

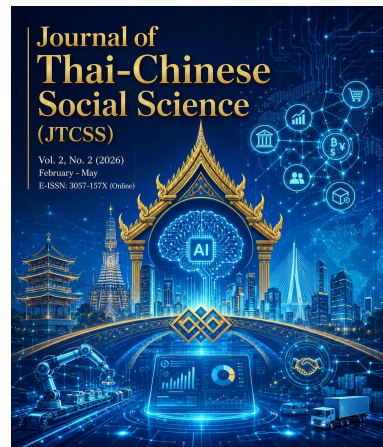
Journal of Thai-Chinese Social Science (JTCSS)

Vol. 2, No. 2(2026): February - May

Aims and Scope

The Journal of Thai-Chinese Social Science (JTCSS) (Online ISSN: 3057-157X) is a multidisciplinary platform dedicated to fostering academic excellence. We spans a diverse array of fields within the social sciences, reflecting our commitment to publishing high-quality research papers in both Chinese and English. The aims and scope of this issue are as follows:

- Cultural Analysis and Identity Studies
- Education and Language Learning
- Digital Finance and Curriculum Reform
- Photography and Visual Arts
- Cross-Cultural Communication
- Cultural and Creative Designs
- Educational Technology
- Heritage Language Teaching
- International Chinese Education
- Policy Banks and Operational Risks
- Music Tourism Research
- Legal and Regulatory Studies
- Tourism and LDA Model
- Innovation and Entrepreneurship Education
- Bibliometric Analysis



The JTCSS aims to serve as a platform for scholarly discourse that transcends disciplinary boundaries, fostering a dynamic exchange of ideas that contribute to the advancement of global social sciences. We are committed to maintaining the highest standards of peer review, ensuring that each article meets stringent criteria for scholarly excellence, originality, and relevance. Through this inaugural issue, we set the stage for future contributions that will enrich the tapestry of knowledge in the social sciences.



Dr. Songyu Jiang

Preface

Dear Colleagues and Esteemed Readers,

We are pleased to present Vol. 2, No. 2 (February–May 2026) of the *Journal of Thai-Chinese Social Science (JTCSS)*. This issue continues the journal’s commitment to interdisciplinary scholarship that connects Thai–Chinese social realities with broader transformations in digital economy, artificial intelligence, cultural tourism, public governance, regional development, and management innovation.

This edition brings together seven original articles that collectively examine how digital intelligence, institutional transformation, cultural interpretation, and emerging productive forces are reshaping contemporary society and organizational practice. The issue highlights several closely connected fronts of transformation. First, it addresses the innovative development of digital cultural tourism through the theoretical lens of the “Jinjiang Experience,” showing how localized development models may provide new guidance for digital economy integration, private-sector vitality, and cultural tourism upgrading. Second, it explores digital intelligence-driven personalized learning in International Chinese Education, emphasizing how AI usability, personalization, perceived value, and learning intention jointly shape learner behavior in AI-supported language learning environments.

The issue also extends its attention to the integration of artificial intelligence and higher education. One article examines how AI-assisted music teaching influences students’ learning outcomes among Chinese university music students. Drawing on the Technology Acceptance Model and Constructivist Learning Theory, the study investigates the roles of facilitating conditions, perceived ease of use, perceived usefulness, attitude, behavioral intention, and actual use in shaping learning outcomes. Using survey data from 511 university students majoring in music and PLS-SEM analysis, the article provides empirical evidence that students’ acceptance and actual use of AI-assisted teaching tools significantly contribute to improved learning outcomes. This contribution offers useful insights into how artificial intelligence can support music education, enhance students’ learning experiences, and promote the digital transformation of higher education in China.

In the field of intelligent management and real-economy transformation, this issue includes a case-based study on the challenges of IoT application in JD’s intelligent warehousing system, with particular attention to data security, technical compatibility, personnel skills, cross-departmental collaboration, and industry standards. It also features a study on AI-embedded To-Be processes and modern hospital management, which discusses how intelligent triage, automated scheduling, predictive analytics, and data-driven decision-making can improve hospital operational efficiency, resource allocation, and performance management. Together, these studies demonstrate how artificial intelligence and digital technologies are moving beyond technical tools to become strategic infrastructures for organizational governance and management innovation.

We are also pleased to include a cultural heritage tourism study on the Death Railway in Thailand. By reinterpreting the Death Railway as a cultural heritage tourism landscape rather than merely a wartime remnant or dark tourism site, the article contributes to discussions on historical memory, museum interpretation, local participation, heritage governance, and responsible tourism

development in Thailand. This article also reflects the journal's continuing interest in Thai cultural contexts and the broader dialogue between history, tourism, identity, and social responsibility.

We are especially pleased to feature the article titled:

“Theoretical Adaptability and Mechanism of the ‘Jinjiang Experience’ in Leading the Innovative Development of Digital Cultural Tourism”

This article offers a timely and conceptually meaningful discussion of how the “Jinjiang Experience” can be extended from traditional manufacturing and county-level economic development to the field of digital cultural tourism. By linking market orientation, private-sector leadership, real-economy foundations, reform-driven innovation, and coordinated development, the study provides a strong analytical framework for understanding digital cultural tourism under the broader agenda of new quality productive forces and high-quality development. For its theoretical relevance, policy value, and connection to contemporary digital transformation, we recognize it as this issue's Featured Article.

The diverse contributions in this issue reflect the broader mission of JTCSS: to foster interdisciplinary dialogue, connect academic research with social and cultural realities, and provide policy- and practice-relevant insights for Thai–Chinese contexts and beyond. We hope this issue will encourage further scholarly exchange on digital transformation, artificial intelligence, cultural tourism, public governance, and sustainable social development.

We extend our sincere gratitude to all authors, reviewers, editorial board members, and readers who continue to support the development of JTCSS. We warmly welcome future submissions that demonstrate sound theoretical foundations, transparent research methods, contextual relevance, and meaningful contributions to knowledge and practice.

With best wishes,

Dr. Jiang Songyu

Editor-in-Chief

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