

## Administrative Policy of Culture Ministry in Thailand and China

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### Abstract

*Inadequate fundings, operational planning and assessment, promoting cultural activity, connections and dissemination of data as well as cultural monitoring and collaboration by organisations involved nowadays included the issues and barriers of the Ministry of culture.*

*The policy guidelines of the Ministry of cultures were as follows: advancing the cultural domestic agenda, promoting the Ministry of*

*culture as a core set in cultural organization, as a cultural knowledge center, encouraging collaboration from all industries, increasing involvement to identify instructions for cultural, promoting develop the rules of the Ministry of culture.*

**Keywords:** *Culture Policy, Thailand, China,*

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### Introduction

Promoting Cultural operations with organizations, parties and cultural nets to promote the corporate events, parties and cultural networks Creative Trade Propagation Promote the activities and corporate performance of the Organization Promoting cultural operations by means of organizations, parties and cultural networks.

Contrary to ethics and Cultural oversight The National Culture Commission Office oversees the

Ministry of culture(Landy & Conte, 2016).

### **General Directions of Cultural Policy**

The substance of the policy can be summarized as below:

1. Encourage Thai culture to be preserved in every respect through schooling, research, animation and growth, to enable culture to serve to resolve the issues experienced in the behavior of individual lives, develop social, economic and political advancement and reinforce domestic sovereignty.
2. Distribute Thai culture to the Thai individuals in general to allow them to comprehend and realize the values of their own society. This knowledge and recognition of Thai culture should contribute both among the individuals in the country and around the globe to domestic unity, safety and mutual comprehension.
3. The promotion and harmonization of traditional local and ethnicities in order to promote the recognition of the traditional and regional culture in a peaceful unity.
4. Promote and encourage cultural exchanges at national and global levels with a view to developing a global knowledge of the primary stream of Thai culture and cultural solidarity by select modifications and absorptions of exogenous cultures.
5. Support and encourage coordination and collaboration between government and private sector organizations involved in cultural operations. The mobilization of domestic funds for conservation, advancement and advancement of cultural activities shall be conducted in all measures and instruments (Hammond, 2014). Members of the Ministryofculture will know the Organization's mission, the creation of o perational objectives, the efficiency and clear direction of the organization's representatives ' job, and how its mission will attain success and how the policies also facilitate the coordination of the organizations.

Operating Missed suggestion according to local demand and cultural heritage data To study Cultural resource mobilization Missed praises to the local wisdom users Encourage Thai wisdom to live conservation, promotion and distribution activities The issue culture is not inspired by the local cultural network (Kattel & Mazzucato, 2018).

Most of the Ministry of culture does not have contemporary instruments to store and record cultural data, as the Ministry of culture of its own Office involves the operation of the Ministry of culture and provides network data.

Evaluation of performance Cultural knowledge Cooperation development with other organisations Resources for activities, culture, promotion and advancement, cultural activities, publications, and cultural surveillance.

Verifying the cause and effect of previous environmental policy prediction and outcomes of batch practices to be taken in future.

The policy definition method comprised five stages: the definition of policies agenda and the identification and defining of associated problems.

Receipt policy implementing the policy and implementing measures and pramoenphroning policy in order to analyze and synthesize the process of defining strategies from the academics mentioned above.

1 The identification and classification of problems through the collection of information related issues

2, the optional structure or policy offering

3 for Judge policy

4 the implementation of policies for the practice

5 measures and pramoenphlon for this study in the research policy (Haghverdi, Lun, Morgan, & Marioni, 2018).

## **Research Concept Framework**

Problems and obstacles in operation under current circumstances.

Process in operational policy and guidance Technical evaluation.

Operational promotion policy and guidelines. Review the policy remarks and promotion guidelines.

1. The Ministry of culture's Policy for Performance

2. Guidelines to promote the Thai Culture Council's achievement.

2. Chief of the Regional Government and members of the Ministry of culture-Senior Executive Officer of the Ministry of Culture.

Step 1 Study documentation on the Ministry of culture's performance: education, concepts, appropriate theoretical and scientific research and the Ministry of culture's nature assessment.

Step 2 Explore the state The issue and performance obstacles according to the role of the Ministry of culture that provides the research outcomes in step 1.

The Ministry of culture's role-

based activities include feedback, suggestions, the execution of an operational development plan, and cultural performance surveillance focus on the exchange of information, experience and idea of cultural activities, as well as linked networks.

Cultural perform to foster cultural in organizations, parties and cultural networks by strengthening funds, staff and authority for social in multiple departments and institutions to promote corporate and cultural growth organizing Creative and cultural monitoring.

The Counsel of Cultures compliance with the Board of Directors Conduct Cultural supervision The defining population and sample population for which study is carried out is the members of the Cultural Committee from the national Culture Council compliance with the Statutes or laws of the Council of Culture (Pitiyanuwat, 2015).

Step 3 Data collection Researchers are collecting information Phase 2 Of 21 specialists, the policy

and guidelines for supporting the efficiency of the Ministry of culture following phase 2, are being consulted by number 3.

Cultural use in the phase IV next phase Step 2 Examine the view of the management from the Ministry of Culture to include feedback on support data.

Phase 5 Ministry of culture Awareness Policies and Guidelines for Data Analysis

When a scientist gets an enquiry Take the questionnaire to verify the integrity of your organisation . Analysis of data using the following statistics:

personal status analysis and status analysis

The problem and performance barriers of ministry of cultures are using frequencies and percentages to analyze data from a set query.

An analysis can then be carried out using the following statistic data.

Data analysis from sets and sets of queries This is a scalable query.

The annual plan includes cultural plans and cultural performance packages.

Local governments are encouraged to consult and implement cultural and ministry of culture activities (Denes, 2015).

Cooperation with most government industries took place in the Ministry of culture.

The sample is of the view that the public sector should have a policy for the performance of the Ministry of

culture, which should be classified between the very average and low average by the very average.

First Cultural collaboration development with the second organisation Clear operational framework implementation plan.

Promoting and support of the resources appropriate to organisations for their cultural operations No.

8 1.2 The issues and obstacles in the area of cultural performance planning have been identified as acting on the Ministry of culture's role.

Cultural knowledge Problems and barriers caused by lack of cognitive information Public and local authorities are at the cutting edge of the culture of the organization.

Cultural operations resources Culture sector problems and obstacles Most public and government organizations.

Resources of cultural operations Promotion and support of cultural events Most local government organizations, including government organizations and public bodies, are responsible for the problem and barriers (Lao, 2015).

### **Cultural Planning:**

the Culture Council should prepare a Continuous and Clear Cultural action Plan and comply with the development plan rules.

The following: Cultural performance planning: the Ministry of culture.

the Ministry of culture should plan, monitor and evaluate the follow-up performance.

Culture shall follow and assess the Ministry of culture performance, monitor or control tracking and assess performance.

A centralized personnel should participate in the Ministry of culture's activities to be notified of culture.

2 times bringing new knowledge to the cultural network, so that cultural knowledge can be managed and administered and a conscious mind of treatment created.

Developing cooperation in other organisations, including the public sector and the Ministry of culture is a policy promoting cooperation with local governments and other local organizations in the area. Appropriate resources for operations, cultures such as the Minister of Culture, should be allocated to the Culture Council by ministry of cultures and in particular local governments with a budget for work with multiple cultures. The current Ministry of culture lacks technology and materials.

The cultural advocacy and supporting cultural events and the cultural board, including culture councils, should encourage and support each location and should be supported by a budget to organize community / village activities

publicity and cultural performance dissemination, including the public sector.

Provide the Ministry of culture with state-of-the-art technologies or equipment used as media or advertising tools and cooperates in a public relations network with the Agency or media.

Cultural monitoring must include education campaigns, including ministry of cultures.

Have volunteers, cultural monitoring and promote the establishment of a sub-level cultural monitoring center (Atmivanandana, & Lawler, 2014).

**The findings are this:** Thai Culture Council Experts' Policy on performance has an opinion on the same direction as Thailand's Ministry of culture Practice Policy.

promotes cultural work as one key mechanism to maintain nationality, and the country, with ministry of

cultures, is the principal organization to integrate cultures in accordance with all organizations strategy.

Recognize the importance of the common responsibility to preserve the identity of Thailand's sustainability culture To develop and promote the center of religious knowledge of the Ministry of culture.

The guidelines of an economic and social development plan should be followed by a management policy, a cultural congress, a cultural planning, in order to satisfy all the demands It is beneficial to decide which direction and strategy of the cultural policy is in keeping with the policies and strategic development of the country.

push to fix To improve laws and regulations to promote Individuals of the Ministry of

culture under effective management Free of intervention from the agency. The Prime Minister and the public sector should oversee

the culture and packing cultures for the sake of their cultural development while extending the role of the Ministry of culture to public relations (Bianco & Slaughter, 2016).

Promoting public consciousness and Thai culture Provide a modern and reliable cultural information base for the public in order to maximize to encourage the usage of information technologies to promote religious events, cultures, traditions or life styles with participation of all organizations and residents in the area and the ministry of culture as the core .

Encouraging the participation of all sectors in feedback to develop the national culture development plan, regional / provincial / local cultural development plans and plans Strategies for compliance with the national economic and social development plan.

The cultures contribute to and contribute to the cultural performance of the Council of Culture , to publicity, disseminating cultural knowledge and local wisdom, to the use and education of knowledge by the public.

Establishing a network of media to promote and publicize cultural events supports proactive publicity in promoting the Ministry of culture's work and contribution by using different media to create its best image.

The Ministry of culture, Head of the Provincial Government Department of the Cultural and Cultural Congress Department across the country found that all respondents agree with the Culture Council performance policy.

All Article Examination of the opinion on policies and guidelines promoting the Council's operation Voiceovers Ministry of Culture Culture has found that senior management in the Ministry of Culture agreed the policies and guidelines offered to promote the work of the Ministry of culture.

The operational policy of the Thai Culture Council urges cultural work to be part of the national agenda to encourage Thai people to recognize the value.

In keeping with the strategy of all organizations, the Ministry of culture is the main organization to integrate cultures.



The Ministry of culture should be developed and promoted to be a centre.

Improving the laws and regulations for the effective management of the legal entity of the Ministry of culture.

To enhance the effectiveness of the Ministry of culture's publicity by promoting both policy and guidelines in the creation of public and private-sector media networks.

Enhance the promotion of culture while extending the public relations role to the Ministry of culture (Morton, 2017).

The Prime Minister and the State should oversee cultural work and the packaging of cultural work on the national agenda, and should support the Ministry of culture as a major national organization that operates the nation's culture and knowledge.

Encourage the development of a modern and reliable cultural information base to enhance people everywhere up to for informational technology to be used to store knowledge about cultures and provide a broad range of knowledge acquaintances Thai culture Encouraging religions, cultures, traditions or lifestyles with the participation of all organizations and residents.

The support the processes of participation by each sector in feedback on the Regional / Provincial / Local Culture Development Plan and its programs The develops values and awareness of participating in cultural participation in the public according to the guidelines of the National Economic / Social Development Plan.

Update the Thai Wisdom's Copyright Protection Act and Thai Copyright to Protect the Thai Wisdom, as well as to increase awareness and cultural knowledge for the people of the Ministry of culture, including the Thai Muay, under the Government's supervision and assistance.

promotes staff development in line with Ministry of culture requirements, promoting local cultural volunteers to engage in cultural work, supporting the public sector, and implementing budgetary measures and bringing benefits of the Public Relations Ministry of

culture, publishing knowledge of culture, local wisdom supports proactive advertising by disseminating the ministry of culture's work and contribution using various media in order to create the Ministry of culture's good image.

Regulating and leading foreign affairs relating to cultural relics and museums; developing global communication and collaboration; assuming responsibility for identifying and verifying artifacts – imported and exported – and other duties, as required by the State Council and the Culture Minister.

### **Chinese ministry of culture approaches**

#### ***Regulate Tax Payments in Film Industry***

The Chinese fiscal authority said on Friday it had ordered local authorities in the film and television industry to reinforce tax compliance.

The State Administration of taxation stated in a statement that companies and staff in the sector should declare and pay due taxes honestly, as required by law.

It said that when value added tax invoices are issued, the industry should stick to the true amount and should not issue or allow others to invoice the wrong amount.

If the decline they received is found to be against the rules, the tax authorities will revoke the tax rebate, the statement added. the tax authorities will.

Local tax departments are improving to manage tax sources in the film by coordinating efforts with other government agencies, helping taxpayers strengthen their financial structure and enhancing tax management based on various levels of risk of enterprises and staff.

The administration also called for stringent implementation, via tax management and services, of tax preference policies and measures to support the healthy evolution of the film sector (Su, 2015).

***Recently a notice was issued which required improved inspections on the entry and exit of stolen cultural relics.***

To respond to the challenges created by the current relic trade market, the State Government of the Cultural Inheritance took the measure. China's cultural relics have often been robbed and excavated in recent years, trying to trade the stolen relics out of the country before it applied for temporary admission. Risks also increased as international cultural exchanges grew, attracting more foreign entries. A common "China Stolen (Lost) Cultural Relics Information Public Platform" was issued by the Ministry of Public Security and state administration of cultural inheritance in November 2017. The state cultural heritage administration developed a "Foreign Cultural Relics Database" in March this year that provided information to help detect stolen cultural relics during entering and leaving the country. The registration inspection procedures shall be strictly implemented to meet relevant requirements, according to the requirements, for each examination and management office. In order to improve identification of stolen relics, audit personnel must pay attention to the dynamic updating information on the platform and the database. The public security, customs and the State Administer of Cultural Inheritance should be notified promptly, once stolen cultural relics are detected (Liu, 2016).

#### ***First Law on Public Libraries Enacted***

The first public library law of China came into force on 1 January. It involves the creation of public libraries at the county level or more that provide reading facilities and free spaces for the public. Libraries shall also organize public lectures, readings, training and shows and other programs for public cultural services. The law was passed by a vote of the Standing Committee on 4 November of the National People's Congress. An executive meeting of the Council of State in April reviewed a draft of the law. The Public Library Law follows the public cultural service guarantee law passed last year. The new law on bibliothèques details the legal framework of the guarantee law and seeks to perform public library functions in order to provide cultural services. The building and improvement of main branch library at county level are highlighted. The

National Statistical Bureau reports that China had almost 3,200 public libraries receiving more than 647 million visitors by the end of 2016. Zhang Yongxin, Director of the Office of Public Culture of the Ministry, said: ' Our country has built a library service network that encompasses both urbans and rural areas.'(Ch'en, 2018).

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