

Thailand's Cultural Diplomacy

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Abstract

Many countries have used various types of cultural diplomacy such as sport exchanges, food promotions, tourism, arts and cultural shows and others. This paper will examine how the cultural diplomacy of Thailand has been used to its full extension. The study was conducted mainly through the concept of Soft Power introduced by Nye (2009). This research is using second sources data and qualitative research. The paper shows that Soft Power is one type of power, which can play a significant role in diplomacy since it helps conduct a successful negotiation. The results showed that Thailand still has to develop cultural diplomacy in order to catch up with other countries. Finally, this paper purposes that many countries have used cultural diplomacy to connect with other countries, but Thailand still cannot utilize cultural diplomacy to its full extensions.

Keyword: cultural diplomacy, soft power, Thailand

บทคัดย่อ

การทูตเชิงวัฒนธรรมถูกใช้ในหลายประเทศ สามารถใช้ได้หลากหลาย เช่น การเปลี่ยนแปลงทางการกีฬา การโปรโมทอาหาร การท่องเที่ยว ทางศิลปะ และการแลกเปลี่ยนทางวัฒนธรรม การวิจัยนี้เป็นการสำรวจเพื่อหาวิธีการที่จะทำให้ การทูตวัฒนธรรมของไทยใช้ได้อย่างถูกต้อง และดีที่สุด การวิจัยนี้ส่วนมากใช้ อำนาจอ่อน ซึ่ง โจเซฟ ไนส์ การวิจัยนี้จะใช้ แหล่งข้อมูลทุติยภูมิ และการใช้ข้อมูลเชิงคุณภาพ การวิจัยได้แสดงให้เห็นว่า อำนาจอ่อน เป็นอำนาจชนิดหนึ่ง และเป็นปัจจัยสำคัญทางการทูต เพื่อใช้เจรจาให้สัมฤทธิ์ผล ผลการวิจัยนี้แสดงให้เห็นว่าประเทศไทยยังต้องการพัฒนาทางการทูตเชิงวัฒนธรรม เพื่อให้ทัดเทียมกับประเทศอื่นๆ ซึ่งประเทศต่างๆสามารถใช้การทูตเชิงวัฒนธรรมได้อย่างถึงที่สุด แต่ประเทศไทยยังคงต้องได้รับพัฒนาต่อไป

คำสำคัญ: การทูตเชิงวัฒนธรรม อำนาจอ่อน ประเทศไทย

1. Introduction

There are various types of cultural diplomacy such as sport exchanges, food promotions, tourism, arts and cultural shows and others. As Simon Mark (2009) has pointed out, "Cultural diplomacy is made to support foreign policy goals and diplomatic (or both). Despite the semantic confusion, it is nevertheless possible to conceive of cultural diplomacy as a diplomatic practice of governments. It is directly or indirectly the government's foreign ministry, which the government represents involving a wide range of manifestations of the culture of the state. As elites and wider population was targeted" (Luke & Kersel, 2013, p.3). Milton defined cultural diplomacy as "the exchange of ideas, information, values, systems, traditions, beliefs, and other aspects of culture, with the intentions of fostering mutual understanding" (Luke & Kersel, 2013, p. 3).

What is cultural diplomacy? "Cultural Diplomacy may best be described as a course of actions, which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity, whether to strengthen relationships, enhance socio-cultural cooperation, promote national interests and beyond; Cultural diplomacy can be practiced by either the public sector, private sector or civil society." (Institute for Cultural Diplomacy, nd.)

Each country can employ the cultural diplomacy as a beginning point to promote and strengthen the relationship with other countries. It is a smart way to form a relationship and can be used by either nation states or local states.

Cultural Diplomacy had existed for many centuries. However, the term of 'Cultural Diplomacy' is well-known just recently. Explorers, travelers, traders, teachers and artists could be all considered living examples of "informal ambassadors" or early "cultural diplomats". Indeed, any person who interacts with different cultures, (currently or in the past), facilitates a formal of cultural exchanges, which can take places in fields such as art, sports, literature, music, science, business & economy, and etc. The exchanging gift and information by trade routes such as communication exchanges is an early Cultural Diplomacy example (Institute for Cultural Diplomacy, n.d)

Cynthia P. Schneider had an opinion that "Cultural diplomacy is a two way-street, to get to know them, to understand their thoughts and their interest, by this is to understand their own culture (local culture). It will reach out to them - for example, in Afghanistan, understanding the local people can reach out to their cultural norms" (Lee Kuan Yew School of Public Policy, 2012) and "Cultural diplomacy is everywhere, from trade tourism to student flows, communications, book circulation, migration, media access, inter-marriage and millions of other daily cross-cultural encounters". Also her comments on cultural diplomacy went on "As a image of a nations, people always understand the United States by seeing through the movie, by this the United States was expressing democracy ideas through movies. However, during the Cold War period, the United States established exchanges of novelists and artists with the Soviet Union" (Schneider, 2006, p.191-201).

Simon Mark opinion on "First, lack of support, cultural diplomacy had been recalled, that it is used only a small parts of public diplomacy and useless for diplomats in practices. In this case, diplomats are used only in principle due to budget and time frame by holding an any events, in some circumstances cultural diplomacy can be as only a small parts of that diplomat mission because diplomats had to dealt with other issues, that are more important than cultural diplomacy. Second, it can be hard to measure the success of cultural diplomacy. Some researchers attempt to measure it by the number of audiences which have attended a diplomat's event or the revenue generated by a given event, for example; the diplomat has held an event for symposiums (however the number audiences have showed up in only some number or a large crown, this number doesn't mean any of its success) However, it is the expected views of audiences, felt for that country, if it gains a positives feedback, it will be successful. Cultural diplomacy can be used in various forms, such as envisioning the broader scope of cultural diplomacy. This includes educational scholarships, visits of scholars, intellectuals, academics, and artists both domestically and abroad, cultural group performances, artist performances and exhibitions, seminars and conferences, the operation of libraries, festivals abroad and support for festivals of other countries held domestically. It can also establish and maintain professorships and chairs in universities abroad, the commissioning of busts, statues, and portraits of national leaders, the presentation of books and musical instruments to visiting dignitaries and diplomatic missions abroad, essay awards, annual lectures, and sports. Cultural diplomacy can be a value tool for government; however, a government that uses it has to understand its potential and how to use it. Cultural diplomacy's potential power rests on its intersection with national culture, national values, national identity, and national pride" (Mark, 2009).

In the modern world, cultural diplomacy can be viewed by the Linchpin of Public Diplomacy. In this case, one example is the United States, which has most potential of cultural diplomacy used. It helps to create the foundation of trust to reach political, economic, and military agreements. It also helps to create endue trust of state to share interest of each other. It helps to create a new image, which will improve the old notorious image such as Americans as a shallow, violent, and godless country, This image is mostly viewed by foreigners (in this case same as a nation banding). It can reach out influential members of foreign societies, who cannot be reached through traditional embassy functions, in this case it is a group of people who come to an embassy such as tourists, who want to travel to countries, come to exchange information, like exchanging cultures. If policy agenda might be different, it will provide a positive influence, in this case the term 'policy' means that if both countries are different in agenda, # they will understand each other more. It also helps to create people- people contact or people exchange. It also serves as a flexible,

universally acceptable vehicle for rapprochement with countries where diplomatic relations have been strained or are absent. It reaches to young audience, which is language barrier reduce. It helps state to educate and understand other societies. Counterbalances misunderstanding, hatred, and terrorism. It can leave foreign international cultural debates on the side of openness and tolerance (U.S. Department of State, 2005).

Other views of cultural diplomacy that has been used in the modern world came from the Oxford hand book of cultural diplomacy is a one type to help support the foreign policy. From direct and indirect foreign policy which is that countries has represents (in this case same as above 'policy agenda'). Cultural diplomacy can be a mutual understanding benefit type, which can set off the negative stereotype, in this case stereo type can form miss conduction on how to use cultural diplomacy such as using it as a propaganda. The propaganda will come when people are using stereotype, which want to influence audiences. Cultural diplomacy can reach to a nation, which is not yet establishing relationship (Cooper et al., 2013, p. 419-429).

Cultural Diplomacy can be used in various ways, to support diplomat practices and coherence with nation interest. As countries both side 'tend' status can return to 'normal' status. Cynthia P. Schneider had an optimistic view of using cultural diplomacy, in this optimistic view, she thought that cultural diplomacy can be used for a positive purpose such as holding an event for local people. On the other hand, Simon Mark viewed cultural diplomacy as something difficult to be used within the limited budget and time frame since there are other important diplomatic aspects that should be considered when organizing an event. Also it is hard to measure success of cultural diplomacy because the view of that countries had to be optimistic thought that countries held an events. Linchpin of Public Diplomacy said that Cultural Diplomacy is to "create the foundation of trust to reach political, economic, and military agreements. It also helps to create endue trust of state to share interest of each other". As negative stereotype will cancel by cultural diplomacy by set off stereotype.

As this introduction has showed how advanced of cultural diplomacy can be, and used among nation states. Thailand has to follow the pattern of Cythia P Schneider and Simon Mark, the author cannot find more relevant idea, that can improve more for developing Thailand 'Cultural Diplomacy' (this statement will show in this paper)

Concepts

Soft Power - People are familiar with hard power, which is inducement (carrot) or threat (stick). However, there is a third type of power, which is called the second face of power. Other countries admire countries' preferences and want to follow them. If culture and ideology are attractive, then other countries are willing to follow. Three resources of soft power are culture (which is accretive to others), political values (when it lives up to them aboard), and foreign policies (having moral authority and legitimacy). Mass entertainment is different in high cultures and includes literature, art, and education. Culture creates duty. The universal values promoted by politics will attract duty. Popularity of a culture can be its attractiveness to other countries and the way it is promoted. Culture is transmitted through personal contacts, visits, and exchanges. Government and state policies can be a soft power. As contexts change, policies can take effect in the short term and the long term (Nye, 2009).

History/Sociology - is essential to a combined theory of international relationships with history. It combines politics and sociology to study history and has three categories. First, it is comparative in nature, which explains the comparative sociology of international state systems. Second, it is to explain the development of the modern world and concentrates on central directions of last few centuries, such as Wallerstein's (Burchill) analysis of the capitalist world system. Third, it explains history; for example, Mann (Burchill) has explained five millennia, which throughout history sociology changes (Burchill et al., 2013, p. 138-160). In this thesis the book called 'Clash of Civilization' was used to further explain more about cultural diplomacy. Some examples from the book Clash of Civilization could explain phenomena, for this paper. Like the same culture intend to follow each other, by same religions, like Orthodox will follow Orthodox, Catholic will follow Catholic. After the split of the Soviet Union, Russia tried to emerge with Ukraine. And other phenomena can explain by, this proved that the same civilizations would connect to each other and that different civilization would crowd each other out.

A civilization approach, for instance, holds that: The world has been integrated and has cultural assertion and civilizational consciousness. The world has been divided into west and non-west, but it is dominated by the west. Nation-states would be the dominant players in the world, but the conflict would rise from cultural and civilizational factors. Conflicts have happened in anarchical, tribal, and national conflicts. The conflict that had threatened stability the most has been between different civilizations. (Huntington, 2003).

Nation Branding - which can explain the phenomenon of cultural diplomacy. Nation branding is not the same as propaganda, but it is public opinion influenced through advertising or public relations. (Kaneva, 2011).

2. Objectives

As cultural diplomacy was used during the Cold War period, for the United States and the Soviet Union, both of them used it for security and for spreading their influences and their ideology (Kim, 2011). However, in the 21st century cultural diplomacy has become an important tool, for diplomacy. Even for the United States, in Obama doctrine, in using for fighting against the terrorists (Public Diplomacy), for a better image of America, in this case cultural diplomacy can play a crucial role in bringing up the image of the United States (Seib, 2013).

The developments for cultural diplomacy in Thailand have been further used, In Thailand it has been used mostly by Ministry of Culture and Ministry of Foreign Affairs. The question is whether Thailand still used cultural diplomacy as an important tool for foreign policy? The main objective is to find out how cultural diplomacy can be used to promote Thailand's as a national interest, to see how it can be future develop and how cultural diplomacy can help achieves foreign policy goals? All of the objectives can analyze in SWOT, strength, weakness, opportunity and threat. Strength - as mention in this paper In Thailand, there are various ways to use the cultural diplomacy. For example, it can be used in cultural exchange, sports exchange, and so on. Weakness - Thailand's cultural diplomacy cannot be used to its full extensions, probably because of the overlap of work between the Ministry of Culture and the Ministry of Foreign Affairs which seem to share similar kinds of cultural diplomatic work. Opportunity - if the two Ministries have coordinating of work it will shall not overlap each other their work should not overlap it will save a lot of budget for work. And if the goal of using it would be successful. If the goal of using cultural diplomacy is clear enough, it will be accomplished easier. For example, if the target audiences truly understand about Thai culture or the image of the country, it means the work is successful. Threat - the cultural diplomacy will not be successful if the government overuses the budget or the work is overlapped.

3. Materials and methods

This study used primary source, secondary documents and government documents, academic studies, and new reports and commentaries. Cultural diplomacy is an effective tool, which can be used for politic and local level. This research used a research design supported by secondary data sources. The data

were collected from documents and informational interviews, supported with relevant studies and relevant theoretical/philosophical frameworks. Some examples were from the documents of the Ministry of Culture and Ministry of Foreign Affairs. The researcher used reports, books, newspapers, periodicals, magazines, and journals with relevant information and that are reliable sources of information. However, the information presented in this paper is limited to only Thailand's context.

4. Results and discussion

4.1 History of Cultural Diplomacy of Thailand

The Thai people, as a nation, has been using cultural diplomacy since historical times. During the Sukhothai and Ayutthaya periods, for instance, the Thai nation established relations with Sri Lanka through the exchanging of Theravada Buddhist monks (Banjong, 2011).

4.1.1. Development Cultural Diplomacy by Ministry of Foreign Affairs of Thailand

The Ministry of Foreign Affairs in Thailand has developed economic, social, and cultural projects since 1991 to the present date. After WWII, Thailand signed a cultural treaty with 16 countries such as Japan, Tunisia, and Iran, from 1955-1991. The purposes are, to let other countries understand the foreign policy of Thailand, in this case well-know being of what is Thailand is and able to understand objectives of Thailand. This is to help make Thailand's image better, in this case understand the brand identity of Thailand and using as a bridge to other countries that had interested in Thailand, to distribute Thai cultural products to foreign countries, and to promote Thailand products such as tourism, nation branding and other means (Janbanjong, 2014).

4.1.2. Development Cultural Diplomacy by Ministry Culture of Thailand

General Directions of Cultural Policy

The Thai national cultural policy was formulated and proclaimed in 1981 in accordance with the spirit of Article LXIV of the Constitution of the Royal Thai Kingdom B.E. 2521 which reads "the State shall promote and preserve the national culture." The substance of the policy can be summarized as below (some parts of the law was promoted cultural exchange, in other word cultural diplomacy).

Support and promote cultural exchange at regional and international levels with the aim of creating international understanding and facilitating selective modification and absorption of exogenous cultures into the main stream of Thai culture and cultural solidarity.

Origin of Cultural Diplomacy in Thailand (Ministry of Culture Thailand)

Cultural affair has begun in the Ministry of Education. The Office of the National Culture Commission (ONCC) -- established in 1979 has established in a department of the Ministry of Education. The main responsibilities are to coordinate, promote and develop cultural activities of both private and public sectors at national and international levels. After the establishment of the ONCC a network of cultural centers were founded all over the country to increase the access to culture. The centers are responsible for cultural development at the provincial level.

One of the framework and direction in implementation of the national culture plan 1992-1996 are composed of 14 issues. The issues are:

Promotion of arts and cultural exchange at the national and international levels;

International Cultural Cooperation

15 countries had signed cultural agreement, which had been bilateral agreements. Thailand has made cultural exchanges with Japan, Portugal, and Spain and other countries, such as the People's Republic of China, though this is not a party in the cultural agreement. These activities have cultural persons including the exchange (between Thailand and the People's Republic of China, Republic of Korea, and Japan. Cultural exchange in various forms of art as paintings, sculptures, handicrafts and dances has also been carried out.

Cultural cooperation with the Association of Southeast Asian Nations (ASEAN) is established on the multilateral basis among six member countries. The role of the ASEAN Cultural Fund is also very important for the development of cultural activities in the visual and performing arts, literary and ASEAN studies, mass media, motion pictures, radio and television. Thailand has also participated in and contributed to the regional programmes organized under bilateral, multilateral agreements or through the regional and international organizations such as Seameo Project in Archeology and Fine Arts (SPAFA), Asian Cultural Forum on Development (ACFOD), Asian Cultural Centre for Unesco (ACCU) and UNESCO. (Culture link, 1996)

4.2 Initiatives cultural diplomacy in Thailand

Initiative by governments-for an example the cultural diplomacy has been used mostly by the two governmental sectors which are the Ministry of Foreign Affairs and the Ministry of Culture. For example, the Ministry of Culture had held the Thai traditional pantomime in order to celebrate Princess Maha Chakri Sirindhorn's 60th birthday anniversary in China and England.

Initiative official- Art for All, this program was aimed at helping children with disability through sharing experiences and team works. This program is range from musical, visual and mixed media, dance, drama to literature experiences. The activities in this program are, for example, playing music, dancing, and sharing experiences on literature In this program ASEAN countries (and other countries, which can count as an observer), which are artists will join to make an activity, thought out the program. (Art for All , nd.). Other first, example is Thai-Laos PRD playing a Illuminated Boat Procession, or singing contest Thai and Laos music. Second, for another example is monk, Buddhist supreme patriarch of the Buddhist priests funeral, which all of the Buddhist monks has gathered in the ceremony exchange to a religions and also sending a monks to post a station foreign countries.

Unofficial Initiative - Princess Maha Chakri Sirindhorn has visited China many times, which strengthen the relationship between the two countries through cultural exchanges. She has written a lot of literature about China's history and also translated Chinese stories into Thai. She has earned the title of 'good will' ambassador from the government of China and she has promoted the Chinese New Year celebration on Yaowarat street in Bangkok every year.) (Nation New Bureau of Thailand , nd.). Another example is Princess Chulabhorn who plays the Chinese traditional music instrument called "Guzheng". She has held Guzheng concerts both in Thailand and China.

Private sector Initiative- Thai films have become popular worldwide, private sectors have promoted them (and Thai performers) in a number of international films and television festivals. This has led to further networking among producers and performers, with Thai films increasingly being filmed abroad as well as foreign films being shot on location in Thailand (Ministry of Foreign Affairs Thailand, 2012).

As Thailand has used Cultural Diplomacy for a long time, since Sukhothai and Ayudhya periods, for instance, the Thai nation established relations with Sri Lanka through the exchanging of Theravada Buddhist monks. All these examples (5.2 Initiatives cultural diplomacy in Thailand) are to show that Thailand has used cultural diplomacy for promoting peaceful outcome to other countries. For Thailand has tried to use all of the initiated from above, Thailand still has to develop-more for cultural diplomacy because in contrary it is not only how we used Cultural Diplomacy, but how initiatives Cultural Diplomacy, as this independent study said before Thailand has to understand that not only initiative (5.2 Initiatives Cultural Diplomacy in Thailand), it will not success, but how "the audience (foreign audiences) understand what is Thai culture is".

4.3 How cultural diplomacy can be improved or used? (Analysis of findings).

1. Authority by law (In Thailand, power comes from three Executive branches). For Thailand, three executive branches are such as Executive, Legislative and Judiciary.
2. Cultural diplomacy is limited by its order by authority. This authority came from executive branches, which order what cultural diplomacy can do.

3. Cultural diplomacy can be used in a meeting such as UNESCO, which ordered by authority for example Porntip Bui Simon, she was a miss universal, which in her position happened to be a cultural ambassador, however this authority will limit only a meeting.
4. Cultural diplomacy can used only as an ad hoc, which will use the appoint executive power to appoint each times.
5. Cultural diplomacy can be used only as 'Honoris Causa' , which is an honor to placement or honor a person who has been appointed by executive branches .
6. Cultural Attache' will look forward to engaging the students in the countries, which is local rank supported (this only an authority of Cultural Attache).
7. All of numbers 1-6 are how Thailand can improve, to promote more. And Thailand already has promoted cultural diplomacy for a long period of time. (5.1 History of Cultural Diplomacy of Thailand, 5.1.1. Development Cultural Diplomacy by Ministry of Foreign Affairs of Thailand and 5.1.2. Development Cultural Diplomacy by Ministry Culture of Thailand General Directions of Cultural Policy)

4.4 Practices on cultural diplomacy

Thailand and China didn't have any relationships with each other before because the United States didn't allow the relationships to happen, This means that the United States was feared if Thailand did contact with China, Thailand would become a communist (Department Of States Publication Office of the Historian Bureau of Public Affairs, 2006). However, Thailand and China do have contacts each other later on. Thailand was sending a ping pong (or this can call ping-pong diplomacy). This example has showed even countries has been in tend status can return to normalized.

4.5 Recommendations

Cultural diplomacy of Thailand has not been employed to its full potentials. However, we can see that there are many cases where the cultural diplomacy can be used. Thailand should try to adopt ways of thinking and how to bring some examples in this study into practice, so as Ministry of Culture of Thailand. As mentioned in the previous section, the Ministry of Foreign Affairs and the Ministry of Culture could not use the cultural diplomacy to its full potential because of the limited time frame and budget and the projects from these two offices seem to be overlapped in some ways. Therefore, it would be better if people understand cultural diplomacy by heart and mind.

4.6 Solution

Thailand has developed the 'Team Thailand' as a solution to the overlapped works. It is a good strategy to prevent the budget overrun. In addition, the Ministry of Foreign Affairs and the Ministry of Culture should meet in order to discuss about the events or activities held each year so that they will not be overlapped and the budget will be saved.

5. Conclusion

Cultural diplomacy can take a variety of forms such as sport exchanges, food promotions, tourism, arts and cultural shows and others. It is used to support foreign policy and diplomat. It is used mostly in the Ministry of Culture and the Ministry Foreign Affairs of Thailand. Cultural diplomacy has an ability to break the ice of two countries and to make tightening relationship by bilateral and multilateral relationships. The question is how this research can make cultural diplomacy work to its full extension the theory that has been used the most is Soft Power (which has been mentioned in the abstract and the introduction). However some scholars, had way to use cultural diplomacy in practices and ways to use in theory by the research and experience of worked.

Thailand has developed cultural diplomacy in several ways though time to time. For example the Ministry of Foreign Affairs of Thailand and the Ministry of Culture of Thailand (example provides in this paper) use cultural diplomacy such as Exchanging states visited of royal families like in example when Maha Chakri Sirindhorn visited a states etc. (the example form Initiatives cultural diplomacy in Thailand) , However, Thai sill had a weak point of using Cultural Diplomacy cultural diplomacy. (follows by

recommendation and Solution). However, Thailand cannot develop to its full potential of using Cultural Diplomacy cultural diplomacy. However there still, development to sought of like this paper said paper said the gap of using (foreign audiences understanding), the gap using budget and overlap worked, if Thailand can deal with this problem, it can move forward to another step for using Cultural Diplomacy.

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