and anywhere. In recent years, an increasing number of Chinese travelers have chosen Thailand as their destination. In the "2019 Weibo Tourism Influence Forum" held in Chengdu on August 4, 2019, Thailand was selected as one of the most anticipated popular international tourist destinations for 2019. Similarly, Thai citizens also view China as a travel destination. According to the Ministry of Culture and Tourism of the People's Republic of China's data for the first half of 2018, among the top 17 major source markets in terms of inbound tourist arrivals, Thailand ranked 13th, making it a significant market for Chinese tourists. The exchange of people between the two countries has not only boosted the development of tourism economies but also deepened mutual understanding of each other's cultures and customs.

The Foundation of Sino-Thai Cultural Exchange and the Current Status of Sino-Thai Cultural Exchange exhibit significant differences across several dimensions. In terms of the foundation, the former emphasizes the historical and political aspects, highlighting the establishment of diplomatic relations,

strategic cooperation plans, and high-level visits that laid the groundwork for cultural exchange. Conversely, the latter focuses on the contemporary landscape, showcasing diverse forms of cultural interaction such as arts and culture, film and television, education, science and technology, and tourism. While the foundation underscores the role of political relations and economic cooperation, the current status highlights the vibrancy of cultural exchange in various domains and the increasing engagement of the younger generation in learning Chinese language and culture. These differences reflect the evolution and expansion of Sino-Thai cultural exchange over time, from its historical roots to its multifaceted contemporary manifestations.

4. Analysis of the Basic Characteristics of Sino -Thai Cultural Exchange

When analyzing various aspects of the current Sino-Thai cultural exchange, we can identify the following key characteristics:

4.1 Multi-Level and Diverse

Cultural exchanges between China and Thailand exhibit rich multi-level and diverse features. This multidimensional exchange not only enriches the cultural content of both sides but also deepens the depth of friendly cooperation between the two countries. Across various fields of exchange, a variety of interactive forms continually promote the development of China-Thailand relations.

Firstly, in the realm of arts and culture, diversity is fully manifested. Beyond traditional dance and performance, there are also music concerts, theatrical productions, dance performances, and more. This wide-ranging cultural exchange provides audiences in both countries with rich and diverse cultural experiences, expanding the layers of cultural exchange. Through different types of cultural events, the people of both countries can gain deeper insights into each other's cultures, promoting mutual understanding and friendly interactions.

Secondly, the breadth and depth of film and television productions also reflect multi-level diversity. Film and television exchanges no longer remain limited to mere imports and remakes; they also include collaborative productions, actor exchanges, and more. This more diverse mode of cooperation allows for deeper exchanges and mutual learning in the film and television cultures of both countries, enriching their respective creative landscapes and offering audiences a more diverse visual and auditory experience.

In the field of education cooperation, diversity is equally evident. Educational exchanges encompass areas such as the exchange of students, the promotion of Chinese language education, collaborative educational programs, and more. Different levels of educational exchanges enrich the content of cooperation in the field of education between the two countries, while also providing more opportunities for students from both sides to engage in exchange and learning. This diversity not only contributes to the improvement of the educational standards in both countries but also builds bridges for friendship between their people.

Whether in the fields of arts, film and television, education, technology, or tourism, Sino-Thai cultural exchanges demonstrate a multi-level and diverse character. Looking at exchange projects and activities across various fields, this type of exchange takes on a three-dimensional nature, covering multiple levels. This diversity not only promotes the cultural prosperity of both sides but also provides a solid foundation for friendly cooperation between the two countries. This rich and diverse exchange model will further drive the continuous deepening and expansion of Sino-Thai cultural exchanges.

4.2 Bidirectional Interaction and Cultural Borrowing

In Sino-Thai cultural exchanges, a clear trend of bidirectional interaction is evident. It is no longer a matter of one-sided cultural export but rather a mutual appreciation, learning, and borrowing between the two countries. This bidirectional interaction is of great significance in deepening bilateral relations and promoting cultural prosperity.

On the one hand, cultural borrowing and integration are evident in the realm of film and television dramas. The bidirectional import and remake of films and television series not only demonstrate a strong interest and appreciation for each other's cultures but also, to some extent, integrate cultural elements from each other into their own emotions and values. Through this bidirectional exchange of film and television culture, people from both countries gain a deeper understanding of each other, further strengthening mutual trust and friendship.

On the other hand, student exchanges also exhibit clear bidirectional influences. Chinese students studying in Thailand have piqued the interest of Thai students in Chinese culture. Simultaneously, Thai students coming to China for studies have enriched the international atmosphere on Chinese campuses. This bidirectional exchange of students not only promotes mutual cultural understanding but also creates more opportunities for interaction among the younger generations of both countries.

Furthermore, in terms of media and promotion, Sino-Thai cultural exchanges have been effectively disseminated and promoted. Chinese books on historical and cultural themes are warmly received in Thailand, including works like "Romance of the Three Kingdoms," "Water Margin," "Dream of the Red Chamber," and "Journey to the West." The translation and publication of these works further promote the dissemination of Chinese culture in Thailand.

In recent years, with the continuous development of mass media and internet technology, the role of film and television media in Sino-Thai cultural exchanges has been significant. Activities such as Chinese Film Week and Film and Television Arts Festivals held in Thailand have allowed outstanding Chinese film and television works to be presented to Thai audiences. At the same time, the popularity of Chinese TV dramas in Thailand has ignited a "Chinese TV Drama Craze," not only promoting the exchange of film and television culture between the two countries but also deepening the understanding of contemporary China among Thai viewers. Similarly, Thai dramas are gaining popularity in China and have become a fashionable trend among Chinese audiences. Through the broadcast of television drama channels, Chinese audiences have the opportunity to enjoy numerous Thai film and television works, thus gaining insight into Thai culture and celebrities. This bidirectional exchange of film and television culture has brought the people of the two countries closer together, promoting cultural exchange and integration.

In summary, bidirectional interaction and cultural borrowing have not only deepened friendly cooperation between the two countries but also enriched the cultural content of both sides. Media and promotion have played a crucial role in advancing Sino-Thai cultural exchanges, promoting cultural dissemination, and deepening mutual understanding and recognition. This multidimensional bidirectional interaction will further propel the vigorous development of Sino-Thai cultural exchanges.

4.3 Government and Civilian Collaboration

Contemporary Sino-Thai cultural exchanges are characterized by joint efforts from both government and civilian sectors. It has transcended collaboration limited to the government level and has become a situation where not only the government but also non-governmental organizations and

individuals actively participate and play indispensable roles. The combined efforts of the government and civilians provide strong support for the wide-ranging development of exchange activities, creating a situation of diverse participation and coordinated development.

Firstly, Government Promotion: The Thai government attaches great importance to cultural exchanges with China, manifesting this commitment at various levels. Past Thai prime ministers, parliament speakers, and military leaders have visited China, demonstrating the close relations between high-level officials of both countries. Additionally, the current King of Thailand, Maha Vajiralongkorn, and members of the royal family have made multiple visits to China, further emphasizing the significance of cultural exchanges between the two nations. Princess Sirindhorn, in particular, has made outstanding contributions to Sino-Thai cultural exchange as a messenger of Sino-Thai friendship. Her unique influence has advanced understanding of Chinese culture among the Thai people through her active involvement in the field of Chinese culture, including visits, literary works, donations, and more. Her contributions have been highly recognized by the Chinese government and society, with her receiving various honors such as the "Friendship Award for Chinese Language and Culture" and the "Understanding and Friendship International Literary Award," and being selected as one of the "Top Ten International Friends of China." (Deng, 2015).

Secondly, Chinese Community Contributions: The Chinese community in Thailand plays a unique and vital role in Sino-Thai cultural exchange. Thailand, as one of the friendliest countries to Chinese people in Southeast Asia, has never experienced anti-Chinese movements in its history. This has allowed the Thai Chinese to integrate into Thai society, forming close ethnic connections. According to statistics, there are approximately 7.18 million

ethnic Chinese in Thailand, ranking second in Southeast Asia, after Indonesia. However, due to the assimilation of Thai Chinese into Thai society, the actual number is more challenging to accurately quantify. Thai Chinese have made significant contributions to the socio-economic and cultural development of Thailand, excelling not only in the business field but also injecting vitality into Sino-Thai cultural exchange through Chinese community organizations, cultural forums, and other avenues. Organizations such as the Thai-Chinese Youth Chamber of Commerce not only promote cultural exchanges between China and Thailand but also provide support in areas such as learning and employment for their members, becoming a bridge for youth exchange between the two countries. Furthermore, overseas Chinese communities, through institutions like Overseas Chinese Universities, organize "Root-Seeking Trips" in summer and winter camps, deepening the understanding of young Thai-Chinese of Chinese culture and further promoting Sino-Thai cultural exchange. The cross-cultural advantage of Thai Chinese will further strengthen their role as a link in Sino-Thai cultural exchange.

In conclusion, the development of Sino-Thai cultural exchange is not only guided by the government but also presents a more active landscape due to the contributions of the Thai Chinese community. Government and civilian cooperation provide abundant resources and platforms for exchange activities, creating a situation of concerted efforts. This combined effort of the government and civilians will undoubtedly promote the even more vigorous development of Sino-Thai cultural exchange.

5. Obstacles and Challenges in Sino-Thai Cultural Exchange

Currently, Sino-Thai cultural exchange faces various obstacles and challenges that span political, historical, and cultural dimensions, affecting the friendly development of relations between the two countries. The following analysis will evaluate these obstacles and challenges separately.

5.1 Thai Government's Attitude towards China

Recent years have seen a shift in Thai people's perception of Chinese individuals amid the backdrop of Sino-Thai friendship and increasing interactions. Concerns have arisen due to China's growing power, challenges in projects like the Sino-Thai railway, and issues related to Chinese tourism. Feedback suggests a decline in warmth towards Chinese tourists, with some expressing a preference for Japanese visitors. Reports highlight concerns about Chinese individuals dominating Thai cities, competing for jobs, and engaging in unscrupulous business practices, leading to a lack of trust in Chinese products. Despite these concerns, the Thai government emphasizes the economic importance of Chinese tourists, urging tolerance for their behavior.

The negative attitude towards China can be attributed to biased media reporting and dissatisfaction with some Chinese tourists' behavior, such as disrespecting Thai customs and creating traffic congestion. Additionally, China's growing national strength has led to perceptions of arrogance in its interactions with Thailand. However, it's essential to note that not all Chinese individuals exhibit such behavior, but the actions of a minority have influenced perceptions in Thailand and neighboring countries.

Overall, these factors have cooled Thai people's attitude towards Chinese individuals, prompting the government to maintain a balanced relationship with China while safeguarding Thailand's interests, as seen in its approach to the Sino-Thai railway project.

5.2 The Historical Issue of Sino-Thai Cultural Exchange

Historically, Chinese people have made significant contributions to Thailand's cultural development. Chinese migration to Thailand over the centuries has led to the formation of Chinese communities and Chinatowns in various parts of the country. These communities have played a crucial role in fostering cultural exchange between the two countries. Chinese immigrants brought with them their language, customs, and traditions, which have become an integral part of Thailand's cultural mosaic. The influence of Chinese culture can be seen in various aspects of Thai life, including cuisine, language, religion, and festivals.

However, the historical issue of Sino-Thai cultural exchange is not without its challenges. Over the years, there have been periods of tension and conflict between Chinese immigrants and the Thai majority. This has resulted in occasional outbreaks of anti-Chinese sentiment and discrimination. Historical events such as the Sino-Thai War of 1885 and the Siamese Revolution of 1932, which led to the overthrow of the absolute monarchy, have left deep scars in the collective memory of both communities. These historical conflicts continue to shape perceptions and attitudes toward each other (Huang, 2007).

Furthermore, the Chinese community in Thailand has undergone a process of assimilation and integration into Thai society. Many Chinese-Thais no longer speak the Chinese language, and their cultural practices have become increasingly Thai. This has led to concerns about the preservation of Chinese cultural heritage in Thailand. While there are efforts to promote Chinese language and culture, these challenges highlight the need for a balanced approach to cultural exchange that respects the cultural identity of both communities.

5.3 Cultural Differences and Communication Barriers

Cultural exchange between China and Thailand also faces challenges related to cultural differences and communication barriers. Despite geographical proximity, the two countries have distinct cultural traditions and practices. These differences can sometimes lead to misunderstandings and misinterpretations.

Language is one of the primary communication barriers. While Mandarin Chinese is the official language of China, many Chinese tourists and immigrants in Thailand may not be fluent in English or Thai. This language barrier can create challenges in interactions and limit the depth of cultural exchange.

Cultural norms and customs also differ between the two countries. For example, concepts of etiquette, personal space, and social hierarchy may vary, leading to cultural misunderstandings. Thai culture places a strong emphasis on respect for elders and maintaining a harmonious social order, while Chinese culture may have different expectations in these regards. Additionally, differences in food preferences and dietary restrictions can be a challenge. Thai cuisine often includes spicy dishes, while Chinese cuisine varies widely across regions. Catering to these diverse tastes can be a complex task, especially in the context of tourism and hospitality.

In summary, Sino-Thai cultural exchange faces obstacles related to the Thai government's attitude towards China, historical issues, and cultural differences. Addressing these challenges requires a balanced approach that respects the cultural identity of both nations while fostering mutual understanding and cooperation.

6. Trends in Future Sino-Thai Cultural Exchange

The future landscape of Sino-Thai cultural exchange will be shaped by the interplay of digital technology and sustainable development, fostering greater diversity, innovation, and deep integration in cultural interactions between China and Thailand.

6.1 Impact of Digital Technology

Digital technology, including virtual reality, augmented reality, social media, and the internet, is poised to significantly influence Sino-Thai cultural exchange. These tools facilitate novel forms of cultural interaction by enabling virtual participation in events and breaking down geographical barriers. Social media platforms enhance the sharing of perspectives, experiences, and artistic works, fostering deeper understanding and exchange between the people of China and Thailand.

6.2 Respect and Advocacy for Cultural Diversity

Respecting and advocating for cultural diversity emerge as pivotal factors in Sino-Thai cultural exchange. Given the rich cultural backgrounds of both nations, emphasizing mutual respect, understanding, and appreciation of each other's traditions can dispel biases, enhance dialogue, and strengthen friendly relations. In practice, showcasing distinctive cultural features in exhibitions, performances, and educational initiatives promotes more equal and beneficial interactions.

6.3 Strengthening Innovation and Collaboration

The future of cultural exchange between China and Thailand will witness a focus on innovation and collaboration. This involves introducing novel ideas and cross-disciplinary cooperation to create impactful and attractive cultural exchange experiences. Embracing technological innovation, such as virtual exhibitions, and collaborating across various fields, including technology and environmental protection, will contribute to the development and enrichment of exchange activities.

In conclusion, the trends in future Sino-Thai cultural exchange underscore the dynamic fusion of digital technology and sustainable development, opening new avenues for collaboration and cultural prosperity between the two nations.

7. Conclusion

The relationship between Thailand and China, deeply rooted in history, spans political, economic, cultural, and social dimensions. While successes in cultural exchange exist, challenges persist, hindering robust relations. The foundation lies in political cooperation, economic ties, shared Buddhist beliefs, and mutual support during adversities. However, obstacles such as shifting Thai government attitudes, historical tensions, and cultural disparities impede progress.

The current status showcases vibrant exchanges in arts, film, education, science, technology, and tourism, reflecting a multi-dimensional relationship. Key characteristics include multi-level diversity, bidirectional interaction, and collaboration between government and civilians. Despite successes, challenges remain, including negative perceptions, concerns about assimilation, and communication barriers.

Future trends indicate the impact of digital technology, emphasizing virtual participation, social media interaction, and innovation. Emphasis on cultural diversity, mutual respect, and showcasing distinctive features will strengthen relations. Collaboration and cross-disciplinary efforts will define the next phase of cultural exchange.

In conclusion, while historical ties provide a strong foundation, addressing challenges demands a balanced, culturally sensitive approach. Suggestions for further development include deeper research on specific obstacles, enhancing cross-cultural understanding through educational initiatives, and fostering collaboration between government and civil society organizations. Future studies could explore the role of grassroots movements in promoting cultural exchange and evaluate the effectiveness of digital platforms in enhancing mutual understanding between Thailand and China.

References

Deng, Y. (2015). **Research on Princess Maha Chakri Sirindhorn's Diplomacy of the Kingdom of Thailand** [Unpublished Doctoral Dissertation]. Yunnan University.

Feng, X. (2014). **Research on the Cultural Communication of Confucius Institutes in Thailand** [Master's Thesis, Chongqing University]. https://xueshu.baidu.com/usercenter/paper/show?paperid=33e27560dc827633be86cf27ad895279&site=xueshu_se

Huang, H. (2007). **The Dissemination and Influence of Ancient Chinese Novels in Thailand** [Unpublished Doctoral Dissertation]. Zhejiang University.

Lou, W. (2010). **China's Peaceful Development and the Construction of Order in East Asia** [Doctoral Dissertation, Jilin University]. https://xueshu.baidu.com/usercenter/paper/show?paperid=c4e49f58788909047ef673f8c184049f&site=xueshu_se

Malisuan, S. (2022). **The Relationship between Thai Government and Chinese Government**. Journal of mcu loei review, 3(3), 7-19. <https://so05.tci-thaijo.org/index.php/MCUL/article/view/264192/177614>

Secretariat of the Prime Minister. (2023). **Thailand and China enhance their diplomatic ties on the 50th anniversary of the establishment of diplomatic relations**. Royal Thai Government. <https://www.thaigov.go.th/news/contents/details/76794>

Zhang, Z. (2017). **Research on Sino-Thai Educational Cooperation** [Unpublished master's thesis]. Foreign Affairs University.

Zhao, J. (2019). **Research on Yunnan-Thailand Cultural Exchanges under the "Belt and Road" Initiative** [Unpublished master's thesis]. Yunnan Normal University.