

Research on the Influence of Panda'S Diplomacy Between Economic Benefits and Rapport Around Countries by Using Economics Concepts.

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Abstract: The value of this paper is that we aim to spread the comprehensive knowledge behind panda diplomacy to the world, and letting public receives the figure of Giant panda from a deeper perspective rather than cuteness solely. By noticing panda diplomacy is a topic that is hardly brings up by people, it will be meaningful to combine multiple subjects into this affair. Using secondary data, comparative analysis. Panda diplomacy is an important foreign policy of China in recent years. Panda diplomacy is not only improving China's political relations with other countries, but also affecting the economic aspects. No one in the world owns pandas except China, so China has a monopoly on pandas. Due to the scarcity of pandas, other countries are interested in engaging in panda diplomacy with China. The early days of China's panda diplomacy were marked by the gift of pandas. After calling for the protection of endangered animals' policy to be changed to panda loan to continue diplomatic. In panda diplomacy, it will affect the political and economic aspects of each country, but at the same time, leasing requires signing of some treaties, and unequal treaties for other countries will bring benefits to China. In the discussion part, the paper provides several solutions of some problem of panda diplomacy in order to allow this policy to have stable and long-lasting relationships both in diplomatic field and economic field. And in this paper, it gives the idea that China should make a treaty more long-lasting as well as including some economic help to decrease some criticism from other countries and build a diplomatic relationship with other countries. Furthermore, the second idea of this paper is that the panda treaty should also include more cultural goods and technical goods to make a fair trade with other countries to establish a satisfying trade relationship.

1. Introduction

1.1 Research Background

Panda diplomacy is a zealously rare topic to bring up by people, meanwhile involves a multitude scope of economics concepts. Panda always impresses public with its cute and fluffy figure, but panda is more than a mascot of China. In retrospect Panda has making a colossal effort toward country's economy and globe rapport over years, both on the aspect of economy and politics. Initially, China gives their exotic animals to others, due to its rarity. In ancient China, Panda had seen as gift that respond for cement international relationship. Giant panda was sent out as a gift to Japan emperor is back more than 1,000 years ago, during Tang Dynasty in 658 ADS for the first time [1]. Pandas create an effective China's diplomatic strategy, and on 1984 China added trade deal on panda protocols because of the growth death rate of panda in other country. China doesn't let any country to own panda or give panda to any country, no matter where the panda born it still Chinese citizens [2]. It tends to see Panda as loan which cost a country US\$10 million to rent panda for 10 years. Panda not only bring positive benefit to China, also making huge profit to the parties who rent giant panda, according to the

research that the debut of panda always brings dramatically increase in the revenue of panda merchandise and tourist. For example, "In 2012, attendance at the Edinburgh Zoo rose 51% after pandas arrived. And food and merchandise sales at the National Zoo in Washington, DC, nearly doubled from \$5.5 million in 2000 to \$10.3 million after their two pandas arrived in 2001(Anderson and Tang, 2018) [3]." This affair implies numerous contents of economics, including international trade, monopoly, scarcity, derived demand and some other basic economics knowledge.

1.2 Literature review

S.H purposed that the symbol of panda in the diplomacy field. Pandas can symbolize the friendship of two countries since Tang Dynasty sent two pandas to Japan. And it also has the meaning of punishment. A pair of pandas were sent back to China from America to express the anger [7]. A study in Oxford University found the benefit and emblems of panda loans. It uses the example of pandas in Scotland to show that since China can get varieties of natural resources like uranium and salmons to increase the technological ability, panda becomes a key trade agreement [8]. Jiang analysis that the process of establishment and development of panda diplomacy. He found that the improvement of modern Natural history provides fundamental knowledge of pandas in foreign countries, their demand for exhibition commercializes pandas and the policies in China indirectly encourage the international trade of living bodies and specimens [9]. Hinderson argues that the "panda trade" is more likely to provide an improvement of soft power. Because of the significance of panda in Chinese culture, the panda trade is actually a cultural gift although it has a disadvantage that it causes the economic burden to take care of pandas. The panda trade improves the foreign affairs of China which is because panda is a successful method to solve the previous issue of soft power [10].

The purpose of this research is to show the influence of panda diplomacy on economics and foreign affairs. And previous studies are mostly from journalists or some research about history, reasons and some emblems of panda diplomacy. They show that panda diplomacy which giving others as a gift were replaced by loaning to other countries because of the scarcity of pandas. This diplomacy can show the relationships between China and different countries and be used as a kind of agreement of trade. But few of bachelors have research on the result of panda loans and panda diplomacy especially in economical field. Bachelors didn't show much influence of economic and the role of panda loans economically.

1.3 Research Framework

This study first of all discusses the impact of Panda diplomacy on establish international rapport politically. Secondly, explaining how it links with economics. Thirdly, including the example of how economics concepts work. Next, presenting the benefit of Pandemonic in each country. On the contrary, driving to the negative side of panda diplomacy.

2. Method

We decided to use second-hand data, comparative analysis to conduct a qualitative analysis on the theme of "the impact of panda diplomacy on the relations and economic interests of neighboring countries".

First, we confirm that we analyze the economic development of panda diplomacy from the perspective of China, and secondly, we must study how China establishes international relations with neighboring countries at the political level in the process of panda diplomacy in China, and whether this is conducive to China's politics. Development and influence.

Searching for information, comparing relevant materials, and the political relations before and after the diplomatic action can determine whether the diplomatic action has had a great impact. At the same time, it studies China's political policies formulated after diplomacy. Then, after diplomatic success, the discussion of economic growth or decline in China's diplomatic process, as well as the economic interests of neighboring countries, are closely related to politics. Whether the political plan formulated has an important impact on China's economy, this shows that the implementation of some

political policies and the formulation of plans will affect the country's economy. At the same time, it also studies the economic plans that China has formulated for its own country or negotiated with neighboring countries in its diplomacy. Investigate China's economic growth before and after the policy is introduced, and the specific data is directly quoted or analyzed by searching the official authoritative data on the Internet. Regarding the phenomenon of growth in the Chinese economy, the economic benefits brought by panda diplomacy are explained and analyzed from both macro and micro perspectives. In recent years, China has responded to the banner of protecting endangered animals, stopped panda gifting, and started panda leasing to maintain panda diplomacy as a means of friendly diplomacy with the country. Collect data on the economic problems caused by this method of renting giant pandas, compare the country's economic growth before and after the change in panda diplomacy, to analyze the economic development of the changed panda diplomacy method, and finally confirm the ultimate economic benefits of panda diplomacy. While analyzing the positive impact of panda diplomacy, it also analyzes the possible negative impact and all the possible impacts on subsequent diplomacy.

3. Result

3.1 Panda diplomacy in the field of economics

Panda diplomacy not solely go into international relationship, but also have a lot of things to do with economics. The study will identify some of the economics concepts in panda diplomacy, involves international trade, monopoly, scarcity, derived demand and some other rudimentary economics knowledge. Monopoly, China is a quasi-monopoly in panda diplomacy, though the term, monopoly, is tends to direct at a single market or a company, but in this situation, China is the only country who has the ownership of panda because of that China integrate today's trade deal on panda protocols [4]. Besides China, no country can own the panda, unless keep the panda temporary and pay for annual loan. Panda is one of the scarcest animals according to another economics theory called scarcity which is the fundamental conflict in economics, scarcity appears when facing a limited source and unlimited want. When a thing is scarce, it is precious, so pandas are one of the zoo's biggest attractions. It is hard to use economics theory explained panda diplomacy since it doesn't really count into goods and services, but the implication behind is found to be analogous with economics. On the side of pros, since panda arrived to one country, it brings a colossal demand to merchandising sales and a sheer number of visitors, due to an economic term called derived economics that the increase of demand for panda, also results the increase of demand for panda related merchandise and zoo ticket. Widely speaking, due to the principle of derived economics, the topic of panda diplomacy can pull even more things out, for example, the increasing demand of panda also drives a uptrend of demand for bamboo, panda keeper and panda-related medical care. To sum up, panda diplomacy has a lot to do with politics and in some extent establish rapport between countries, but the Insights toward panda diplomacy is particularly pertinent to economic knowledge that how economics present its usefulness in daily life.

3.2 Panda diplomacy developmental status quo

Within the long history of panda diplomacy, from the time that a pitiful number of pandas to contemporary Giant panda are no longer threaten over years. "The International Union for conservation of Nature removed giant pandas from its list of endangered species in 2016" [5]. As a result, following the superlative development toward Panda conversation, panda diplomacy is gradually growing so well. As of 2019, there are 26 zoos in 20 countries outside of mainland China (Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Indonesia, Japan, Malaysia, Mexico, the Netherlands, Singapore, South Korea, Spain, Russia, Taiwan, Thailand, United Kingdom (Scotland), and United States) that have giant pandas [6]. Notwithstanding giant Panda's population has a climb, the panda-friendly attitude among countries has not changed either. For instance, "Meng Meng" and "Jiao Qing" live in their new home in Germany with 15 years to welcome "Meng Meng" and "Jiao Qing", the Berlin Zoo spent about 10 million euros on a 5,500-square-meter to their new home, after making their official debut in the giant panda enclosure at Berlin Zoo on July

5, 2017. Upward trending of another species flourishing is a significant breakthrough of the world, and any specie is a part of the earth which deserve love and respect. The following is an analysis of panda diplomacy by using PESTEL

3.3 PESTEL

(1) Political

China started the model of panda diplomacy in 1940. And began to send pandas to other countries in the form of political friendly diplomacy. In the year 1982. In response to the call to protect endangered animals, China has changed its ways, limiting politically significant panda gifts to the country. The panda loan is a way to continue China's model of panda diplomacy. From panda diplomacy to now, China has maintained a positive attitude with other countries for panda diplomacy get along with other countries on the one hand, on the other hand, in the past, through the panda diplomacy to ensure that international trade in China, such as "China's giant panda on loan to Canada, France and Australia also sync with China's uranium trade agreements with these countries, China needs uranium for nuclear power plants" [11]. China is deficient in resources in some aspects. Panda diplomacy is used to ensure and obtain relevant resources or energy to promote China's development. For China, panda diplomacy has brought China a lot of benefits, many different treaties have been signed with other countries, but for other countries, these treaties have a lot of inequality. Other countries like China have to pay a lot of money and various treaties to lease pandas. Scotland has signed trade deals with China for its pandas, including salmon, alternative energy technology and cars worth £2.6 billion [12]. by Chinese panda comes to the huge benefits, but the panda as the most important role of the diplomatic, and need to be protected properly, is not only China, but the loan country also pays attention to protection, special transport, motorcades, Dutch for panda cost 7 million euros, built more than 9000 square meters of the royal palace [13].

(2) Economic

Although the Panda Treaty is not equal to other countries, it still helps other countries to significantly promote economic growth. In the process of the loan, due to the panda rare and rare in foreign countries, attracted many foreigners to watch, the massive influx of each country's national people to visit the panda panda base, countries that sold a lot of tickets "ahead of the 1984 Los Angeles Olympic Games, China has loaned Beijing zoo a pair of giant pandas" yong yong "and" welcome "to the United States tour for 3 months, Zoos in the United States have made tens of millions of dollars in ticket sales in just two to three months. Since then, pandas have been to Canada, Ireland, Sweden, Belgium and other countries." In just a few months, a large amount of money was made from pandas on loan, temporarily boosting the economy [14]. At the same time, this phenomenon also reflects the gradual commercialization of pandas. While protecting pandas, pandas are widely exposed to the public, increasing their exposure and turning them into a commodity for the public to enjoy.

(3) Socio-cultural

Pandas, which play an important role in diplomacy, also carry our culture. As a national treasure of China, pandas transmit Chinese culture to all places and enhance cultural soft power. After the panda diplomacy, the image of China's panda national treasure was also adopted, and the "Kung Fu Panda" series with panda as the theme was made, which conveyed China's traditional culture to foreign countries. According to the British broadcasting corporation (BBC) reported Wednesday, a team at the university of Oxford, in the past half a century since the China giant panda on loan project analysis found that, after 2008, the Chinese to foreign loan panda "almost synchronous with resources and technology trade", "panda on loan makes China in the absence of real price, won the soft power" [11].

(4) Technological

In this trade process, China and other countries also conduct technical exchanges and research in trade formulation, such as the "alternative energy technology" signed in the agreement. Through side deals in diplomacy, China has acquired technology to improve its own technological development, and effectively promote development and use it.

(5) Environmental

The environment of foreign countries is different from that of Pandas in China. At the same time, there are supply problems with the pandas' food, a lack of bamboo. "The bamboo for Bao Bao, the giant panda at Berlin Zoo in Germany, is regularly flown in from France on a special plane, refrigerated and disinfected to ensure her daily diet is fresh"[14].

(6) Legal

China has made protection policies for pandas, forbidding foreigners to hunt pandas. "The Chinese government began to shift the focus of management from" outsiders "to" species "after large-scale hunting hit the panda population. The local governments of Sichuan and Xikang took the lead in pushing the Ministry of Foreign Affairs and the Ministry of Finance to ban foreigners from hunting pandas in China by executive order." [15] These measures effectively protected the endangered panda, but also allowed China to hold the panda species, which could be given and later leased to other countries.

Through these analyses, we find that the unequal treaties made by China may slow down foreign interest in panda leasing, which has a negative impact on China's long-term development and influence foreign interest in panda leasing, which has a negative impact on China's long-term development and influence.

4. Discussion

To solve the problem that some unfair treaty at panda diplomacy may cause the possibility of reducing profits and losing influences in the diplomatic field in the long term, the paper will provide several strategies to solve this problem. According to the circumstance of the two pandas in Scotland [11], some renters of pandas may have experiences of economic burdens and the unequal agreements, using pandas to exchange some conveniences of trade in the technological entity field. The paper will provide the solution in order to use the panda diplomacy to create long-lasting diplomatic relationships and stable trade relations.

4.1 The lasting time of the treaty with economic helps

The time for foreign countries to own pandas last is limited in 10 years [16]. To have a long-lasting diplomatic relationship, they can actually increase the lasting time of the treaty to make sure of the long-time relates. In addition, to get some positive comments of the panda policy, China should provide some financial assistance for the countries that rent pandas in order to reduce their economic burdens. However, to maintain the profit, the financial assistance can just be provided by China only for a period of time initially which should be lasted for one or two years.

(1) Financial assistance of food

With the example of Malaysia that the high spending of feeding pandas [17], they sent back two pandas earlier than the time on the treaty they made before. China can actually provide some assistance for them especially on food for the renters. They can even have a specific place to plant bamboos as a stable supply for pandas. The bamboos which live in the environment of their homeland can not only meet the pandas' needs but also avoid the renters experiencing economic burdens.

(2) Targets

Making a long-lasting treaty of loaning pandas can build a long-term relationship with other countries. And the countries which rent pandas from China can reduce their unhappiness of the unfair treaty. Therefore, China can build a steady diplomatic relationship with those countries to find a further convenience in trade or economic aspects in long term.

4.2 Build a trade treaty fairly

The international trade benefit can also partially be caused by the panda diplomacy for China. But the unfairness of the treaty, using two pandas as the exchange of some technological and developed things, is a controversial topic. Some experts in Oxford University have criticized that the renting pandas allows China to gain soft power with no real costs [11]. So, setting a fair-trade agreement with

those country which rent pandas is a vital tool for China in order to maintain a stable cooperation about trade.

(1) “Soft Power” goods

Hinderson has mentioned in his paper that panda diplomacy is literally the communication of soft power between countries [18]. Actually, panda itself is a signal of Chinese culture which has interfered in various ways. For example, the color of pandas can reflect a kind of ancient culture called “Ba Gua” which has lasted for thousands of years. Therefore adding some other goods which can reflect the soft power of China can expanding Chinese culture more into different countries. Therefore, in the agreement of trade, China can add more trade convenience of some cultural event. For example, the china from an old town in China which shows the painting ability which lasted for so many dynasties. And also, the silk in China, which has remained its popularity since the trade between Romans on the Silk Road during ancient time. The policy can actually be a communication of soft power between China and other countries if they have a proper addition in their trade agreements.

(2) “Technology” goods

The easiest thing to do to set a fair agreement about trade is to exchange the same type of thing. It is hard to decide the value of pandas and some technological things. But providing some technological things in China may reduce some criticisms from those renters of pandas. China has strong technological development in recent years. And they can provide different type of technology for different countries to meet their needs. Since Scotland is an ocean country, China can provide the ocean detector for them since they have the trade agreement about the alternative energy technologies [16]. Indeed, China have no necessity that totally provide the skills to these countries, but they can just provide a few devices for them.

(3) Targets

Having a fair trade is a way to reduce the criticism of some countries about the panda diplomacy. China receives rents as well as the assurance of international trade. They can exactly get benefits in their short-term, but the criticism of Oxford University brings a future problem of this diplomacy. Whether using pandas to exchange the real technological things will cause more and more negative comments? Therefore the paper provides some methods to prevent China from experiencing that and use the panda policy as a useful tool to maintain the stability of the foreign status.

5. Conclusion

5.1 Conclusion of your key findings:

In the result part, this paper uses some economics theory as an aspect to analysis the influence of panda diplomacy in the economic field which included in international trade, monopoly, scarcity and derived demand. Also, to have a precise analysis, this paper also uses the PESTEL idea to support the status of panda diplomacy in some other fields such as culture, politics, economics, technology, environment and legal. And in the discussion part, this paper tries to solve the problem about the sustainability of this policy. It concludes that establishing long-lasting diplomatic relationships and stable diplomatic relationships can decrease some negative attitudes of the panda diplomacy form other countries, and also continues making it to be a useful tool in the long-term to gain more profit in economic filed as well as foreign affairs.

5.2 Research significance:

The significance of panda diplomacy is demonstrated by applying a sheer number of economics concepts, promote cultural integration and deepen the rapport between China and other countries. Meanwhile, playing a positive role in promoting global biodiversity conservation. Panda diplomacy sometimes can be seen as a win-win situation for both of the countries which can stimulating local economic development by tourism and selling panda merchandise.

5.3 Limitation and Future studies

As the economic information controlled by the state is involved in this paper, data statistics cannot be carried out by the author himself, so primary data is not used, secondary data and rough data statistics reported by some media are mainly used, which may cause some errors in analysis. At the same time, due to the limitations of the perspectives in the author's own country, all perspectives may not be completely analyzed accurately in the analysis process. Since this involves national diplomacy, the author may need to make statistics on some economic impacts brought by panda diplomacy by relevant national diplomatic professionals in the future. In addition, some positive and negative impacts of Panda diplomacy on the country can be reflected by visiting zoos or related panda houses for interviews and references.

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