

ifa ECP Monitor Fact Sheet

# Thailand

ifa ECP Monitor Fact Sheet

# 1. Key Indicators<sup>1</sup>

		2019	2015
<b>Population (millions)</b>	Number/rank	69.6 / 20 <sup>th</sup>	68.7 / 20 <sup>th</sup>
<b>GDP</b>	rank	22 <sup>nd</sup>	27 <sup>th</sup>
<b>GDP per capita</b>	Number/rank (EUR)	7,807 / 81 <sup>st</sup>	5,840 / 89 <sup>th</sup>
<b>Cultural economy<sup>2</sup></b>	As share of GDP	0.048	0.052
<b>Education economy<sup>3</sup></b>	As share of GDP	3.00	3.86
<b>R&amp;D economy<sup>4</sup></b>	As share of GDP	1.14	0.62
<b>Media economy</b>	As share of GDP	n/a	n/a
Sources: World Bank, National Statistical Office Thailand (NSO), Office of National Higher Education Science Research and Innovation Policy Council (NXPO)			
<b>Geopolitical position</b>	Hard power rank <sup>5</sup>	29 <sup>th</sup> (2022)	20 <sup>th</sup>
	World trade indicators / ranking	25 <sup>th</sup> (export) 23 <sup>rd</sup> (import) / 483,000	21 <sup>st</sup> (export) <sup>1</sup> 22 <sup>nd</sup> (import) / 417,000
	Soft power rank <sup>6</sup>	6 <sup>th</sup> of the Asia Soft Power 10 / 45.60	36 <sup>th</sup> (2017) / 44.89
	Diplomacy rank <sup>7</sup>	37 <sup>th</sup>	38 <sup>th</sup> (2017)

<sup>1</sup> Thailand's fiscal year (FY) is 1 October to 30 September of the following year. The figures in this factsheet are calculated with an average exchange rate of EUR to THB of 38.434 from 1 October 2014 to 30 September 2015 for FY 2015 (Thai year 2562) and 35.749 from 1 October 2018 to 30 September 2019 for FY2019 (Thai year 2563). See European Central Bank. [https://www.ecb.europa.eu/stats/policy\\_and\\_exchange\\_rates/euro\\_reference\\_exchange\\_rates/html/eurofxref-graph-thb.en.html](https://www.ecb.europa.eu/stats/policy_and_exchange_rates/euro_reference_exchange_rates/html/eurofxref-graph-thb.en.html).

<sup>2</sup> GDP figures are taken from p. 58 of Statistical Yearbook 2020 for FY 2019 and p. 54 of Statistical Yearbook 2016 for FY 2015. See NSO (2016) & (2020).

<sup>3</sup> P. 113 of Statistical Yearbook 2020, Education Expenditure by Function: Fiscal Years 2010 – 2019. See NSO (2020).

<sup>4</sup> This includes government R&D expenditure (23%), THB 43,828 million and Business R&D expenditure, THB 149,244 million (77%). See NXPO (2021).

<sup>5</sup> 2019 Military Strength Ranking. (2020).

<sup>6</sup> Soft Power 30. (2020).

<sup>7</sup> Global Diplomacy Index. (2020).

## 2. Government funding as percent of total government outlays, by selected fields

	2019	2015
Culture	0.27 <sup>8</sup>	0.27 <sup>9</sup>
Education <sup>10</sup>	16.3	19.5
R & D	0.72 <sup>11</sup>	0.96 <sup>12</sup>
Media <sup>13</sup>	0.093	0.12 <sup>14</sup>

## 3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	>20 <sup>15</sup>
Total number of institutions abroad	Tourism Authority of Thailand (TAT) Overseas Offices: 29 <sup>16</sup> Royal Thai Embassies: 66 <sup>17</sup>
Government financial support (€ million)	Ministry of Culture: 8.47 <sup>18</sup> Ministry of Education: 15.6 <sup>19</sup> Public Relations Department: 1.26 <sup>20</sup>
Comparative ECP ranking	Medium, regional actor

<sup>8</sup> P. 524 of Statistical Yearbook Thailand 2020. See Ministry of Finance (n.d.) and NSO (2020).

<sup>9</sup> P. 532 of Statistical Yearbook Thailand 2016. See NSO (2016).

<sup>10</sup> P. 82 of Budget in Brief of FY 2019. See Budget Bureau (2018).

<sup>11</sup> P. 33 of Budget in Brief of FY 2019. See Budget Bureau (2018). The figure is the budget of FY2019 dedicated to research and innovation and the development of science, technology, and innovation potentials.

<sup>12</sup> P. 19 of Budget in Brief FY 2015. See Budget Bureau (2017). The figure is the budget dedicated to the development of science, technology and innovation.

<sup>13</sup> P. 517 of Statistical Yearbook 2020. See NSO (2020). The figures for media are the budgets of the Public Relations Department (PRD), the agency that informs the public, both local and foreign, of the Thai government's policies and activities, expressed as a percentage of the total government's budget.

<sup>14</sup> P. 525 of Statistical Yearbook 2016. See NSO (2016).

<sup>15</sup> TAT has overseas offices in 20 countries, the actual figure will be bigger taking into consideration the Thai royal embassies involved in cultural promotion and exchange activities.

<sup>16</sup> <https://www.tat.or.th/en/contact/office?office=oversea>

<sup>17</sup> <https://www.thaiembassy.org/>; the Royal Thailand embassies organize and coordinate cooperation in all ECP subfields.

<sup>18</sup> P. 4&16 of the Fiscal Year 2019 Action Plan (แผนดำเนินงานประจำปีงบประมาณ พ.ศ. 2562). See Planning and Budgeting of Ministry of Culture Group (2019) for budgets and Ministry of Culture (2019a) for expenditures.

<sup>19</sup> The figure is the budget for "Develop cooperation in education with foreign countries. (พัฒนาความร่วมมือด้านการศึกษากับต่างประเทศ)," See Ministry of Education (2020).

<sup>20</sup> The international budget (45.18 million THB) consists of 1) international public relations projects

โครงการประชาสัมพันธ์ด้านต่างประเทศ 2) Thailand's ASEAN Chairmanship Public Relations Program in 2019

โครงการประชาสัมพันธ์การเป็นประธานอาเซียนของไทยในปี 2562 3) Project for the development of English-language television stations and

ASEAN television stations โครงการพัฒนาสถานีโทรทัศน์ภาคภาษาอังกฤษและสถานีโทรทัศน์อาเซียน 4) international cooperation project

โครงการความร่วมมือระหว่างประเทศ.

## MAIN ECP OBJECTIVES

- Encourage the participation of all sectors and promote Thai heritage to the world and cultivate traditional ethnic values grounded in Buddhist heritage.<sup>21</sup>
- Promote a unified and strong ASEAN identity and emphasize regional integration through increasing cooperation and exchange across ECP subfields, especially science and research.

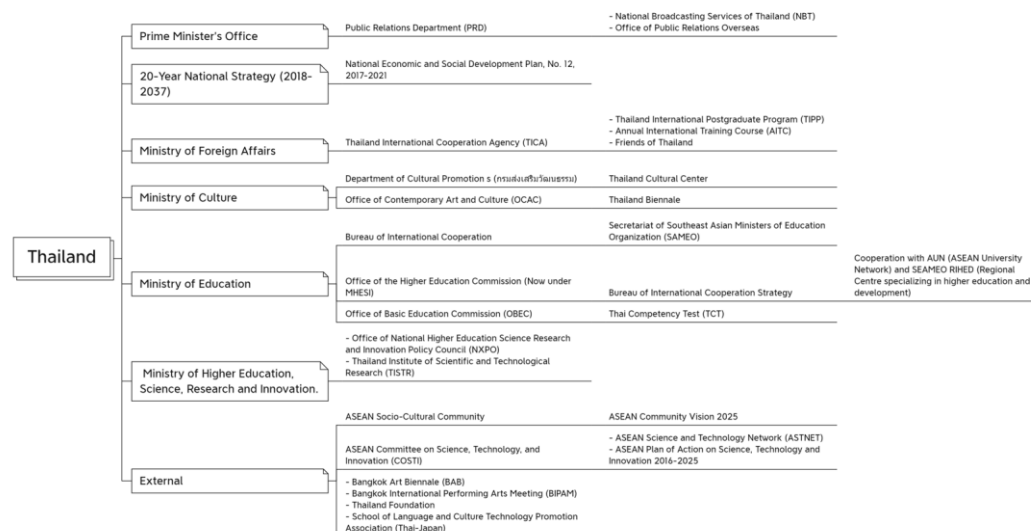
## POLICY CONTEXT

- Before achieving its current political system, Thailand went through 19 modern military coups since 1932. Its frequent swings from military interventionism to more democratic systems have tempered Thailand's soft power gains.
- In each ECP subfield of Thailand, there is a corresponding action plan (Public Relations Department 2020-2022, Ministry of Education 2020-2022, MHESI 2020-2027, etc.).<sup>22</sup> These plans all align with the 20-year-plan framework and the newest 5-year plan, which are part of Thailand 4.0 that aims to transform the country into a value-based and innovation-driven economy through improving its education system and technological skills training. To achieve Thailand 4.0, education and science diplomacy that foster international cooperation are a crucial part for Thailand's ECP.

## REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

- ASEAN is Thailand's primary focus for all ECP fields. Thailand is a key regional player in ASEAN, and its policy has been to support ASEAN centrality and ASEAN-led mechanisms.
- The next focus is on 10 Dialogue Partners ASEAN has a close relationship with. These include Australia, Japan, New Zealand, the US, Canada, ROK, India, China, Russia, and the EU.<sup>23</sup>

## INSTITUTIONAL MAP



<sup>21</sup> Goals like "Promotion and development of morals and ethics" (ด้านการส่งเสริมและพัฒนาคุณธรรม จริยธรรม) can be found as one of the main objectives across all ECP fields in their official budget documents. As for one example, see p.9 of Budget Expenditure Analysis Report, Fiscal Year 2020, PBO (2020).

<sup>22</sup> <https://www.prd.go.th/th/content/page/index/id/35>.

<sup>23</sup> <https://asean2019.go.th/th/asean-relations/>.

## 4. Fields of External Cultural Policy

	2019	2015
<b>Culture and the Arts</b>		
Number of countries present	>30	
Number of National Artists <sup>24</sup>	12	9
Number of artists in exchange programs	70 <sup>25</sup>	n/a
Budget (€ million)	8.47	2.33 <sup>26</sup>
<b>Language</b>		
Number of candidates for Thai language qualifications (Thai Competency Test for Foreigners)	184 <sup>27</sup>	n/a
<b>Education – Primary and Secondary</b>		
Number of countries	>15 <sup>28</sup>	-
Budget (€ million)	3.40 <sup>29</sup>	-
<b>Education – Tertiary</b>		
Number of countries	52 <sup>30</sup>	-
Number of domestic universities / colleges <sup>31</sup>	156 <sup>32</sup>	150 <sup>33</sup>

<sup>24</sup> The accumulative number of national artists is 319 in 2019 and 265 in 2015; see Department of Cultural Promotion (2020).

<sup>25</sup> The figure is the number of international artists who participated in the first Thailand Biennale in Krabi organized by the Office of Contemporary Art and Culture (OCAC) under the Ministry of Culture. The actual number will be bigger taking in arts activities organized by non-governmental organizations like the Bangkok Art Biennale.

<sup>26</sup> The number includes 1) Cultural diplomacy cooperation 2) Promote the image of Thai culture to the world 3) Promote and support organizing activities for exchanging knowledge on religion, art and culture with ASEAN countries. For more details, see Thailand ECP Datasheet and Ministry of Culture (2015).

<sup>27</sup> OBEC (2019).

<sup>28</sup> P. 255-258 of the Action Plan of the Ministry of Education 2020-2022. See Ministry of Education (2020).

<sup>29</sup> The budget of FY 2020 is Develop Cooperation in Education with Foreign Countries of the MOE action plan 2020-2022, which includes cooperation activities like conferences and teaching activities. It does not include k12 education abroad. See Ministry of Education (2020).

<sup>30</sup> The number is the number of the countries Chulalongkorn University, which is ranked the 1<sup>st</sup> in Thailand, has reached an agreement for academic cooperation with. See Chulalongkorn University (2020).

<sup>31</sup> There were 156 domestic higher education institutions in 2015. See Bureau of International Cooperation Strategy (2015).

<sup>32</sup> The number includes 84 public higher education institutions and 72 private ones. In particular, 82 public higher education institutions consist of 27 autonomous universities, 10 traditional universities (including 1 community college; 20 campuses), 38 Rajabhat Universities (former teacher training colleges), and 9 Rajamangala Universities of Technology (former technical colleges).

<sup>33</sup> P.54 of Thailand-EU Policy Dialogues Support Facility (PDSF) Report on Internationalisation Policy & Strategy: Measurement of University Internationalisation Performance and Relative Improvement. See OHEC (2015).

	2019	2015
Number of foreign students <sup>34</sup>	Outbound: 32,607 Inbound: 25,110 <sup>35</sup>	Outbound: n/a Inbound: ~16,500
Number of government scholarships awarded	157 <sup>36</sup>	n/a
Number of collaborative degree programs	-	135 <sup>37</sup>
Budget (€ million)	15.6 <sup>38</sup>	-
<b>Science and Research</b>		
Number of countries	-	19 <sup>39</sup>
Number of projects	27 <sup>40</sup>	33 <sup>41</sup>
Number of scientists in exchange programs	48 <sup>42</sup>	34 <sup>(2017)</sup>
<b>Media</b>		
<b>TV (National Broadcasting Services of Thailand World)</b>		
Number of countries broadcasted to	10 <sup>43</sup>	-
Number of languages	2	-
Number of channels	1	-
<b>Radio (Radio Thailand World Service)</b>		
Number of languages	10	-
<b>New Media</b>		
Social Networks following	PR Thai Government: 87,538 (Facebook)	

<sup>34</sup> Data based on Global Flow of Tertiary-Level Students | UNESCO UIS. (2020). Retrieved 2 September 2020, from <http://uis.unesco.org/en/uis-student-flow>.

<sup>35</sup> Number of foreign students in 2020 is 28,071. See MHESI (2020a).

<sup>36</sup> The number is the total of recipients of Thailand International Postgraduate Programme (TIPP) and Annual International Training Course (AITC) that promote Sufficiency Economy Philosophy (SEP) of Thailand under the Ministry of Foreign Affairs.

<sup>37</sup> Bureau of International Cooperation Strategy (2015).

<sup>38</sup> Ministry of Education (2020).

<sup>39</sup> ASEAN+6 countries, France, UK, Canada, Fiji. See TISTR (2015).

<sup>40</sup> P.94 of Annual Report 2019. The figure is the total number of international projects under the Thailand Institute of Scientific and Technological Research (TISTR). See TISTR (2019).

<sup>41</sup> P. 37 of Annual Report 2015. See TISTR (2015).

<sup>42</sup> Table 6-1 Number of researchers who have exchanged with foreign countries. See MHESI (2020b).

<sup>43</sup> The NBT World only targets audience in the ASEAN region.

## 5. Current Issues and Developments

- The future of Thailand's ECP will be tied together with the country's capability to create a creative economy driven by knowledge and expertise. In the past decade, Thailand has moved away from the role of a receiver to a donor of international assistance and striven to take a leading role in ASEAN. Although its soft power capacity and investment are still smaller than Singapore and Malaysia, it was able to exercise influence in other ASEAN countries like Myanmar, Cambodia, and Laos through cooperation in education, language, and science technology innovation.
- Thailand needs to find a better balance between monarchy and democracy to stay politically stable. Unhealed divisions after more than fifteen years of polarizing struggles could still destabilize democracy and impact Thailand's tourist and cultural industries, endangering its overarching national and ECP strategies as a result.

## 6. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (€ million) <sup>44</sup>	409,628	n/a

Sources: UNESCO

## 7. Selected Data Sources and References

- Agreement marks a first step towards Amata University - Amata.* (2018, August 6). Amata University. Retrieved August 1, 2022, from <https://www.amata.com/en/news-updates/business-news/agreement-marks-first-step-towards-mata-university/>
- Anantasirikiat, S. (2021, May 11). *Public Diplomacy Matters for the Future of ASEAN*. USC Center on Public Diplomacy. Retrieved August 1, 2022, from <https://uscpublicdiplomacy.org/blog/public-diplomacy-matters-future-asean>
- Asian Development Bank. (2021, April). *Thailand, 2021–2025 -- Prosperity and Sustainability through Knowledge and Private-Sector-Led Growth*. <https://adb.org/sites/default/files/institutional-document/703071/tha-cps-2021-2025.pdf>
- Botto, K. (2021, October 19). *South Korea Beyond Northeast Asia: How Seoul Is Deepening Ties With India and ASEAN*. Carnegie Endowment for International Peace. Retrieved August 1, 2022, from <https://carnegieendowment.org/2021/10/19/south-korea-beyond-northeast-asia-how-seoul-is-deepening-ties-with-india-and-asean-pub-85572>
- Budget Bureau. (2017, October). *Budget in Brief Fiscal Year 2015*. <https://www.bb.go.th/en/topic-detail.php?id=4215&mid=456&catID=0>
- Budget Bureau. (2018, December 20). *Budget in Brief Fiscal Year 2019*. Retrieved July 31, 2022, from <https://www.bb.go.th/en/topic-detail.php?id=8562&mid=456&catID=0>
- Bureau of International Cooperation Strategy. (2015). *Collaborative Degree Programmes Between Thai and Foreign Higher Education Institutions 2015*. <https://www.docdroid.net/FfuqT2S/collaborative-degree-2015-16-complete-book-pdf#page=2>

<sup>44</sup> Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

- Chongkittavorn, K. (2022, April 30). *Reframing US-China rivalry – A Thai perspective*. Thai PBS World. Retrieved August 1, 2022, from <https://www.thaipbsworld.com/reframing-us-china-rivalry-a-thai-perspective/>
- Chulalongkorn University. (2020). *CU Facts and Figures 2020*. [https://www.chula.ac.th/wp-content/uploads/2020/06/CU\\_Facts\\_Figure\\_2020.pdf](https://www.chula.ac.th/wp-content/uploads/2020/06/CU_Facts_Figure_2020.pdf)
- Cogan, M. S. (2022, May 20). *The hard side of Thailand's supposed soft power success*. Southeast Asia Globe. Retrieved August 1, 2022, from <https://southeastasiaglobe.com/the-hard-side-of-thailands-supposed-soft-power-success/>
- Department of Cultural Promotion. (2019). *Annual Report 2019*. <http://book.culture.go.th/plan/2562/mobile/index.html#p=1>
- Department of Cultural Promotion. (2020, December 15). *National Artist Information* [Dataset]. Open Government Data of Thailand. <https://data.go.th/dataset/http-art-culture-go-th>
- European Commission. (2018, October). *Roadmap for EU - ASEAN S&T cooperation*. [https://ec.europa.eu/info/sites/default/files/research\\_and\\_innovation/strategy\\_on\\_research\\_and\\_innovation/documents/asean\\_roadmap\\_2018.pdf](https://ec.europa.eu/info/sites/default/files/research_and_innovation/strategy_on_research_and_innovation/documents/asean_roadmap_2018.pdf)
- Farrelly, N. (2017, May 24). *Thailand's Elite Coup Culture*. Australian Institute of International Affairs. Retrieved August 1, 2022, from <https://www.internationalaffairs.org.au/thailands-elite-coup-culture/>
- Germany and Thailand: Bilateral relations*. (2022, March 17). German Federal Foreign Office. Retrieved August 1, 2022, from <https://www.auswaertiges-amt.de/en/aussenpolitik/thailand/229500>
- Information Technology Foundation under the Initiative of Her Royal Highness Princess Maha Chakri Sirindhorn. (2020, March 13). *Performance in 2019, Science and Technology Projects under the Royal Initiative*. Retrieved August 1, 2022, from <https://princess-it.org/th/operating-results/report1-2563.html>
- Jampaklay, A., Penboon, B., & Lucktong, A. (2022). *Internationalization of higher education in Thailand: Promises and reality*. DOI: <https://doi.org/10.34044/j.kjss.2022.43.1.25>
- Kurzydowski, C. (2021, November 3). *Thailand's Protesters Are Battling to Redefine National Identity*. The Diplomat. Retrieved August 1, 2022, from <https://thediplomat.com/2021/11/thailands-protesters-are-battling-to-redefine-national-identity/>
- MHESI (Ministry of Higher Education, Science, Research and Innovation). (2019). *Budget in brief, Ministry of Science and Technology for fiscal year 2019* (งบประมาณ โดยสังเขปกระทรวงวิทยาศาสตร์และเทคโนโลยี ประจำปีงบประมาณ พ.ศ. 2562). <https://www.mhesi.go.th/images/2562/MOSTbudget2562.pdf>
- MHESI (Ministry of Higher Education, Science, Research and Innovation). (2020a). *Number of current students Foreign nationals classified by nationality and university name Academic year 2020* [Dataset]. MHESI Open Data. [https://data.mhesi.go.th/pt\\_PT/dataset/univ\\_std\\_11\\_03](https://data.mhesi.go.th/pt_PT/dataset/univ_std_11_03)
- MHESI (Ministry of Higher Education, Science, Research and Innovation). (2020b, February). *Details of the indicators of the Ministry of Higher Education, Science, Research and Innovation for the fiscal year 2020* (รายละเอียดตัวชี้วัดกระทรวงการอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. ๒๕๖๓). <https://www.mhesi.go.th/images/2563/pusit/MHESI-KPI2563.pdf>
- MHESI (Ministry of Higher Education, Science, Research and Innovation). (2020c, October). *Order of the Head of the National Council for Peace and Order No. 29/2560 regarding the Promotion of Educational Management by Higher Education Institutions with High Potential from Overseas* (คำสั่งหัวหน้าคณะรักษาความสงบแห่งชาติ ที่ 29/2560 เรื่อง การส่งเสริมการจัดการศึกษาโดยสถาบันอุดมศึกษาที่มีศักยภาพสูงจากต่างประเทศ). <https://www.mhesi.go.th/index.php/en/aboutus/all-legal/77-rules/2223-aghedir6.html>



- MHESI to roll out 500 non-degree programs to build future skill set for Thai workforce. (2020, May 1). Office of National Higher Education Science Research and Innovation Policy Council |. Retrieved August 1, 2022, from <https://www.nxpo.or.th/th/en/4269/>
- Ministry of Culture. (2015). *Ministry of Culture Reports on Production Costs FY 2015* (หน่วยงาน ส ักงานปลัดกระทรวงวัฒนธรรมรายงานต้นทุนผลผลิตประจำ ปีงบประมาณ พ.ศ. 2558). [https://www.m-culture.go.th/mculture\\_th60/download/article/article\\_20150723145759.pdf](https://www.m-culture.go.th/mculture_th60/download/article/article_20150723145759.pdf)
- Ministry of Culture. (2019a). *Auditor's Report and Financial Report, Office of the Permanent Secretary, Ministry of Culture* (รายงานของผู้สอบบัญชีและรายงานการเงินสำนักงานปลัดกระทรวงวัฒนธรรม). [https://www.m-culture.go.th/mculture\\_th60/download/article/article\\_20200415140934.pdf](https://www.m-culture.go.th/mculture_th60/download/article/article_20200415140934.pdf)
- Ministry of Culture. (2019b). *Prepare plans / reports on performance and budget expenditures for fiscal year 2019* (จัดทำแผน / รายงานผลการปฏิบัติงานและรายจ่ายงบประมาณ ปีงบประมาณ 2562). [https://www.m-culture.go.th/plan/article\\_attach/article\\_fileattach\\_20190515141720.pdf](https://www.m-culture.go.th/plan/article_attach/article_fileattach_20190515141720.pdf)
- Ministry of Culture. (2020). *Government Action Plan for the Fiscal Year 2020 – 2022 of the Office of the Permanent Secretary, Ministry of Education* (แผนปฏิบัติการประจำปีงบประมาณ พ.ศ. 2563 – 2565 ของสำนักงานปลัดกระทรวงศึกษาธิการ). <https://www.moe.go.th/wp-content/uploads/2022/03/แผนปฏิบัติการประจำปีงบประมาณ-พ.ศ.2563-2565-ขอ.pdf>
- Ministry of Education. (2020). *Action Plan of the Ministry of Education 2020–2022* (แผนปฏิบัติการ ประจำปีงบประมาณ พ.ศ. 2563 – 2565 ของสำนักงานปลัดกระทรวงศึกษาธิการ). <https://www.moe.go.th/wp-content/uploads/2022/03/%E0%B9%81%E0%B8%9C%E0%B8%99%E0%B8%9B%E0%B8%8F%E0%B8%B4%E0%B8%9A%E0%B8%B1%E0%B8%95%E0%B8%B4%E0%B8%A3%E0%B8%B2%E0%B8%8A%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%88%E0%B8%B3%E0%B8%9B%E0%B8%B5%E0%B8%87%E0%B8%9A%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%A1%E0%B8%B2%E0%B8%93-%E0%B8%9E.%E0%B8%A8.2563-2565-%E0%B8%82%E0%B8%AD.pdf>
- Ministry of Finance. (n.d.). *Budget Disbursement Classified by Economic Characteristics and Ministries Fiscal Year 2015 to 2019*. Retrieved July 31, 2022, from [https://dataservices.mof.go.th/menu4?id=3&freq=budget\\_year&yf=2558&yt=2562&economic=true&ministry=true&sort=desc&search\\_text=](https://dataservices.mof.go.th/menu4?id=3&freq=budget_year&yf=2558&yt=2562&economic=true&ministry=true&sort=desc&search_text=)
- Ministry of Foreign Affairs. (2019). *Annual Report 2019*. [https://image.mfa.go.th/mfa/0/mkKfL2iULZ/%E0%B8%A3%E0%B8%B2%E0%B8%A2%E0%B8%87%E0%B8%B2%E0%B8%99%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%88%E0%B8%B3%E0%B8%9B%E0%B8%B5/Annual\\_Report\\_2019\\_\(Eng\).pdf](https://image.mfa.go.th/mfa/0/mkKfL2iULZ/%E0%B8%A3%E0%B8%B2%E0%B8%A2%E0%B8%87%E0%B8%B2%E0%B8%99%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%88%E0%B8%B3%E0%B8%9B%E0%B8%B5/Annual_Report_2019_(Eng).pdf)
- Ministry of Foreign Affairs. (2020). *The Project on Curriculum Development in Teaching Thai Language at Yangon University of Foreign Languages - YUFL*. [https://image.mfa.go.th/mfa/0/GH2PYnujXi/migrate\\_directory/travel-20200501-111455-209274.pdf](https://image.mfa.go.th/mfa/0/GH2PYnujXi/migrate_directory/travel-20200501-111455-209274.pdf)
- Ministry of Foreign Affairs of People's Republic of China. (2021, November 22). *For a Shared Future and Our Common Home - Speech by H.E. Xi Jinping President of the People's Republic of China At the Special Summit to Commemorate The 30th Anniversary of China-ASEAN Dialogue Relations*. Retrieved August 1, 2022, from [https://www.mfa.gov.cn/eng/topics\\_665678/bj2022/yswj/202111/t20211122\\_10451280.html](https://www.mfa.gov.cn/eng/topics_665678/bj2022/yswj/202111/t20211122_10451280.html)
- NBT World. (2018, December 7). *Thailand Today 017: TISTR and Thailand 4.0 Policy* [Video]. YouTube. <https://www.youtube.com/watch?v=4oSz4mxU3Hw>
- NSO (National Statistical Office of Thailand). (2016). *Statistical Yearbook Thailand 2016*. <http://service.nso.go.th/nso/nsopublish/pubs/e-book/esyb59/files/assets/basic-html/index.html#1>
- NSO (National Statistical Office of Thailand). (2020). *Statistical Yearbook Thailand 2020*. <http://service.nso.go.th/nso/nsopublish/pubs/e-book/SYB-2563/files/assets/basic-html/index.html#1>

- NXPO (Office of National Higher Education Science Research and Innovation Policy Council). (2020). *(Draft) Policy Framework and Strategies for Higher Education, Science, Research and Innovation 2023–2027* ((ร่าง) กรอบนโยบายและยุทธศาสตร์การอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรม พ.ศ. 2566–2570). Retrieved August 1, 2022, from <https://www.nxpo.or.th/th/%e0%b8%a3%e0%b9%88%e0%b8%b2%e0%b8%87-%e0%b8%81%e0%b8%a3%e0%b8%ad%e0%b8%9a%e0%b8%99%e0%b9%82%e0%b8%a2%e0%b8%9a%e0%b8%b2%e0%b8%a2%e0%b9%81%e0%b8%a5%e0%b8%b0%e0%b8%a2%e0%b8%b8%e0%b8%97%e0%b8%98/>
- NXPO (Office of National Higher Education Science Research and Innovation Policy Council). (2021, June 23). *Results of survey on R&D expenditure and manpower in 2019 announced*. Retrieved July 31, 2022, from [https://www.nxpo.or.th/th/en/7981/#:~:text=In%202019%2C%20Thailand's%20gross%20expenditures,%25\)%20by%20the%20public%20sector](https://www.nxpo.or.th/th/en/7981/#:~:text=In%202019%2C%20Thailand's%20gross%20expenditures,%25)%20by%20the%20public%20sector)
- OBECE (Educational Testing Bureau). (2019, November 30). *Announcement of the list of eligible applicants for the Thai Competency Test for foreigners in the year 2019* (ประกาศรายชื่อผู้มีสิทธิ์สอบวัดระดับความสามารถในการใช้ภาษาไทย(Thai Competency Test) สำหรับชาวต่างประเทศ ปีพุทธศักราช 2562). Retrieved August 1, 2022, from [https://bet.obec.go.th/Bet\\_Obec/1070#](https://bet.obec.go.th/Bet_Obec/1070#)
- OCAC (Office of Contemporary Art and Culture). (2019). *Annual Report 2019*. <https://www.ocac.go.th/3d-flip-book/%E0%B8%A3%E0%B8%B2%E0%B8%A2%E0%B8%87%E0%B8%B2%E0%B8%99%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%88%E0%B8%B3%E0%B8%9B%E0%B8%B5-2562/>
- OCSC (Office of the Civil Service Commission). (2020a, January 3). *Statistics of students studying abroad under the supervision of The Civil Service Commission (CSC), Thailand as of 31 December 2019*. Retrieved August 1, 2022, from <https://www.ocsc.go.th/sites/default/files/document/621231.pdf>
- OCSC (Office of the Civil Service Commission). (2020b, April 10). *Financial Report Fiscal Year 2019*. Retrieved August 1, 2022, from <https://www.ocsc.go.th/blog/2020/04/%E0%B8%A3%E0%B8%B2%E0%B8%A2%E0%B8%87%E0%B8%B2%E0%B8%99%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B9%80%E0%B8%87%E0%B8%B4%E0%B8%99-%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%88%E0%B8%B3%E0%B8%9B%E0%B8%B5%E0%B8%87%E0%B8%9A%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%A1%E0%B8%B2%E0%B8%93-%E0%B8%9E%E0%B8%A8-2562>
- OECD (Organisation for Economic Co-operation and Development). (n.d.). *OECD Investment Policy Reviews: Thailand -- Thailand's strategy for the future*. OECD iLibrary. Retrieved August 1, 2022, from <https://www.oecd-ilibrary.org/sites/a21090a7-en/index.html?itemId=/content/component/a21090a7-en#section-d1e2834>
- OHEC (Office of Higher Education Council). (2015). *Thailand-EU Policy Dialogues Support Facility (PDSF) Report on Internationalisation Policy & Strategy: Measurement of University Internationalisation Performance and Relative Improvement*. <https://drive.google.com/file/d/0B0tJlz-N98SrN3BycFhZUWVWZG8/view?resourcekey=0-emwFy0EYm4RS58lsvhWpQw>
- PBO (Parliamentary Budget Office). (2020). *Budget Expenditure Analysis Report, Fiscal Year 2020* (รายงานการวิเคราะห์งบประมาณรายจ่าย ปีงบประมาณ พ.ศ. 2563). [https://www.parliament.go.th/ewtadmin/ewt/parbudget/download/article/article\\_20191213151639.pdf](https://www.parliament.go.th/ewtadmin/ewt/parbudget/download/article/article_20191213151639.pdf)
- Planing and Budgeting of Ministry of Culture Group. (2019, May). *Fiscal Year 2019 Action Plan* (แผนดำเนินงานประจำปีงบประมาณ พ.ศ. 2562). [https://www.m-culture.go.th/plan/ewt\\_news.php?nid=382&filename=index](https://www.m-culture.go.th/plan/ewt_news.php?nid=382&filename=index)

- PM admires artwork samples for Thailand Biennale.* (2018, October 10). National News Bureau. Retrieved August 1, 2022, from <https://thainews.prd.go.th/en/news/detail/WNART6110100010001>
- PRD (Public Relations Department). (2020, June). *Government Action Plan Fiscal Year 2020 of the Public Relations Department (แผนปฏิบัติการประจำปีงบประมาณ พ.ศ. 2563 ของกรมประชาสัมพันธ์).* <https://www.prd.go.th/th/content/category/detail/id/3/iid/42>
- Ren, X., & Chalermpon, K. (2020). An Analysis of Thai Students' Negative Proficiency in Chinese Characters Learning. *2020 Joint International Conference on Digital Arts, Media and Technology with ECTI Northern Section Conference on Electrical, Electronics, Computer and Telecommunications Engineering (ECTI DAMT & NCON)*, 319–323. DOI: <https://doi.org/10.1109/ECTIDAMTNCN48261.2020.9090738>
- Royal Thai Consulate General - Frankfurt. (2019). *Thailand's Foreign Affairs Achievements in the Past Four Years.* <https://www.thaigeneralkonsulat.de/de/?file=files/images/downloads/2019/Article%3A%20Thailand%27s%20Foreign%20Affairs%20Achievements%20in%20the%20Past%20Four%20Years.pdf>
- Royal Thai Embassy Singapore. (2009). *Special Lecture "Thailand's Foreign Policy in the 21st Century" by H.E. Mr. Abhisit Vejjajiva Prime Minister of Thailand.* Retrieved August 1, 2022, from [https://www.thaiembassy.sg/press\\_media/speeches/special-lecture-%E2%80%9Cthailand%E2%80%99s-foreign-policy-in-the-21st-century%E2%80%9D-by-he-mr-abhisi](https://www.thaiembassy.sg/press_media/speeches/special-lecture-%E2%80%9Cthailand%E2%80%99s-foreign-policy-in-the-21st-century%E2%80%9D-by-he-mr-abhisi)
- Sagarik, D., Chansukree, P., Cho, W., & Berman, E. (2018). E-government 4.0 in Thailand: The role of central agencies. *Information Polity*, 23, 343–353. DOI: <https://doi.org/10.3233/IP-180006>
- Sombatpoonsiri, J. (n.d.). Two Thailands: Clashing Political Orders And Entrenched Polarization [E-book]. In T. Carothers & A. O'Donohue (Eds.), *Political Polarization in South and Southeast Asia Old Divisions, New Dangers* (pp. 67–79). Retrieved August 1, 2022, from [https://carnegieendowment.org/files/Political\\_Polarization\\_RPT\\_FINAL1.pdf](https://carnegieendowment.org/files/Political_Polarization_RPT_FINAL1.pdf)
- Srichampa, S. (2015, January). *Globalisation and the Language Situation in Thailand.* [https://www.researchgate.net/publication/284148708\\_Globalisation\\_and\\_the\\_Language\\_Situation\\_in\\_Thailand](https://www.researchgate.net/publication/284148708_Globalisation_and_the_Language_Situation_in_Thailand)
- Statista. (2022, March 2). *Budget expenditure of the MHESI Thailand 2019–2021.* Retrieved August 1, 2022, from <https://www.statista.com/statistics/1045567/thailand-total-budget-expenditure-of-ministry-of-science-and-technology/>
- The Japan Foundation, Bangkok. (2020, December 16). *Culture and Diplomacy in the Changing World: Its Relations, Values and Practices* [Video]. YouTube. <https://www.youtube.com/watch?v=5UsKXXCr7wE>
- Three MoUs signed with S Korea during PM's visit to S Korea.* (2019, November 25). Thai PBS World. Retrieved August 1, 2022, from <https://www.thaipbsworld.com/three-mous-signed-with-s-korea-during-pms-visit-to-s-korea/>
- TISTR (Thailand Institute of Scientific and Technological Research). (2015). *Annual Report 2015.* [https://www.tistr.or.th/DOWNLOAD/AnnualReport/TISTR\\_AnnualReport\\_2015-EN.pdf](https://www.tistr.or.th/DOWNLOAD/AnnualReport/TISTR_AnnualReport_2015-EN.pdf)
- TISTR (Thailand Institute of Scientific and Technological Research). (2019a). *Annual Report 2019.* [https://www.tistr.or.th/DOWNLOAD/AnnualReport/TISTR\\_AnnualReport\\_2019-EN.pdf](https://www.tistr.or.th/DOWNLOAD/AnnualReport/TISTR_AnnualReport_2019-EN.pdf)
- TISTR (Thailand Institute of Scientific and Technological Research). (2019b). *Form, plan / report of the results of operations and the use of the budget for the fiscal year 2019 (แบบจํานวน แผน / รายงานผลการปฏิบัติงานและการใช้จ่าย งบประมาณ ประจำปีงบประมาณ พ.ศ. 2562).* <https://www.tistr.or.th/download/infoweb/%E0%B8%A3%E0%B8%B2%E0%B8%A2%E0%B8%87%E0%B8%B2%E0%B8%99%E0%B8%9C%E0%B8%A5%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B9%83%E0%B8%8A%E0%B9%89%E0%B8%88%E0%B9%88%E0%B8%B2%E0%B8%A2%E0%B8%87%E0%B8%9A%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%A1%E0%B8%B2%E0%B8%9>

- 3%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B8%88%E0%B8%B3%E0%B8%9B%E0%B8%B5%202562%20-%20%E0%B8%97%E0%B8%B1%E0%B9%89%E0%B8%87%E0%B8%9B%E0%B8%B5%20%20.pdf
- UNCTAD (United Nations Conference on Trade and Development). (2015). *Science, Technology & Innovation Policy Review - Thailand*. [https://unctad.org/system/files/official-document/dtlstict2015d1\\_en.pdf](https://unctad.org/system/files/official-document/dtlstict2015d1_en.pdf)
- USC Center on Public Diplomacy. (2017). *The Soft Power 30: A Global Ranking of Soft Power 2017*. [https://softpower30.com/wp-content/uploads/2018/07/The\\_Soft\\_Power\\_30\\_Report\\_2017-1.pdf](https://softpower30.com/wp-content/uploads/2018/07/The_Soft_Power_30_Report_2017-1.pdf)
- Zhou, X. (2020). *Tip Working Party Co-creation Project 2019–2020: Case Study From China -- CATTC - China-ASEAN Technology Transfer Center*. OECD (Organisation for Economic Co-operation and Development). <https://stip.oecd.org/assets/TKKT/CaseStudies/38.pdf>

## Imprint

The External Cultural Policy Monitor

Developed by Helmut K. Anheier, Hertie School & UCLA Luskin School of Public Affairs, and ifa Competence Centre. Supervised by Helmut K. Anheier. Coordinated by Sarah Widmaier for ifa.

This paper is a summary of the respective Country Report.

Preferred citation

Yuqing Yang (03/2023). “Thailand. Fact Sheet,” in: Helmut K. Anheier and ifa (eds.). The External Cultural Policy Monitor. Stuttgart: ifa.

The views expressed are those of the authors and do not necessarily reflect those of the ifa.

Publisher:

ifa (Institut für Auslandsbeziehungen)

Charlottenplatz 17

70173 Stuttgart

Postfach 10 24 63

D-70020 Stuttgart

[www.ifa.de](http://www.ifa.de)

© ifa 2023

Author: Yuqing Yang

Copy-editing by:

ifa's Research Programme “Culture and Foreign Policy”

Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



DOI: <https://doi.org/10.17901/ecp.2022.067>