

## Thailand's Education Cooperation with Neighboring Countries: The Key Factors to Strengthen the "Soft Power" Relationship

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**Abstract :** This paper was aimed to study the model of education cooperation during Thailand and neighbor countries, especially the countries which the territory-cohesion border with Thailand used "Soft Power" to enhance the good relationship. This research employed qualitative method, analyzed and synthesized the content of cooperation projects, policies, laws, relevant theories, relevant research papers and documents and used SWOT analysis. The research findings revealed that Thailand's education cooperation projects with neighbor countries had two characteristics: 1) education cooperation projects/programs were a part in economic cooperation projects, and 2) there were directly education cooperation projects. The suggested education cooperation model was based on the concept of "Soft Power", thus the determination of action plans or projects as key factors of public and private organizations should be based on sincere participation among people, communities and relevant organizations of the neighbor countries. Adoption of education-cultural exchange, learning and sharing process is a key to strengthen good relationship of the countries' cooperation. The roles of education in this included sharing and acceptance of culture and local wisdom, human resource development, knowledge management, integration and networking building could enhance relationship between agents of related organizations of Thailand and neighbors countries.

**Keywords :** education, soft-power, relationship, cooperation, Thailand neighboring countries

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