

Cultural Exchange and Collaborative Development in Countries Along the Route under the "Belt and Road" Initiative

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Abstract: The important driving force of inter-state relations is humanistic communication, and the key point in the process of international communication is also humanistic communication. The Party Central Committee, with Xi Jinping as its general secretary, based on the changing domestic and international environment and based on the great rejuvenation of the Chinese nation's Chinese Dream, put forward the strategic concept of strategically surrounding and connecting the world as "Belt and Road ". The strategic conception of "Belt and Road" better supports the further improvement of China's opening-up level with a broader strategic platform, promotes the effective formation of a new pattern of regional cooperation, realizes the effective construction of a new model of regional cooperation with the outside world, better guides the development of regional cooperation, and consolidates the long-term development of our country and the foundation of sustained economic growth.

1. The Role of Human Communication in Countries Along the " Belt and Road "Initiative

In the context of the rapid development of "Belt and Road ", international cooperation and development activities gradually rise, and with the rapid development of international trade also provides a convenient understanding of foreign business activities and business development, from an objective point of view, the rapid development of international trade under the" Belt and Road "background has played a certain role in cultural exchanges and cultural interaction. "Belt and Road" broadens people's cultural vision and makes people's world cultural consciousness stronger gradually. And with the increasing of people's cultural vision, people's expectations of the cultural world and the development of foreign cultures are gradually rising, in this context, effectively for the development of cultural exchanges and cooperation along the great benefits. The rapid development of humanistic exchanges and collaboration has significantly enhanced China's status and influence in the world and raised the expectations of more and more countries and people to strengthen their ties with China.

1.1. Promoting the Socio-Economic Development of the Countries Along the Route

Since the reform and opening up, china's "belt and road" initiative along the city's own advantages of sending letters have been actively played, while some of the more remote areas are supported by national policies, economic development is also very fast. For example, the economic strength of Yunnan along the "Belt and Road" is very significant, but it is worth noting that there are still many gaps compared with other provinces and regions, and some problems such as poverty and backward productivity are still very prominent, so the challenges of development are still very difficult. But under the support of various national policies and the background of reform, the overall advantages of Yunnan have been further brought into play, and the opening-up has also been strengthened [1]. Thailand is one of the countries with frequent cultural exchanges and economic development under the "Belt and Road" initiative in China. Under the background of the deepening of cultural exchanges, the personnel exchanges between our country and Thailand are also very frequent, and the mutual understanding between the two sides is effectively promoted in this

context. At the same time, the economic and trade exchanges and mutual investment between some cities of our country and Thailand are constantly strengthened, which gives a great impetus to the economic development of both sides. With the deepening of cultural exchanges, the tourism industry between China and Thailand is becoming more frequent, which promotes the comprehensive development of tourism industry.

1.2. Promoting Cultural Exchanges between China and Neighboring Countries

The relationship between China and the countries along the "Belt and Road" initiative is becoming more and more favorable through the policy guidance, which is the main principle of our country's relations with neighboring countries. Based on the establishment of good relations between yunnan and neighboring countries, one province adjacent to many countries in china is yunnan, which can promote the development of yunnan to a great extent, but also has a certain relation with the long-term stability of our country and surrounding environment. Since the establishment of friendly relations between China and Thailand, the two countries have maintained a very good momentum of exchanges and development, and have greatly increased the frequency of high-level visits. The establishment of pragmatic cooperation under the "Belt and Road" initiative of the countries along the route not only provides a positive promotion to the good realization of mutual benefit between our country and other countries, but also to the establishment of a harmonious surrounding environment. From the actual situation of cultural exchanges between China and Thailand, the results of the exchanges are of great significance and value to the reference and reference between China and other neighboring countries.

2. Development of Human Communication and Collaboration in Countries Along the Route under the " Belt and Road "Initiative

2.1. Educational Exchange

Under the background of the rapid development of global economy and science and technology, the country's higher education gradually becomes more and more highly valued by the society and people. At the same time, in order to guarantee the continuous improvement of its international competitiveness of higher education, each country gradually adopts economic measures to ensure the effective development of its own form of cooperation with other countries in the exchange of higher education, and then gradually achieves the goal of raising the international level of its own higher education. Under the background of common exchange education, it is an important way to strengthen the regional communication to train the talents who are familiar with the language and culture in different regions.

In recent years, on the basis of the national "Belt and Road" initiative, humanistic exchanges and cooperation between cities along the route and Southeast Asia have developed more and more frequently. Based on the principle of complementary advantages and mutual reference and common promotion, the effectiveness of educational exchanges between the two sides has been greatly enhanced [2]. For example, the gradual expansion of higher education into vocational education and basic education from the past has played an important role in promoting the diversification of people and the inheritance of technical skills and employment entrepreneurship. Thailand, a country along the "Belt and Road ", has also increased its investment in vocational education, improved its own vocational education system and actively built its corresponding regional vocational education training centre. With the gradual development of this favorable situation, the exchange of vocational education between our country and thailand has been strengthened gradually, and some vocational and technical colleges of the two sides have begun to exchange visits and send foreign students to each other, which provides an important positive effect for the improvement of both cheeks education level and the optimization of educational resources.



Figure 1 Continuing depth of educational exchange

2.2. Cultural Exchange

Under the "Belt and Road" initiative, the cultural exchanges of the countries along the route are very prominent in the aspects of culture, art and film and television. From the point of view of culture and art, the phenomenon of frequent interaction occurs in minority cultures. For example, from the point of view of China's Yunnan and Southeast Asian countries Thailand, most of the ethnic minorities are the prominent characteristics of both sides, so the more prominent communication is reflected in the cultural side of the two ethnic minorities. No. Art groups interact. Some cities along the Belt and Road can reflect the national culture of the corresponding song and dance groups began to gradually to Thailand to carry out the corresponding exchange performance activities, for the Thai people to China's national culture and the Chinese traditional excellent national artistic charm to create favorable conditions; at the same time, Thailand began to organize their own art troupe, and then to some ethnic minorities and vocational schools in China to carry out corresponding performance activities, effectively strengthen the cultural exchanges between the two sides. Second, the construction of the cultural and artistic center. Kunming of our country is the new city of China-Thai culture and art China, and has set up a better platform and environment for the display of the cultural characteristics of China-Thai.

From the point of view of strengthening the communication between film and television, guided by the strategic direction of the "Belt and Road" initiative, the film and television exchanges between China and other countries have begun to develop in depth, and this phenomenon has enabled the two sides to exchange their own excellent cultures [3]. For example, in 2013, the Chinese film "Lost in Thailand" was shown in China. Influenced by the film and television exchanges, some film and television channels in China also began to land in Thailand gradually, for the Thai people to use film and television channels to understand our country to build a good bridge. And some channels of our country also began to think of foreign tourism programs, so as to develop some foreign tourist attractions and folk culture. From the above two angles, the countries along the "Belt and Road" initiative believe that communication and coordinated development have played an important driving force.



Figure 2 Enhanced film and television communication

2.3. Tourism Exchange

Many cities and countries along the route are rich in tourism resources under the "Belt and Road" initiative. To ensure that the intensity of exchanges and the strength of cooperation and development can continue to strengthen the tourism exchanges between the two sides, this initiative is extremely beneficial to the integration of tourism resources and the formation of complementary advantages. One of the main driving forces of our country's exchanges with foreign countries is tourism. People often can fully reflect the relationship between countries in their daily exchanges, and people in the current society in order to understand another country or region, often choose to travel this behavior, in the context of frequent exchanges, very good for emotional communication, in this context will gradually increase the number of letters to each other. The increasing frequent tourism exchanges between cities and countries along the "Belt and Road" initiative provide an important impetus for the development of human understanding and cooperation between the two sides.



Figure 3 Frequent tourism projects

3. Conclusion

Under the "Belt and Road" strategic development initiative, an important way to ensure the same people's hearts and minds is the humanities. Based on the effective development of cultural exchanges between our country and other countries, we can better show our national culture to other countries, ensure that our relations with neighboring countries can develop more closely and deeply, and then better promote the opening of more extensive cooperation. At the same time, through the gradual development of humanistic exchanges between our country and other countries, it is very beneficial to the continuous strengthening of the cohesion and understanding of the people's hearts, and can also provide a strong support for the construction of a good social foundation and public opinion environment.

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