ASEAN CULTURAL COOPERATION: IT’S CONTRIBUTION TOWARDS THE BUILDING OF AN ASEAN COMMUNITY

SABARIAH BINTI GHAZALI

PROJECT PAPER SUBMITTED IN PARTIAL FULFILMENT FOR THE DEGREE OF MASTER OF ARTS IN STRATEGY AND DIPLOMACY

FACULTY OF SOCIAL SCIENCES AND HUMANITIES
UNIVERSITI KEBANGSAAN MALAYSIA
BANGI

2005
DECLARATION

I hereby declare that the work in this paper is my own except for quotations and summaries, which have been duly acknowledged.

May 9, 2005
Sabariah binti Ghazali
(P27717)

PENGAKUAN

Saya akui kerja ini adalah hasil kerja saya sendiri kecuali nukilan dan ringkasan yang tiap-tiap satunya telah saya jelaskan sumbernya.

9 Mei, 2005
Sabariah binti Ghazali
(P27717)
ABSTRACT

Cultural cooperation is an important component for ASEAN integration and social cohesion. Cultural ties amongst the ASEAN member nations are extremely important in binding the people of ASEAN together to meet the challenges of the 21st century. Cultural cooperation should be equally emphasized as much as political, security and economic cooperation in the present and future. However, while some culture cooperation projects seem to contribute towards the building of an ASEAN Community by developing characteristics that attribute towards ASEAN Community building, some merely continue to create awareness on the existence of ASEAN as Association of Southeast Asia countries with cultural diversities, but without a sense of regional identification, commitment or cohesion. In the implementation of ASEAN cultural cooperation projects, as much as participation is usually overwhelming and the feeling of friendship and togetherness was felt during the involvement, upon completion, little is known about the impact of the projects on the participants and those involved, in terms of developing characteristics that serve to contribute towards the building of an ASEAN Community. Looking at the cost and efforts involved, it is imperative for member countries to strategize and design projects that give impacts in order to meet the above objectives. Therefore, this study attempts to analyze the impact of four types of culture cooperation projects implemented by the ASEAN Committee on Culture and Information (ASEAN-COCI) between the year 1999 up to 2003. This study evaluates as to whether these projects developed characteristics that would serve as a building block towards the concrete build of an ASEAN Community in terms of creating ASEAN awareness and the sense of belonging to it, regional integration, formation or promotion of ASEAN regional identity and the cultivation of ASEAN common norms and values such as respect, mutual understanding, peaceful and tolerance.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>PAGE TITLE</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td>DECLARATION</td>
<td>ii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>Hi</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iv</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>vi</td>
</tr>
<tr>
<td>LIST OF ACRONYMS</td>
<td>vii</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>ASEAN Culture: Characteristics Towards Building</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>an ASEAN Community</td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td>Problem Statement</td>
<td>9</td>
</tr>
<tr>
<td>1.3</td>
<td>Objective</td>
<td>10</td>
</tr>
<tr>
<td>1.4</td>
<td>Significance of the Topic</td>
<td>11</td>
</tr>
<tr>
<td>1.5</td>
<td>Hypothesis</td>
<td>11</td>
</tr>
<tr>
<td>1.6</td>
<td>Scope of study</td>
<td>12</td>
</tr>
<tr>
<td>1.7</td>
<td>Methodology</td>
<td>13</td>
</tr>
<tr>
<td>1.8</td>
<td>Theoretical approach</td>
<td>13</td>
</tr>
<tr>
<td>1.9</td>
<td>Literature Review</td>
<td>15</td>
</tr>
</tbody>
</table>
CHAPTER 2: ASEAN CULTURAL COOPERATION

2.1 The Concept of ASEAN Cultural Cooperation 19
2.2 ASEAN Cultural Development: Programme and Projects 23
2.3 The ASEAN Committee on Culture and Information (ASEAN-COCI) 25
   2.3.1 Institutional Framework 27
   2.3.2 Funding 28
   2.3.3 ASEAN-COCI Achievements 29

CHAPTER 3: CULTURAL PROJECTS: IMPLEMENTATION AND EVALUATION

3.1 ASEAN-COCI Cultural Projects in the 80s and 90s 31
3.2 Cultural Cooperation Projects in Focus 32
   3.2.1 ASEAN Youth Camp 2001 32
   3.2.2 ASEAN Children's Art Competition on Kindness 34
   3.2.3 The ASEAN Culture Week 2002 35
   3.2.4 People-to People Exchange Programme: ASEAN Cultural Interaction at the Grassroots 37
3.3 Analysis of Program Implementation

3.3.1 ASEAN Youth Camp 2001

3.3.2 ASEAN Children's Art Competition on Kindness.

3.3.3 ASEAN Culture Week 2002

3.3.4 People to People Exchange Programme: ASEAN Cultural interaction at the Grassroots. 2003

3.4 General Evaluation of projects

CHAPTER 4: ISSUES AND CHALLENGES

4.1 Issues and Challenges of Cultural Cooperation

4.2 ASEAN Governments’ Role and Challenges

4.3 ASEAN Tourism

CHAPTER 5: CONCLUSION

BIBLIOGRAPHY