
Research on Collaborative Innovation of Sino-Thai Design Art Education under the Background of Hainan Free Trade Port

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Abstract: Transnational design curriculum cooperation is one of the main directions of developing artistic talents in the face of globalization and the regional integration process. Having achieved a high level of educational cooperation after the development of diplomatic relations between the two countries, there is huge potential in cultural exchange and resource sharing in design arts. The Hainan Free Trade Port with its policy openness and unique geographic position has become a forum of cultural interchange between China and the rest of the world. Not only does it act as a testing ground in the dismantling of barriers in design education and resource sharing but it is also a driver of educational concept change. Given the current circumstances of the Free Trade Port period, this paper will discuss new methods and ways of cooperation between China and Thailand in the field of design art education to combine the best traditions of Chinese culture with creativity in design, develop design professionals with both global outlook and China spirit, and enhance the base of mutual comprehension between the residents of the two areas.

Keywords: Hainan Free Trade Port; China-Thailand; Design Art; Education; Collaborative Innovation

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1. Introduction

The development of Hainan Free Trade Port is a national strategy. It goes further on the basis of “international design island”, creating very favorable conditions for the internationalization of design art education and school enterprise cooperation. China and Thailand are separated by a strip of water, and their cultures blend. The design arts of the two countries have their own merits. Thailand has a lot of experience in tourism product design, and Hainan Free Trade Port has the policy dividend of Free Trade Port and rich local intangible cultural heritage resources. At present, there are still some problems in the cooperation between China and Thailand in the design and art education, such as the lack of contact mechanism, the weak matching of resources, and the inaccurate positioning of training talents. It is urgent to establish a linkage mechanism to make up for the gap in education, promote the rapid development of the cultural and creative industry in the free trade port, and enhance the cultural and educational exchanges in the Lancang Mekong region.

2. The Collaborative Innovation Significance of Sino-Thai Design Art Education under the Background of Hainan Free Trade Port

2.1. Boost the Opening and Upgrading of Free Trade Port

Hainan Free Trade Port undertakes the major task of building an international education innovation island. The collaborative innovation of design and art education between China and Thailand is part of the specific implementation of education opening. It can break through space constraints and institutional barriers, activate transnational education resources, and build a sharing mechanism of courses, teachers, and training bases. It can make up for the weak internationalization foundation of design and art education in Hainan Province and the lack of advantageous education resources. On this basis, it can use Thailand's influence on art education in the ASEAN region to expand the scope of education opening and cooperation in Hainan free trade port^[1].

This not only enriches the educational content of the internationalization of the free trade port, but also promotes the development of art education from unilateral introduction to mutual benefit, creates a transnational talent cultivation mode that meets the needs of the construction of the free trade port, and promotes the replicable and easy to promote cross-border art education cooperation pilot demonstration nationwide. Consolidate the international foundation for talent introduction in the free trade port.

2.2. Deepen the Mutual Learning and Integration of Chinese and Thai Cultures

China and Thailand are close to each other in geographical location, cultural background, traditional culture and intangible cultural heritage resources. On the basis of cooperation and innovation, they provide a good platform for cultural exchanges between the two countries. The Li and Miao brocade, coconut carving technology in Hainan Province, silk weaving art in Thailand, Buddha statue design, and folk cultural creation have their own merits. Collaborative education, joint research, Works CO creation, and intangible cultural heritage activation research can promote the integration of traditional art and modern design. On the one hand, it can make Hainan local intangible cultural heritage go to the world and expand the influence of Chinese culture in Southeast Asia; On the other hand, Thailand's creative design concept can be introduced to break the mode of art solidification, so that the traditional cultures of the two countries can blend with each other, and glow with new vitality and vigor in the process of collision. Such a form of cultural exchange can also strengthen the emotional foundation of the people's hearts and minds of the two countries and strengthen the cultural ties between the Lancang Mekong region.

2.3. Enabling the Development of Cultural and Creative Industries in Free Trade Port

Hainan Free Trade Port actively develops industries such as cultural tourism, cultural innovation, exhibition design, and digital creativity. It is in great need of design talents with international thinking, cross-cultural communication ability, and practical operation ability. The collaborative innovation of Sino-Thai design and art education is just for the current shortage of talents. Through the policy advantages of Free Trade Port trade liberalization and investment facilitation, schools and enterprises jointly build a cross-border production and education integration platform, link the development needs of Thailand's cultural and creative industry and Hainan's Free Trade Port industry, and accurately cultivate professional talents who meet the requirements of overseas design projects and cultural tourism development; At the same time, collaborative innovation can promote the transformation of scientific research achievements into commodities, jointly develop cultural and creative products and design works to be applied in the cultural industry projects of Hainan free trade port, and improve the international influence of local cultural and creative products. This step has achieved the effective docking between the education and teaching chain, the talent training chain and the industrial chain, and provided sustainable momentum for the high-level development of cultural and creative industries in the free trade port.

3. Problems Faced by Sino-Thai Design and Art Education Collaboration under the Background of Hainan Free Trade Port

3.1. The Cross-border Coordination Policy Mechanism is not Perfect, and the Institutional Guarantee Is Absent

Hainan Free Trade Port enjoys open preferential policies, but the specific support policies for the collaborative cooperation of design and art education between China and Thailand are not perfect. A series of specific policies and measures, such as the rules for cross-border school running, the credit recognition method, the rules for the flow of teachers, and the detailed rules for the ownership of intellectual property rights, have not been issued. The educational resources and evaluation indicators of the two sides are different. The cooperation procedures abroad are complex, the threshold is high, and there is no long-term information contact and coordination platform. Only temporary exchanges and visits can be implemented, and there is no sustainable basis for cooperation. The advantages of opening preferential policies have not been effectively transformed into the effectiveness of education cooperation, which limits the further deepening of cooperation^[2].

3.2. Asymmetric Connection of High-quality Resources and Low Sharing Efficiency

There is a serious imbalance in the allocation of design and art education resources between China and Thailand. Colleges and universities in Hainan pay attention to the design of local intangible cultural heritage and innovative design of cultural tourism. Colleges and universities in Thailand are good at digital media, fashion design and the design and development of Southeast Asian folk culture and innovation, and can use each other in education. However, there is no overall plan for the integration and utilization of the two sides. The basic sharing of excellent teachers, excellent course resources and experimental training bases is superficial. Basically, they are dragonfly visits, exchanges and lectures. They cannot achieve in-depth cooperation such as course sharing, teacher dispatching and platform sharing. In addition, due to the lack of smooth information transmission, they cannot grasp each other's educational resources and school running characteristics clearly, resulting in a waste of resources and unable to achieve a good interactive effect of learning from each other's strengths to make up for their weaknesses.

3.3. Homogenization of Talent Training Mode and Insufficient Cross-cultural Adaptation

At present, the design and art education cooperation between China and Thailand still stays in the teaching mode of single output, without considering the development needs of the Free Trade Port industry and the respective cultural backgrounds of the two countries to formulate corresponding talent training strategies. There is a lack of training related to cross-cultural design and cross-border cultural and creative operation management in the teaching course. The teaching method is mainly to teach theory, ignoring the cultivation of practical ability and international communication ability, as well as the improvement of students' comprehensive quality. The talent training objectives and assessment indicators between the two universities are separated, resulting in students who not only have no international vision, but also are not competent for the jobs in the cross-border cultural and creative industries of the free trade port, resulting in the phenomenon of "training and employment are contrary", which is not in line with the actual needs of the Free Trade Port for compound design talents.

3.4. The Integration of Production and Education is not Closely Linked, and the Transformation of Achievements is Lagging Behind

The integration of Sino-Thai design and art education and teaching cooperation with the cultural and creative industries of the Free Trade Port is not enough, the international exchange and cooperation between schools and enterprises are superficial, and there is a lack of substantive exchange and cooperation platforms such as fixed practice and training places and co construction projects. Most of the design and research achievements of the school stop at the design products themselves, fail to meet the development needs of Hainan tourism, exhibition industry, digital culture industry and other related fields, and lack the transformation channels of marketization and industrialization. In addition, the willingness

of enterprises from both sides to participate is low, and the industry standards and job requirements are not included in the curriculum, resulting in the separation of education reform and social development. The synergy effect is difficult to upgrade the Free Trade Port industry, and cannot form a good situation of education industry mutual empowerment.

4. Suggestions on Collaborative Innovation of Sino-Thai Design Art Education under the Background of Hainan Free Trade Port

4.1. Improve the Cross-border Collaborative Policy Mechanism and Lay a Solid Foundation for Institutional Protection

With the help of the preferential policies for the opening up of Hainan free trade port, a provincial long-term stable cooperative governance mechanism will be established on the basis of cooperation with relevant government departments and universities in Thailand, and targeted and operable special supporting schemes will be formulated to eliminate obstacles to the cross-border cooperation mechanism. In specific aspects, further clarify a series of operating rules such as cross-border school running, mutual recognition of credits, mutual assignment of teachers and students, and attribution of achievements, optimize the procedures for handling cooperation procedures, unify the education qualifications and assessment standards of both sides, and solve the problem of poor cooperation mechanism; In addition, establish a mutual consultation system, set up a special working group to coordinate and solve the problems existing in the process of cooperation, and promote cooperation from short-term interaction to long-term normality^[3]. At the same time, with the help of the pilot Free Trade Port policy, we will explore new ways of communication and cooperation in design and art education, strive for tax relief, bonus subsidies and other related preferential policies, turn the policy dividend into a joint effect, escort and help the in-depth integration of design and art education and teaching between China and Thailand, and establish a model of cross-border education and teaching cooperation in the free trade port. In view of the difficulties in the entry and exit of teachers and the sharing of academic resources, preferential measures were introduced to promote the exchange of key teachers from both sides, joint research and joint courses, and provide entry and exit convenience and salary guarantee; We will improve the intellectual property protection system for collaborative achievements, clarify the output rights and responsibilities of school enterprise and inter school cooperation and their income ratio, and relieve the worries of cooperation. Starting from the comprehensive system construction, we should build a standardized and legalized cooperation mechanism, mobilize the enthusiasm of both sides for cooperation, lay the foundation for long-term and stable cooperation, and promote the construction of Hainan International Education Innovation island.

4.2. Build a High-quality Resource Sharing Platform to Achieve Complementary Advantages and Win-win Results

Focusing on the unbalanced distribution and low utilization of talent resources in Sino-Thai design and art education, build a design resource sharing system combining online and offline, and activate high-quality education resources of both sides. Give full play to the advantages of information infrastructure of Hainan free trade port, establish a cross-border online teaching resource center, gather resources such as key courses, teaching cases, designs, scientific research materials of both sides, carry out joint teaching, and share resource achievements; We will jointly create modular quality courses for Hainan local ethnic cultural design, Thailand folk creative design, new media interaction design and other related characteristic teaching content, embed the traditional culture and design concepts of the two countries, and enrich the teaching content. At the same time, we will jointly create offline physical training bases and art design studios, introduce excellent teachers, equipment and other resources from both sides, carry out a series of activities such as cooperative training, work creation and Academic Salon, and solve the problem of resource sharing^[4]. Establish a precise docking mode of resource sharing, and summarize highly targeted cooperation resources by exploring the characteristics and weaknesses of both sides' schools. Promote the in-depth cooperation between Hainan LiMiao intangible cultural heritage and coconut carving technology and Thai silk art and fashion design, hold Sino-Thai design art exchange meetings, exhibitions and

competitions, and enrich the interaction between teachers and students; Carry out joint training of teachers, carry out teaching seminars, skill training, subject research, etc., and improve the overall quality of teachers and teaching quality of both sides. Make full use of various resources for integration, learn from each other's strong points to complement each other's weak points in this process, and achieve mutual benefit and win-win results, so as to improve the level of Sino-Thai cooperation in design and art education, and promote Hainan Free Trade Port to attract international high-end education resources.

4.3. Innovate Cross-cultural Talent Training Mode to Meet the Talent Demand Of Free Trade Port

Based on the current situation of talent demand in the cultural and creative industry of Hainan free trade port, we should break through the traditional single training path and create a new mode of cross-cultural, international and practical design talent education and training. We will jointly agree on the content of the training plan, add cross-cultural exchanges, cross-border cultural and creative operations and relevant policy knowledge of the Free Trade Port to the curriculum, give consideration to the proportion of theoretical learning and practical activities, increase the content of project training and case analysis, and meet the needs of employment. Implement the "Dual Campus" collaborative education mode, scientifically plan the length of students' study at home and abroad, implement mutual recognition of credits, and share student status, so that students can become real ambassadors of cultural exchange and broaden the international thinking pattern. Strengthen cross-cultural quality training, set up Sino-Thai cultural basic courses and language exchange courses, and clear the obstacles of cross-border communication; Build a cross-cultural curriculum group, implement bilingual classroom teaching, and improve students' cross-cultural communication and design expression level. We should improve the diversified evaluation mechanism, overcome the traditional written examination method, and take the completion of works, practical activities, cross-cultural communication and cooperation ability as evaluation indicators to comprehensively evaluate students. In addition, to meet the development needs of cultural and creative enterprises in the free trade zone, targeted training is implemented, and practical designers are accurately delivered to solve the problem that talent training is difficult to connect with industrial development. Under the innovation mode, we will cultivate compound design talents with local cultural heritage, international design concepts and operating skills, and provide talent guarantee for the rapid development of cultural and creative industries in the free trade zone.

4.4. Deepen Cross-border Integration and Collaboration of Production and Education, and Promote the Implementation and Transformation of Achievements

Focusing on Hainan Free Trade Port culture and tourism culture creative industry, digital creative industry, exhibition design industry and other characteristic industries, we will create a "school+enterprise+government" three combination type of overseas production and education integration mode, and smooth the link between education reform and industrial development. Work with Chinese and Thai cultural and creative enterprises and relevant associations to jointly create overseas production and education integration training bases and industrial colleges, absorb and learn from actual industrial projects and industrial regulations, integrate them into classroom learning, and enable teachers and students to participate in the whole process of project planning, product development and market expansion, so as to cultivate and exercise their hands-on operation ability. Create a dual track interactive mode between schools and enterprises, hire enterprise experts to participate in curriculum development and teach courses, and arrange teachers and students to engage in internships in enterprises, so as to achieve the seamless integration of production and education. Using the Free Trade Port trade liberalization and investment facilitation policies, we will build a Sino-Thai design and art achievement transformation center, provide a docking channel for the display, incubation and marketization of teachers' and students' design works, and promote the transformation and implementation of non heritage cultural and creative, digital design, cultural and Tourism products and other achievements. The university is encouraged to cooperate with the company in scientific research project application and technology development, carry out design work around the bottleneck of the industrial development of the free trade port, and enhance the practical significance and economic benefits of the transformation of teaching achievements^[5]. Establish a special fund for the integration of industry and education, attract more social funds

to invest in joint education, and stimulate the cooperation power of enterprises' deep integration into education; Establish Sino-Thai creative design Industrial Park, provide support for excellent design projects in terms of space, funds and operation, and closely link the education chain, talent chain, industry chain and innovation chain, so that the products of collaborative development can really help the development of free trade port.

5. Summary

To sum up, the development of Hainan Free Trade Port has created a rare development opportunity for the cross-border integration of design and art education between China and Thailand. Strengthening the cooperation between the two countries is not only the inevitable requirement of implementing the internationalization of education, but also the fundamental means to help the transformation of cultural and creative industries of Hainan Free Trade Port and cultivate cross-border design and creative talents. It helps to solve the problems in cross-border cooperation in terms of establishing perfect system guarantee, gathering excellent educational resources, exploring new talent training methods, strengthening the connection between education, teaching and industry, and optimizing service guarantee, and can stimulate the possibility of further in-depth cooperation between the two sides to a certain extent. In the future, it is necessary to rely on the free trade zone port opening-up platform, adhere to the principles of mutual learning and common development, further enrich the content of cooperation, explore cooperation methods, promote the transformation of design art education in China and Thailand from simple docking to deep integration, innovate culture in inheritance, develop culture in innovation, and make the traditional culture of the two countries glow with vitality under the new design concept.

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