





















first century bolstered their soft power by using cultural diplomacy efforts to improve mutual understanding and collaboration. Countries promote trade cooperation and aid investment through cultural diplomacy. China and the Philippines used soft power successfully in their cultural diplomacy at first.

However, on the way to implementing cultural diplomacy measures, the two governments also encountered many obstacles: China encountered the rejection of a part of Filipinos who supported the US, and the Philippines encountered barriers because of the Chinese language. It is important for the Philippines and China in their diplomatic relations to prevent frequent provocative actions in disputed maritime areas from generating hostile reactions by the citizens of the two countries. This means not setting aside maritime conflicts and territorial issues entirely, but simply taking them out of focus in diplomatic relations, to create more opportunities for focus. focus on other positive and productive areas. And just one incident of hostilities at sea could completely destroy the long-established relationship between the Philippines and China. For the Philippines, China is an important economic partner with which it must work to achieve financial benefits for national development. For China, the Philippines is an important country that it must work with to earn the trust and respect of other countries in Southeast Asia, especially as it is on its way to proving itself as a responsible power. China will join hands with the Philippines to maintain peace and stability in Southeast Asia - an area with world development potential. This doesn't happen easily and requires double efforts on both sides. As two important members of this association, China and the Philippines should continue to commit to an independent, ASEAN-centered foreign policy, and further deepen the global strategic partnership. China-ASEAN representation and contribution to the stability and prosperity of the bloc.

The Philippines and China's tourism collaboration has advanced in leaps and bounds. The two administrations have made every effort to create conditions that allow the two people to meet and share ideas. The people of the two countries share a lot in terms of culture and society, and when they work together, they can accomplish a lot more. Regular and continuous tourism activities are the most visible sign. China has traditionally been one of

the Philippines' most important tourist destinations. Many Philippine destinations have become popular with Chinese tourists, who are particularly interested in the types of beach resorts available in the Philippines. Cooperation activities in the fields of culture and tourism have contributed to strengthening the relationship between the two countries, the Philippines and China. The Philippines benefits from China in many different ways, so this relationship will continue to grow strong. The close cooperation with China in the field of tourism has helped the Philippines develop its economy, gradually stabilize the domestic situation and improve its position in the international arena. One thing can be seen, in recent years, the Philippines has increased its relations with major countries in the region and the world. The voice of the Philippines in regional and international forums is increasingly enhanced.

## REFERENCES

- Andrea Chloe A. Wong (2014), *Philippines-China Relations: Beyond the Territorial Disputes*, Cirss commentaries, vol. I, no. 3.
- Anna Malindog-Uy, *Public Diplomacy and China-Philippine Relations*, <https://thearcanpost.com/article/public-diplomacy-and-china-philippine-relations>, accessed 12/5/2022.
- Carl Baker (2004), *China - Philippines Relations: Caution Cooperation*, <https://apps.dtic.mil/sti/pdfs/ADA627494.pdf>, accessed 11/5/2022
- Chinese Embassy in the Philippines (2020), *Ambassador Huang Xilian: China's online education enterprises provide thousands of job opportunities for Filipinos*, <https://www.fmprc.gov.cn/ce/ceph/eng/sgdt/t1824571.htm>, accessed 6/4/2022.
- Chinese Embassy in the Philippines (2020), *Chinese Embassy presents "Friendship Bags" to Manila citizens*, [https://www-fmprc-gov-cn.translate.google.com/ce/ceph/eng/sgdt/t1785819.htm?\\_x\\_tr\\_sl=en&\\_x\\_tr\\_tl=en&\\_x\\_tr\\_hl=en&\\_x\\_tr\\_pto=sc](https://www-fmprc-gov-cn.translate.google.com/ce/ceph/eng/sgdt/t1785819.htm?_x_tr_sl=en&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc), accessed April 1, 2022.
- Chinese Embassy in the Philippines (2020), *Original Interview with Ambassador Huang Xilian*, [https://www-fmprc-govcn.translate.google.com/ce/ceph/eng/sgdt/t1798935.htm?x\\_tr\\_sl=en&\\_x\\_tr\\_tl=en&\\_x\\_tr\\_hl=en&\\_x\\_tr\\_pto=sc](https://www-fmprc-govcn.translate.google.com/ce/ceph/eng/sgdt/t1798935.htm?x_tr_sl=en&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc), accessed 3/4/2022.\
- Chinese Embassy in the Philippines (2021), *China, and the Philippines jointly launched the forum, awarding prizes to promote bilateral relations*, <https://www.mfa.gov.cn/ce/ceph/eng/sgdt/t1846963.htm>, accessed April 5, 2022.
- Chinese Embassy in the Philippines (2018), 中国驻菲律宾大使宋涛与菲律宾旅游部长谈两国旅游合作, <http://ph.chinese>

- embassy.org/sgdt/200801/t20080104\_1212527.htm, accessed on 20/4/2022.
- Consulate General of China in Cebu (2006), 中国旅游业现状和中菲旅游业的发展情况, [http://cebu.chineseconsulate.org/jlyhz/14/200607/t20060704\\_5643164.htm](http://cebu.chineseconsulate.org/jlyhz/14/200607/t20060704_5643164.htm), accessed on 14/5/2022.
- Consulate of the People's Republic of China in Laoag (2020), *Twin Provinces and Cities*, <https://www.mfa.gov.cn/ce/cglaoag/eng/yhwl/spc/t339056.htm>, access updated on April 1, 2022.
- Duong Van Huy, (2021) *Adaptation of island Southeast Asian countries to the increasing influence of China since the 19th Congress of the Communist Party of China*, Social Science Publishing House, p. 237.
- Hongyu, Bianji (2018), *China and the Philippines recognize the strong development of cultural exchanges*, <http://en.people.cn/n3/2018/1121/c900009520883.html>, accessed 4/4/2022
- Knorr, K. (1973). *Power and Wealth: The Political Economy of International Power* Basic Books, New York.
- Jason Hung, (2021), *China is using its media and pop culture expansion in the Philippines to promote pro-Chinese narratives and content*, <https://thediplomat.com/2021/02/chinas-soft-power-grows-in-the-Philippines/>, accessed March 23, 2022.
- Jc Punongbayan (2019), *Why the influx of Chinese in the Philippines?* <https://www.rappler.com/voices/thought-leaders/233238-reasons-influx-chinese-philippines/>, accessed on 14/5/2022.
- Josef S. Nye, Jr. (1990), *Soft Power*, Foreign Policy, No. 80.
- Joyce Ann L. Rocamora (2018), *PTV will broadcast Chinese series*, <https://ptvnews.ph/ptv-air-free-chinese-series-docus-soon/>, accessed 4/4/2022.
- Joyce Ann L. Rocamora (2019), *China opens new book center UP in the Philippines*, <https://www.pna.gov.ph/articles/1064938>, accessed April 5, 2022.
- Joyce Ann L. Rocamora (2020), *PH tourism revenue hits all-time high \$9.31-B in 2019*, <https://www.pna.gov.ph/articles/1095319>, accessed on 10/5/2022.
- Joseph S. Nye (2004). *Soft Power: The Means to Success in World Politics*. Public Affairs, New York (p 5-6).
- Lili Xu, He Wang, (2019) *Analyses on the Present Situation and Prospect of Confucius Institutes in the Philippines*, Proceedings of the 2019 5th International Conference on Social Science and Higher Education (ICSSHE 2019).
- Nguyen Thu Phuong, (2015), *China's increasing cultural soft power in Southeast Asia*, <http://vnics.org.vn/Default.aspx?ctl=Article&aID=178>, accessed 12/5/2020.
- Philippine Ambassador to Beijing, (2018), *Welcome Young Chinese Cultural Delegates*, <https://dfa.gov.ph/dfa-news/news-from-our-foreign-service-posts-update/16704-embassy-in-Beijing-welcomes-Chinese-young-cultural-ambassadors>, accessed 12/5/2022.
- Philippine Embassy in Beijing, China (2020), *Philippine-China Relations*, <https://beijingpe.dfa.gov.ph/list-of-bilateral-agreements/84-phl-chn-relations>, access Updated on 4/4/2022
- Philippine Embassy in Beijing, China (2020), *Philippines-China Relations*, <https://beijingpe.dfa.gov.ph/phl-china-relations>, accessed May 10, 2022.
- PWC Philippines (2020), *Impact of COVID-19 on the Philippine Tourism industry*, <https://www.pwc.com/ph/en/publications/tourism-pwcphilippines/tourism-covid-19.html>, accessed on 11/5/2022.
- Rappler, (2017), *Koreans, Chinese are top PH tourists in first 10 months of 2017*, <https://www.rappler.com/business/191242-koreans-chinese-tourists-philippines-october-2017/>, accessed on 14/4/2022.
- The Chinese Embassy in the Philippines (2019), *the Chinese Embassy, and the China International Publishing Corporation (CIPG) inaugurated the China Book Center at the University of the Philippines*, [http://ph.china-embassy.org/eng/zfgx/whhjy/201903/t20190319\\_1336172.htm](http://ph.china-embassy.org/eng/zfgx/whhjy/201903/t20190319_1336172.htm), accessed April 5, 2022.
- Xinhua, (2020), *Chinese tourists spend more than 2.3 billion dollars in the Philippines in 2019*, [https://www.chinadaily.com.cn.translate.google/a/202003/03/WS5e5daae4a31012821727bc4e.html?\\_x\\_tr\\_sl=en&\\_x\\_tr\\_tl=en&\\_x\\_tr\\_hl=en&\\_x\\_tr\\_pto=sc](https://www.chinadaily.com.cn.translate.google/a/202003/03/WS5e5daae4a31012821727bc4e.html?_x_tr_sl=en&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc), accessed 6/4/2022.
- Xinhua (2021), *Chinese tourists spend more than \$2.3b in the Philippines in 2019*, <https://www.chinadaily.com.cn/a/202003/03/WS5e5daae4a31012821727bc4e.html>, accessed on 20/4/2022.
- Xinhua (2021), *Philippines loses over 8 bln USD in tourism revenue in 2020*, [http://www.xinhuanet.com/english/2021-02/03/c\\_139718244.htm](http://www.xinhuanet.com/english/2021-02/03/c_139718244.htm), accessed on 10/4/2022.
- Xinhua (2022), *Philippine officials laud China for Beijing Winter Olympics' success*, <https://english.news.cn/20220222/8c24fbc27f54c9791211aefbbe4a251/c.html>, accessed May 13, 2022