

รายการอ้างอิง

ภาษาไทย

- ประวิณ พัฒนะพงษ์, พฤติกรรมกรรมแสวงหาข่าวและความพึงพอใจต่อข่าวสาร เพื่อพัฒนาคุณภาพชีวิตของกรรมการหมู่บ้าน, นิเทศศาสตร์มหาบัณฑิต, ภาควิชาการประชาสัมพันธ์ บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย, 2534
- พิมพ์ใจ สุรินทรเสวี, กระบวนการหาข่าวสารของอาสาสมัครโครงการเกษตร และพัฒนาชนบท หน่วยสันติภาพสหรัฐอเมริกาประจำประเทศไทย, (วิทยานิพนธ์มหาบัณฑิต คณะวารสารศาสตร์ มหาวิทยาลัยธรรมศาสตร์, 2534)
- วรรณพร เนตรอำนวย, ความสัมพันธ์ระหว่างปัจจัยส่วนบุคคลกับการสื่อสาร เพื่อแสวงหาข่าวสารเกี่ยวกับงานในต่างประเทศ : ศึกษาเฉพาะ กรณีคนงานที่จะเดินทางไปทำงานในกลุ่มประเทศตะวันออกกลาง, วิทยานิพนธ์มหาบัณฑิต, คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย, 2528
- สมคิด แก้วสนธิ, เศรษฐศาสตร์สาธารณสุข : หลักทฤษฎีและการปฏิบัติ. คณะเศรษฐศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย, พิมพ์ครั้งที่ 2 2524, หน้า 53-54
- สวณิต ยมาภัย และ ระวีวรรณ ประกอบผล, แบบจำลองการสื่อสารสำหรับการศึกษากการสื่อสารมวลชน, กรุงเทพมหานคร จุฬาลงกรณ์มหาวิทยาลัย, 2528
- สุภารัตน์ ควรสถาพรทวี, พฤติกรรมของคนไข้ในการแสวงหาข่าวสารเพื่อรับบริการด้านทันตสุขภาพและทันตสุขศึกษาในเขตกรุงเทพมหานคร, (วิทยานิพนธ์มหาบัณฑิต คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย, 2529)

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การรับสมัครงานของผู้สมัครเป็นอาสาพัฒนา กรมการพัฒนาชุมชน
กระทรวงมหาดไทย, นิเทศศาสตรมหาบัณฑิต ภาควิชาการ
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ภาคผนวก ก

กลุ่มเป้าหมายหรือกลุ่มประชากรที่ใช้ในงานวิจัยครั้งนี้คือ

The Wharton School, The University of Pennsylvania

Prof. Alvin H. Carley, Professor of Accounting.

Prof. Peggy de Prophetis, Professor of Accounting and
Director of Corporate Affairs and Undergraduate
Education for the Department.

Prof. Richard C. Marston, Director James R.F. Guy,
Professor of Finance and Economics.

Prof. Richard E. Kihlstrom, Professor of Finance and
Economics, and Chairperson.

Prof. Andrew W. Postlewaite, Professor of Finance and
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Prof. F. Gerard Adams, Professor of Finance and Economics,
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Prof. John C. Roberson, Professor of Finance.

Prof. Ann L. McGill, Professor of Marketing.

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Prof. Robert J. Weber, Professor of Mathematics.

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Prof. Terri L. Griffic, Professor of Management and Policy.

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Prof. Yael Zif, Professor of Management.

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University of Illinois at Chicago

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Prof. Jack Brittain, Professor of Organization, Strategy
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INFORMATION ACQUISITION FOR "ADAPTATION" OF VISITING PROFESSORS
AT
SASIN GRADUATE INSTITUTE OF BUSINESS ADMINISTRATION
OF CHULALONGKORN UNIVERSITY

Purposes of the Thesis

1. To study on the pattern of the flow of information in the real situation of the population in the new environment.
2. To study the population in terms of "Active Audience" and find out what they chose and why they have so chosen.
3. To study the decision making process of the information seekers (the non-native professors) in surveying data, choosing the source of information, selecting information and the method choosing for seeking information.

Benefit from the study

To utilize the data and knowledge from this study to give suggestions for improving the working systems leading to the "Adaptation" for greater efficiency and other advantages benefits in the work force at Sasin, and to the higher level, the national advantage.

Advantage/Benefit

1. This research will enable us to see problems and obstruction of information seeking. Moreover, better understanding in crosscultural communication will be researched.
2. Based on the data and this understanding, guidelines for planning the improvement in the information service for the non-native professors.
3. From this study, ideas and the guidelines regarding the problem analysis will be reached and will be applicable to this institution or any other organizations in Thailand which have non-native personnel in the working team.

Hello. My name is Jeed. I am a graduate student at Chulalongkorn University and my major is Mass Communication. I'm conducting a survey for my Master's thesis to study the "Information Acquisition for Adaptation of Visiting Professors at Sasin Graduate Institute of Business Administration of Chulalongkorn University". I have tried to make this survey as easy as possible to complete. I am hoping that it will take you only 15 or 20 minutes to finish. The data will be used only for statistical purposes.

Thank you for helping with this survey.

Please place an X in the appropriate blank.

Part A

1. Personal Information

1. Gender : Male Female

2. Age group..... 30-39 years 40-49 years
 50-59 years 60 years or over

3. Country of residence

4. A. How many times have you taught at Sasin including current visit?

..... 1-3 times 4-6 times

..... 7-10 times 10 years or more

B. What is your length of stay in Thailand each year during visit to Sasin?

..... 5 weeks 6 weeks

..... 7 weeks more than 7 weeks

C. For each category of persons below, please indicate the frequency (if any) with which they accompany you to Thailand.

	Always	Sometimes	Never
Spouse			
Children			
Family			
Other			

D. How long have you been teaching at your own country?

..... 1-5 years 6-10 years
 11-20 years 21 years or more

5. To what department do you belong?

- Accounting
- Economics
- Finance
- Marketing
- Management & Strategy
- Organization Behavior
- Statistics/Operation Research
- Other (please specify).....

2. A. How many countries other than Thailand have you visited in the last 3 years?

..... Under 3 countries

..... 4-6 countries

..... More than 6 countries

B. Which countries other than Thailand have you visited in the last 3 years?

.....

.....

.....

.....

.....

Part B

1. How often do you watch the following types of television while you are staying in Thailand?

	1/during entire stay	1/week	2/week	every night	never
Sports & Entertainment					
News & Information about					
- Thai					
- US					
- Other international ...					
Other (please specify)					

2. How often do you listen the following types of radio while you are staying in Thailand?

	1/during entire stay	1/week	2/week	every night	never
Sports & Entertainment					
News & Information about					
- Thai					
- US					
- Other international ...					
Other (please specify)					

3. What newspapers (if any) do you read during your stay in Thailand?

- Bangkok Post
- The Nation
- Asia Wall St. Journal
- Asia Week
- Far Eastern Economic Reviews
- Any other (please specify).....
- None

4. How often do you read the following sections in the newspapers while you are in Thailand?

	1/during entire stay	1/week	2/week	every day	never
Sports & Entertainment					
News & Information about					
- Thai					
- US					
- Other international ...					
Other (please specify)					

5. Please indicate how important each of the following types of television is to the enjoyment of your stay in Thailand.

	Not Important	Slightly Important	Fairly Important	Very Important
Sports & Entertainment				
News & Information about				
- Thai				
- US				
- Other international				
Other (please specify)				

6. Please indicate how important each of the following types of radio is to the enjoyment of your stay in Thailand.

	Not Important	Slightly Important	Fairly Important	Very Important
Sports & Entertainment				
News & Information about				
- Thai				
- US				
- Other international				
Other (please specify)				

7. Please indicate how important each of the following newspaper articles is to the enjoyment of your stay in Thailand.

	Not Important	Slightly Important	Fairly Important	Very Important
Sports & Entertainment				
News & Information about				
- Thai				
- US				
- Other international				
Other (please specify)				

8. Generally, information that you get about Thailand is obtained

..... before coming to Thailand.

..... during stay in Thailand.

9. Do you get enough information before coming to Thailand?

..... Yes.

..... No.

10. Do you think information that you gain about Thailand from the mass media enhance.

course preparation

living conditions

both

Other (please specific)

11. In your opinion, does information that you gain about Thailand from the mass media enhance the enjoyment of your stay in Thailand for a short period.

does not. 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ enhance
 enhance at a lot.
 all.

12. Is there anything additional you would like to be made available at Sasin to improve you stay in Thailand?

13. In your opinion, does information that you gain about your home country from the mass media enhance the enjoyment of your stay in Thailand for a short period?

does not 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ very much
 enhance enhance
 enjoyment enjoyment
 of my stay of my stay
 in Thailand in Thailand

14. What is the most convenient source of information for you?

Media	in your home country	while in Thailand
Television		
Newspaper		
Radio		
Books/Magazines		
Talking with people		
- Locals		
- Other		
foreigners		

15. What is the most believable medium for you?

Media	in your home country	while in Thailand
Television		
Newspaper		
Radio		
Books/Magazines		
Talking with people		
- Locals		
- Other		
foreigners		

16. What communication method did you mostly use to collect information about Thailand while in Thailand?

media	used a lot	used a little
Television		
Newspaper		
Radio		
Books/Magazines		
Maps		
Dealing with people		
Other(please specify)		

17. How important are each of these in helping you learn about Thailand?

17.1 Talking to students

not important 1. __ 2. __ 3. __ 4. __ 5. __ 6. __ Very important
at all

17.2 Talking to locals (Thais)

not important 1. __ 2. __ 3. __ 4. __ 5. __ 6. __ Very important
at all

17.3 Talking to foreigners

not important 1. __ 2. __ 3. __ 4. __ 5. __ 6. __ Very important
at all

17.4 Observation

not important 1. __ 2. __ 3. __ 4. __ 5. __ 6. __ Very important
at all

17.5 Guide book

not important 1. __ 2. __ 3. __ 4. __ 5. __ 6. __ Very important
at all

17.6 Other (please specify).....

18. How well do you think each of the following meet the visitor's need for information about Thailand?

18.1 Talking to students

not well 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ Very well
at all

18.2 Locals (Thais)

not well 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ Very well
at all

18.3 Foreigners

not well 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ Very well
at all

18.4 Observation

not well 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ Very well
at all

18.5 Guide book

not well 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ Very well
at all

18.6 Other (please specify).....

19. What are the media of the information about Thailand that you get in your home country? (You can check more than 1 answer).

A. Interpersonal media

Formal (Organizations)

- Your university
 Embassy
 Tour Agency
 Tourism Authority of Thailand
 Other (please specify).....

B. Specialized media

Informal (friends/relatives)

General Publications

- Leaflet
 Brochure
 Other (please specify).....

C. Mass Media

- Newspaper/Journal
 Radio
 Television
 Other (please specify).....

20. With whom did you usually gather information in Thailand?

- by yourself
 other (please specify).....

21. What are the information media about Thailand that you get inside Thailand? (You can check more than 1 answer)

A. Interpersonal media

Formal

Secretary to the Visiting Professors

Embassy

Tour Agency

Tourism Authority of Thailand

Other (please specify).....



B. Specialized media

Informal (friends/relative)

General Publications

Leaflet

Brochure

Other (please specify).....

C. Mass Media

Poster

Newspaper/Journal

Radio

Television

Other (please specify).....

22. What source of information makes you the most interested in Thailand? (Mark only one)

- A. Written/Document (books, articles, news, etc.)
- B. Illustration/Picture (including film and video)
- C. Speech Communication (talks, lectures, etc.)
- D. None

If you mark A. please specify

- Written about History, Sculpture in Thailand
- Written about Art work, Culture and other traditions in Thailand.
- Written about Nature and People in Thailand
- Other (please specify).....

If you mark B. please specify.

- About Bangkok
- Illustration of Sculpture, Ancient event places in Thailand
- Illustration of Art work, Culture and Other traditions
- Illustration of Nature and People in Thailand
- Other (please specify).....

If you mark C. please specify

- Talk about Nature and People in Thailand
- Talk/Lecture about History, Sculpture in Thailand
- Talk, Lecture about Art work, Culture and Other
- Other (please specify).....

23. What is the most impressive aspect of your visit to Thailand?
- Way of life and people
 - Historical places and Antiques
 - Local Handicrafts
 - Architecture and Sculpture
 - Other (please specify).....
24. Would you recommend Thailand to your friends or your relatives?
- Yes, certainly
 - Probably
 - Uncertain
 - No, not at all
25. Have you ever been faced with one or more of the following problems while staying in Thailand?
- Lack of books in English about Thailand
 - Lack of up to date information
 - Lack of contact with other non-Thai colleagues in Thailand
 - Other (please specify).....
26. Regarding your activities here at Sasin, how do you evaluate your level of satisfaction of those activities :
- Highly satisfied
 - Moderately satisfied
 - Not satisfied
27. Have you ever completed this kind of questionnaire before?
- Yes, times.
 - No.

**ADVICE TO VISITORS
DO & DON'T IN THAILAND**

Getting Along in Thailand

Thailand is justly celebrated for its tolerance and hospitality, and the average tourist will have no difficulty in adjusting to the local customs. All the same, as when coming into any unfamiliar society, a visitor may find it helpful to be aware of certain do's and don't's and thus avoid giving accidental offense. Basically, most of these are simply a matter of common sense and good manners-not really all that different from the way one-would behave in one's own country-but a few are special enough to be pointed out.

The Monarchy

The Thai people have a deep, traditional reverence for their Royal Family, and a visitor should also be careful to show respect for the King, the Queen, and the Royal Children. In a cinema, for example, a portrait of the King is shown during the playing of the national anthem, and the audience is expected to stand. When attending some public event at which a member of the Royal Family is present, the best guide as to how to behave is probably to watch the crowd and do what it does.

Religion

Thai law has a number of special sections concerning religious offenses, and these cover not only Buddhism, the religion of the majority of the people, but also any other faiths represented in the Kingdom. It is, for instance unlawful to commit any act, by any means whatever, to an object of a place of religious worship of any community in a manner likely

to insult the religion. Similarly, "whoever causes any disturbance at an assembly lawfully engaged in the performance of religious worship of religious ceremonies" is subject to punishment, as well as "whoever dresses or uses a symbol showing that he is a priest or novice, holyman or clergyman of any religion unlawfully in order to make another person believe he is such person."

In less legal language, here are a few tips on what to do and what not to do on a visit to a religious place:

- Dress neatly. Don't go shirtless, or in shorts, hot pants, or other unsuitable attire. If you look at the Thais around you, you'll see the way they would prefer you to be dressed - which, in fact, is probably not very different from the way you'd dress in a similar place back home.

- It's all right to wear shoes while walking around the compound of a Buddhist temple, but not inside the chapel where the principal Buddha image is kept. Don't worry about dirt when you have to take them off : the floors of such places are usually very clean.

- In a Muslim mosque, men should wear hats and women should be well-covered with slacks or a long skirt, a long-sleeved blouse buttoned to the neck, and a scarf over the hair. All should remove their shoes before entering the mosque and should not be present if there is a religious gathering.

- Buddhist priests are forbidden to touch or to be touched by a woman or to accept anything from the hand of one. If a woman has to give anything to a monk or novice, she first hands it to a man, who then presents it. Or in case of a woman who wants to present it with her hand, the monk or novice will spread out a piece of saffron robe or handkerchief in front of him, and the woman will lay down the material

on the robe which is being held at one end by the monk or novice.

- All Buddha images, large or small, ruined or not, are regarded as sacred objects. Hence, don't climb up on one to take a photograph or, generally speaking, do anything that might show a lack of respect.

RULES OF THE ROAD

As precautionary measures to prevent and avoid road accidents, the Tourism Authority of Thailand (TAT) urges all road-users to strictly observe the following traffic regulations and guidelines.

1. Before putting a vehicle into motion always check the following : driver's license, yearly vehicle tax payment sticker, license plate, and vehicle condition such as wheel brake, emergency brake, headlights, taillights, etc.

1.1 The maximum speed limit for cars inside a city limit is 60km/hr and 80 km/hr for outside a city limit.

1.2 The maximum speed limit for motorcycles inside a city limit is 60km/hr and 80 km/hr for outside a city limit.

1.3 The driver should pay special attention to highway signs posted on the left-hand side of the road for specified speed limits.

2. Always drive on the left side of the road. When there are two or more lanes for traffic in the same direction, slower vehicles must use the leftmost lane except when passing or making a right turn.

3. Always slow down to a safe and reasonable speed when driving on a narrow road or when approaching curves, intersections, business or residential areas, road construction zone, and oncoming vehicles.

4. Never pass any vehicle when driving through residential areas, intersections, curves, or over a bridge.

Always pass other vehicles on the right.

Never pass other vehicles on the left except when the leading vehicle is making a right turn or when there are two or more lanes for traffic in the same direction.

5. When driving at night, always turn on headlights and taillights.

6. Broken down or parked vehicles must be parked on the side of the road or the shoulder of the road. A warning sign which could be seen over an appropriate distance must be displayed. At nighttime emergency red lights must be used to provide warning.

7. Give the right-of-way signal to vehicles coming from main roads.

8. Strictly obey traffic lights and posted traffic signs.

9. Never control a vehicle while under the influence of drugs or intoxication liquor ; or while being sick or dizzy.

10. Always take safety precautions while in control of a vehicle.

11. Always allow a safety distance while following a vehicle.

12. Slow down to a reasonable speed, and do not sound the horn if it is not necessary while passing through the following zones : school, hospital or public agency.

13. Always give a headlight signal or sound the horn and make sure there are no obstructions or oncoming vehicles before passing the leading vehicle.

14. When a driver is involved in an accident which causes injuries or property damages, always provide assistance wherever it is necessary. Immediately notify the nearest police station and identify yourself as well. The driver who fails to stop at the scene of the accident which he is responsible for would be considered guilty and might be sentenced to imprisonment.

15. Sound the horn and slow down the vehicle when approaching a stopped vehicle which is letting passengers get on or get off and give warning particularly to deaf and blind persons.

16. Safety rules for pedestrians

16.1 Always use sidewalks or road shoulders if there are any ; if not, always walk on the right side of the road to be able to see oncoming vehicles.

16.2 Always cross the road only when it is absolutely safe to do so. Especially in Bangkok, please watch out for bus lanes as buses sometimes run against the traffic flow.

ATTRACTIONS IN AND AROUND BANGKOK

Bangkok is the Orient's most cosmopolitan city and has attractions to stimulate even the most jaded travellers. Created the Thai capital in 1782 by the first monarch of the present Chakri dynasty, Bangkok is a national treasure house and Thailand's spiritual, cultural, political, commercial, educational and diplomatic centre. Approximately one of every ten Thais is a Bangkokian.

Major tourism attractions include glittering Buddhist temples, palaces, floating markets, timeless "Venice of the East" canal scenes, classical dance extravaganzas, an almost legendary nightlife, and numerous airconditioned shopping centres selling Thai silks, cottons, gemstones, bronzed and pewterware, and many, many more of the world's most admired handicrafts.

Bangkok's recreational, cultural and medical facilities are excellent; and innumerable hotels, from the truly opulent to the spartan, house millions of Thai and foreign visitors each year.

Boxing stadium, race and golf courses, tennis and squash courts, sumptuous nightclubs and restaurants, skating rinks, concert halls, teahouses, amusement parks, museums, theatres, art galleries, cocktail lounges, bars, discotheques, massage parlours, zoological gardens and cinemas perpetually attract pleasure seekers, while, away from modern Bangkok's hustle and bustle, older, slower rhythms prevail.

Visitors who explore back lanes in the city's riverside sections will come across the memorably unexpected-garlanded spirit shrines; palmists and astrologers quietly conferring with clientele; women poling lotus-filled sampans through narrow waterways; somnolent temple courtyards where only tinkling windbells disturb the air; and innumerable

other sights as timeless as the lovely evening view when the sun's dying rays burnish the riverside Grand Palace's gilded spires.

Even though Bangkok is no more Thailand than Paris is France, or London is England, the Thai capital provides a scintillating introduction to this exotic "Land of Smiles."

Visitor of all ages can spend at least 7 happy days sampling her varied charms.

Attractions

City Attractions

The Grand Palace and Wat Phra Kaeo (Temple of the Emerald Buddha) (พระบรมมหาราชวังและวัดพระศรีรัตนศาสดาราม)

This city Landmark should be the first place on any visitor's itinerary. It is a huge compound on Na Phra Lan Road near Sanam Luang, is surrounded by high white walls and occupies an area of about a square mile. The palace, begun in 1782, consists of several buildings with highly decorated architectural details. The Royal chapel, Wat Phra Kaeo, which is in the same compound, houses the Emerald Buddha, the most sacred Buddha image in Thailand. Photography inside the building housing the Emerald Buddha is forbidden.

The complex is open daily from 8.30 - 12.00 a.m., 1.00 - 3.30 p.m. Admission fee is 100 baht (including tickets to Wiman Mek Palace & the Coin Pavilion)

Proper dress is essential (Tel: 2228181 Ext. 40)

Royal Thai Decoration and Coin Pavilion (กองเครื่องราชอิสริยยศ และเหรียญกษาปณ์)

This pavilion displays exotically designed coins and other monetary exchange units used in Thailand since the early 11th Century A.D. It is located within the Grand Palace compound on the right hand side before entering the place's inner gate. In the same building, adjacent to the coin collection, is a display room for royal regalia, decorations and medals. Most of the items seen were used in former Royal courts. Some are made of gold and are elaborately patterned.

The pavilion is open everyday from 8.30 a.m. - 3.30 p.m.

Wiman Mek Palace (the Celestial Residence) (พระที่นั่งวิมานเมฆ)

Wiman Mek Palace is located behind Bangkok's National Assembly and is the world's largest building made entirely of golden teak. The three-storey wooden palace has 81 rooms, halls and anterooms, excluding terraces and verandahs.

Wiman Mek is now open to the public everyday from 9.30 a.m. - 3.00 p.m. Admission fee is 50 baht per person. Free guide available.

Tel: 2811569, 2811518 } 2259230

The National Museum (พิพิธภัณฑสถานแห่งชาติ)

Within Walking distance of the Grand Palace, across Sanam Luang, is one of the largest and most comprehensive museums in Southeast Asia. The National Museum houses over one thousand artifacts ranging from Neolithic times to the present Bangkok period. The complex, also begun in 1782, consists of several old but beautiful buildings of colourful Thai architectural design. The museum is open everyday, except Mondays Tuesdays and National Holiday from 9.00 a.m. - 4.00 p.m. Admission fee

is 20 baht. Guided tours are provided in the mornings as follows. They commence at 9.30 a.m. from the ticket desk:

Pre-Thai and Thai Art	In Chinese	every Tuesday
Thai Art and culture	In English	every Tuesday
Buddhism		
Pre-Thai and Thai Art	In Frenche	every Tuesday
Pre-Thai and Thai Art		every Wednesday
Thai Art and Culture	In German	every Tuesday, Thursday
Thai Culture and Pottery	1st and 2nd	Tuesday of the month
Buddhaisawan chapel	3 rd	Tuesday of the month
Pre-Thai and Thai Art	4th	Tuesday of the month
	In Spanish & Portuguese	
Pre-Thai and Thai Art		every Wednesday

(Tel: 2241333, 2241396)



The National Arts Gallery (หอศิลป์แห่งชาติ)

This is on Chao Fa Road opposite the National Theatre. It exhibits traditional and contemporary works by Thai artists. The gallery is open to the public on Tuesdays, Wednesdays, Thursdays, Saturdays and Sundays from 9.00 a.m. - 4.00 p.m. Admission fee is 10 baht. (Tel: 2812224)

The National Theatre (โรงละครแห่งชาติ)

Thailand's national Theatre is on Na phra Lan Road next to the National Museum. Thai classical dramas and other types of international arts are periodically staged here. Current programmes can be checked by telephoning the theatre on weekdays between 8.30 a.m. and 4.30 p.m. special exhibition shows of Thai classical dancing and music are held on

the last Friday of each month at 5.30 p.m. Please contact the theatre for details. (Tel:2241342)

Sanam Luang and the Statue of the Goddess of the Earth

(สนามหลวง และรูปปั้นแม่พระธรณีบีบมวยผม)

The huge public ground in front of the Grand Palace used to be the place where the weekend Market. Now moved to Suan Chatuchak on Phahonyothin Road, was held. Special activities or ceremonies such as the Royal Ploughing Ceremony in may and the new year Festival also take place here.

At the Northern part of Sanam Luang, opposite the Royal Hotel, is a small statue placed in small white pavilion. The goddess of the Earth was built during King Chulalongkorn's reign (1868-1910) to provide public drinking water.

The City Pillar Shrine (Lak Muang) (ศาลหลักเมือง)

Located at the south east conner of Sanam Luang this graceful, temple-like structure house "Lak Muang" a strong pillar placed there by King Rama I, the first monarch of the present Chakri Dynastry, as the foundation stone for his new capital city of Bangkok. Lak Muang is believed by many to have the power of granting wishes.

Wat Pho (Temple of the Reclining Buddha) (วัดพระเชตุพนวิมลมังคลาราม)

This world famous temple is located right next to the Grand Palace, on the south side. It is one of Bangkok's oldest and largest temples. Wat Pho was built by King Rama I nearly 200 years ago and houses the gigantic gold-plated Reclining Buddhas. This unique image is 46 metres in length

and 15 metres high with beautifully inlaid mother-of-pearl soles. Wat Pho is also regarded as the first centre of public education and is sometimes called "Thailand's First University." The building housing the Reclining Buddha is open daily from 8.00 a.m. - 5.00 p.m. Admission fee is 10 baht. (Tel: 2220933)

Wat Arun (Temple of the Dawn) (วัดอรุณราชวราราม)

Located on the west bank of the Chao Phraya River. Wat Arun can be reached either by Arun Amarin Road or by crossing the river by boat from Tha Tien Pier near Wat Pho. The most attractive structure in this temple is the 79-metre-high pagoda or "Phra Prang". Wat Arun was restored during the brief Thonburi period to be the Royal Chapel of King Taksin. Despite its name "Temple of the Dawn", the most beautiful view of it is from the Bangkok side of the river at sunset. Admission fee is 5 baht.

Wat Traimit (Temple of the Golden Buddha) (วัดไตรมิตรวิทยาราม)

At the end of Yaowarat Road, near Bangkok's Hualamphong Railway Station; is a temple situated on Traimit Road. This temple is known for its famous Golden Buddha, constructed during the Sukhothai period. The image of solid gold, is three meters high and weighs five and a half tons. The building holding this image is open to the public everyday from 9.00 a.m. - 5.00 p.m.

Wat Benchamabophit (The Marble Temple) (วัดเบญจมบพิตรดุสิต วราราม)

The Marble Temple is on Si Ayutthaya Road near Chitralada palace. The temple is well-known because its main building was constructed during

the reign of King Rama V.

The best time to visit this temple is early in the morning when Buddhist monks are chanting inside the chapel. The interior of the main building is magnificently decorated with cross beams of lacquer and gold. A large collection of bronze Buddhas lines the walls of the spacious, inner courtyard. The main building is open to visitors until 5.00 p.m. There is an admission charge of 10 baht (Tel: 2812501)

Wat Sa Ket (The Golden Mount) (วัดสระเกษ)

Wat Sa Ket or the Golden Mount, was begun during the reign of King Rama 1 (1782 - 1800). The golden Chedi houses relics of Lord Buddha, and affords visitors a panoramic view of Bangkok.

Wat Indra Wihan (วัดอินทรวิหาร)

Located in Bangkhunphrom Sub-district, on Wisutkasat Road, Wat Indra Wihan is well-known for a huge standing Buddha image. This image of "Buddhasariyamet-triya", is 32 metres tall (108.99 feet) and 10 metres and 24 inches wide (40.09 feet).

Wat Thammamongkhon (วัดธรรมมงคลเกาญานนทวิหาร)

Located on Sukhumvit Soi 101, this is the highest pagoda in Bangkok. The pagoda, 94.78 metres high, has 14 storeys and an elevator to enable visitors, particularly elderly people, to go to the top of the building. Relics and a hair of the Lord Buddha, kept in the pagoda, were presented by the Supreme Patriarch of Bangladesh. (Tel: 3111387, 3113903)

Wat Mahathat (Temple of the Great Relic) (วัดมหาธาตุยุวราช รังสฤษฎ์)

This is a very old temple on Na Phrathat road between Silpakorn University and Thammasat University. The back of the temple faces Sanam Luang. Wat Mahathat was built during the reign of King Rama I and houses Mahachulalongkorn Buddhist University, one of the two highest seats of Buddh, learning in the country. Those intersted in Buddhist meditation should visit Section 5, which is the headquarte of Wipassana (insight) meditation in Thailand. Information and practice in English can usually be arrange according to the availability of suitable monks. The temple complex is open from 9.00 a.m. to 5.00 p.m.

The Shed of the Royal Barges. (พิพิธภัณฑ์สถานแห่งชาติเรือพระราชพิธี)

This shed, where several royal barges are displayed, is located on Khlong Bangkok Noi off the Chao Phraya River not far from Phra Pin Klao Bridge. These barges were used on Royal and government occasions and formerly served as war vessels. The most beautiful and well-known barge is "Suphanahong" used by the King only when he made his royal river procession for the Kathin ceremony-a Buddhist tradition of offering robes to monks, usully during October or November. The unique design and decorative details of each barge should be of great interest to all visitors.

The shed is open to the public everyday from 8.30 a.m. - 4.30 p.m. There is an admission fee of 10 bath. (Tel: 4240004)

Jim Thompson's House Museum (บ้านจิมทอมป์สัน)

This remarkable Thai-style house, was the work of Mr. Jim Thompson, an American who came to Thailand at the end of the Second World War and

revived the Thai Silk industry. His later disappearance in the Malaysian jungles remains a mystery to this day. The house, now a museum, is at the end of Soi Kasemsan 2 opposite the National Stadium on Rama I Road.

On permanent display are Mr. Thompson's collection of Asian artifacts such as blue-white China ware, Cambodian stone figures, Benjarong (a multi-coloured porcelain made in China), wooden Myanma statues and many other fabulous antiques. Jim Thompson's House is open from Monday to Saturday inclusive from 9.00 a.m. - 4.30 p.m. Admission costs 100 baht. Volunteer guides explain the collection to visitors. (Tel: 2150122)

Suan Pakkard Palace (วังสวนผักกาด)

On Si Ayutthaya road not far from the intersection of Phaya Thai Road, is the residence of Princess Chumbhot of Nagara Svarga, one of Thailand's leading art collectors. There is a complex of five traditional Thai Houses overlooking a beautifully kept garden. They house a large collection of Asian art and antiques. One building exhibits a collection of seashells, mineral crystals and painted pottery from Ban Chiang.

Suan Pakkard Palace is open everyday except Sunday from 9.00 a.m. - 4.00 p.m. There is an admission fee of 50 baht. (Tel: 2454934)

Pasteur Institute (Snake farm) (สถานเสาวภา)

This interesting spot is located at the corner of Henri Dunant Road and Rama IV Road west of Chulalongkorn Hospital. It is a section of the Thai Red Cross, where one can have cholera, smallpox and typhoid inoculation as well as rabies treatment. The institute has become a popular tourist attraction because of its large collection of live poisonous snakes.

The Snake Farm is opened to the public everyday between 8.30 a.m. and 4.30 p.m. The extraction of venom from the snakes is demonstrated daily at 10.30 a.m. There is an admission fee of 40 baht. (Tel: 2520161-4)

Dusit Zoo (สวนสัตว์ดุสิตเขาดินวนา)

Located beside the Royal Plaza, Dusit Zoo is opened to the public everyday from 8.00 a.m. - 6.00 p.m. Tropical animals to be found include great grey kangaroos, Sumatran rhinoceros, Siamese crocodiles, gaurs, lesser mouse deer, American bisons, etc. Admission fee is 10 baht (Tel: 2810000, 2821106)

Ban Kamthieng (บ้านคำเที่ยง)

Ban Kamthieng is an old house, originally constructed in Chiang Mai more than 200 years ago and donated to the Siam Society by its owners and reconstructed in Bangkok. A very large variety of Thai flora and fauna can be seen in the garden of the house, which is at 131 Soi Asok (Soi 21) Sukhumwit. Also on display are items used daily by Thai farmers and fisherman.

It is open daily, except Sundays and Mondays, from 9.00 a.m. - noon and from 1.00 - 5.00 p.m. An admission fee of 20 baht is charged to help maintaining the property and grounds. (Tel: 2583491)

Thailand Cultural Centre (ศูนย์วัฒนธรรมแห่งประเทศไทย)

Located on Ratchadaphisek Road, the Thailand Cultural Centre was open in December 1987, celebrating the 60 th birthday of His Majesty King Bhumibol Adulyadej. It is fully integrated for social, educational and cultural activities. The main buildings include the MAIN HALL, a 2,000 seat auditorium fully equipped for stage presentations, concerts and

international conferences the SMALL HALL, a 500 seat multi-purpose auditorium intergrated with a 1,000 seat amphitheatre; and the SOCIAL EDUCATION AND EXHIBITION BUILDING which houses a cultural library, exhibition halls, 200 seat lecture theatre, meeting rooms, language laboratory, audiovisual rooms etc. Current events at the MAIN HALL can be obtained by telephone. (Tel: 2457711-9)

Bangkok Dolls & Museum (บางกอก ดอลลี่)

All kinds of Thai dolls made in this factory which is on Soi Ratchataphan (Soi Mo Leng) off Ratchaprarop Road, in the Pratunam area. It is open to visitors, who may inspect and buy dolls, everyday, except Sundays from 8.00 a.m. - 5.00 p.m. (Tel: 2453008)

Thai Boxing (มวยไทย)

Thai Boxing is both a sport and a means of self defence. Contestants are allowed to use almost any part of their body: feet, elbows, legs, knees, shoulders are all "weapons" : The playing of traditional music during bouts makes for even greater excitement. There are two venues in Bangkok for this type of sport : Ratchadamnoen Stadium (Tel: 2814025) Ratchadamnoen Nok Avenue (nex to TAT) every Monday, Wednesday, Thursday at 6.00 p.m. and Sunday from 1.00 p.m. and at Lumpini Stadium (Tel: 2514303) Rama IV Road, every Tuesday, Friday, and Saturday, also starting at 6.00 p.m. Three other stadiums wellknown to boxing lovers are Sam Rong Stadium in Samut Prakan (Tel: 3933592) Rang Sit Stadium in Pathum Thani province (Tel: 2460885) and Siam Boxing Stadium in Nong Khaem. (Tel: 4204317)

China Town (ย่านเยาวราช)

Bangkok's China Town is an old business centre covering a large area around Yaowarat Road and Charoen Kung Road (New Road). There are many small streets and alleys full of shops selling all types of goods. The area is always lively, and market stalls abound. It has been the main centre for trading by the Chinese since they were moved from their old site some 200 years ago to make way for the Grand Place and Emerald Buddha complex.

Buddhism in Thailand

Should a visitor wish to find out more about Buddhism or Buddhist meditation, he should contact the head-quarters of the World Fellowship of Buddhists, 33 Sukhumvit (between Soi 1 and Soi 3) preferably in the morning from Monday to Friday. The WFB holds a meditation class in English on Wednesday evening from 5.00 to 8.00 p.m. Lectures on Buddhism are held every first Wednesday of each month from 6.00 - 8.00 p.m.

King Rama IX Royal Park (สวนหลวงร.9)

The 200-acre park commemorates his Majesty King Rama IX's 60th birthday in 1987, and comprises a public park, a water park and extensive botanical gardens. A central building displays the works and life of His Majesty King Bhumibol Adulyadej.

Bus service : No. 2 or 23 to Soi Udomsuk (Sukhumvit Soi 103) and thence by mini-bus to the park. Admission fee is 10 baht.

Siam Water Park (สวนสยาม)

Siam Water Park is merely a 30-minute drive from the Lard Prao flyover, and is located in suburban Minburi district. The park features

an extensive man-made sea with artificial surf, whirlpools, fountains and waterfalls, and towering water slides amid carefully landscaped gardens. Satellite attractions include children's play grounds, aviaries, an open zoo and botanical gardens. The complex is open daily from 10.00 a.m. to 6.00 p.m. (weekdays) and 9.00 a.m. to 7.00 p.m. (weekends). Admission fee is 150 baht. (Tel: 5170075, 5171030-2)

Safari World (ซาฟารีเวิลด์)

The more than 200 acre complex is located in suburban Bangkok in Minburi district, via Km. 9 on Ramindra Road. The complex is divided into two parts, namely a Safari Park (admission 100 baht) populated by African and Asian mammals; a marine Park (admission 70 baht). There are a multitude of animal exhibits, 14 of which feature Scheduled Feeding Show. Souvenir shops and restaurants complete facilities that include parking space for some 1,000 vehicles. It is open everyday from 10.00 - 18.00 hrs. (Tel: 5181000-19)

Thai Human Imagery Musuem (พิพิธภัณฑ์หุ่นขี้ผึ้งไทย)

Located at Km. 31, Pinklao-Nakhon Chaisi Road the museum houses life-like sculptures created a group of Thai artists, after 10 years of intensive study and hard work. These breathtaking figures are display in four sections: "The Great Buddhist Monks", "Former Kings of the Chakri Dynasty", "One Side of Thai Li" and Playing Chess"

The museum is open to public from 9.00 a.m. - 5.30 p.m. on weekdays and 8.30 a.m. - 6.00 p.m. Saturday, Sunday and official holidays. Admission is 140 bath. (Tel: 01-2116261)

Flower and Plant Markets

Visitors interested in horticulture should visit the following markets:

Pak Khlong Talat (ปากคลองตลาด)

This wholesale market offers all kinds of cut flowers and orchids. It is located on Maha Rat Road near the Memorial Bridge.

Chatuchak Weekend Market (ตลาดนัดจตุจักร)

This is Bangkok's newest and largest plant market and is located on Phahonyothin Road diagonally opposite the Northern Bus Terminal. The area consists of rows of small shops offering a variety of decorative potted plants orchids.

Out-Of-City Attractions

Nonthaburi (นนทบุรี)

Palmyra (Suan Tan Noi) and Suan Thip (สวนตาลน้อย และสวนทิพย์)

The gardens are on the Chao Phraya River, less than 30 minutes by car from the heart of Bangkok, and only one hour by boat from Phra Pin Klao Bridge.

Set in the midst of Nonthaburi's famous orchards, from the jetty at Pakkret, tourists are borne up the historic river on spacious boats, past traditional Thai riverside houses, and Mon villages.

Admission fee to each garden is 30 baht. Contact "Suan Tan Noi" (Tel: 5837853, 5837409)

Pathum Thani (ปทุมธานี)**Wat Phailom (วัดไผ่ล้อม)**

This temple is a sanctuary for the open-billed stork. It is located on the bank of the Chao Phraya River in Pathum Thani Province. From December to June, thousands of these storks come to nest in the temple area. Those interested ornithology, should they be in Thailand during these months, should not miss the opportunity of a visit to this temple. Regular weekend cruise is organized by the Chao Phraya Express Boat Co. from Maharat Pier at 140 baht per person. (Tel: 2253002-3)

Samut Prakan (สมุทรปราการ)**The Ancient City (เมืองโบราณ)**

This is the world's largest outdoor museum, and consists of smaller sized replicas of many of the most famous buildings, monuments and temples to be found in all parts of Thailand. The museum, covering some 200 acres, is approximately the geographic shape of Thailand. It is located at Km. 33 on the Sukhumvit highway in Samut Prakan province. Visitors may see this unique museum from 8.30 a.m. - 5.00 p.m. daily. There is an admission fee of 50 baht. Vehicles are available in the museum to convey visitors over its large area.

The Ancient City Co., Ratchadamnoen Avenue arranges tours to the site. Booking and times of the tours may be checked by visiting the office or telephoning the number provided. (Tel: 2241057, 2261936-7)

Crocodile Farm (ฟาร์มจระเข้)

A very large farm with over 30,000 crocodiles can be seen in Samut Prakan Province, about 30 kms. from Bangkok. Both fresh and salt-water crocodiles are fed here, as well as a large number of other

creatures, including elephants, gibbons, lions and snakes. Feeding time is from 5.00 -6.00 p.m. the farm opens at 8.00 a.m. daily and closes after the feeding session. There is an admission fee of 120 baht.

(Tel: 3870020, 3871166, 3871168, 3872375)

Nakhon Pathom (นครปฐม)

Phuttha Monthon (พุทธมณฑล)

This Buddha's Precinct & Botanical Garden is located some 16 kilometres west of Bangkok. The area covers 2,500 rai (some 1,000 acres) and commemorates the 2,500th anniversary of Lord Buddha's Nirvana. The complex is projected to become Thailand's major Buddhist workshop centre and a centre of Buddhist learning complete with a library and museum. Phuttha Monthon's major focal point is a bronze Buddha image in the walking posture, and some 15 metres high.

Phra Pathom Chedi (พระปฐมเจดีย์)

This chedi or pagoda is the tallest Buddhist monument in the world. It is located in Nakhon Pathom, 56 kms, west of Bangkok. It towers almost 380 feet into the air. The golden-tiled dome of the chedi looks like an inverted beel and can be seen from miles away. The famous Buddhist edifice can be reached by bus from the Southern Bus Terminal, by train from Bangkok Railway Station, or by car.

The Rose Garden Country Resort (สวนสามพราน)

This popular tourist attractions is 32 kms. west of Bangkok on the bank of the Thachin river. It boasts large, beautiful and well-maintained gardens and is ideal for a picnic. Admission to the garden is 10 baht. In the resort there is a Thai Cultural village where daily at 3.00 p.m. and

attractive show commences. There are for instance, Thai folk dancing, Thai boxing, cock fighting and sword fighting demonstrations. Admission to this show is 190 bath. The resort can be reached by local buses from the Southern Bus Terminal. It is open daily from 8.00 a.m. to 6.00 p.m. (Tel: 2530295-7, 2532276)

Samphran Elephant Ground & Zoo

Just 1 km. before reaching the Rose Garden you can visit the newest crocodile farm in Thailand the "Samphran Elephant Ground & Zoo". The 22 acre farm comprises a beautiful environment where many different wild animals and thousands of crocodiles can be seen, specially the world's largest white crocodile.

For those who wish to purchase products made from crocodile skin the farm provides reasonably priced handbags, belts, wallets, shoes, etc. Open daily from 8.30 a.m. - 6.00 p.m. Crocodile Wrestling showtimes: 11.00 a.m. and 2.00 p.m. Admission fee : 140 bath, elephant show time : 1.45 p.m. and 3.30 p.m. daily, with additional shows at 11.00 a.m. on Saturday, Sunday and public holidays. (Tel: 2841873, 2945211, 2840273)

Ratchaburi (ราชบุรี)

Floating Markets (ตลาดน้ำ)

These are very important commercial centres from those living on the banks of the many canals and away from roads, every day, from about 8.00 a.m. - 11.00 a.m. small boats laden with all kinds of tropical fruits and vegetables and other produce from the orchards of nearby communities assemble from business.

Two such markets can easily be reached by tourists. The first is the Wat Sai Floating Market in Bangkok and the other is the Damnoen Saduak



Market in Ratchaburi. The first used to be very famous, but now most of the boats have been replaced by more permanent shops on the banks of the canal. However, there are a few boats to give the spot a hint of its former glory. Several river trips to this spot leave from the pier at the Oriental Hotel at 6.30 a.m.

For those with more time to spare, the second market Damnoen Saduak is recommended. This is some 80 kms. southwest of Bangkok in Ratchaburi province. There are buses to the market starting at 5.00 a.m. and every 30 minutes till 8.30 p.m., and hourly coach starting at 6.00 a.m. until 8.30 p.m., from the Southern, Bus Terminal on Pinklao-Nakhon Chaisi Road.

Ayutthaya (อโยธยา)

The capital of Thailand from 1350 until it was sacked in 1767 by the Myanma, Ayutthaya is 76 kms. north of Bangkok. Magnificent ruins of the old city still remain, some having been restored. Archaeological excavations are still proceeding at many sites in the area. Attractions in Ayutthaya include: Chao Sam Phraya National Museum; the very large Buddha image called "Phra Mongkhon Bophit" ruins of the former Royal palace which was a complex with many buildings. Ayutthaya can be reached by train from Bangkok or by bus from the Northern Bus Terminal. A river excursion to the old city leaves from the pier of the Oriental Hotel (Tel: 2360400-9 Ext. 3133), which will give details of times and price. Chao Phraya Express Co., organizes an economically priced boat trip to Bang Pa-In every Saturday and official holidays leaving Maharaj Pier at 8.00 a.m. Contact the company or telephone (2253002-3) for more details.

Bang Pa-In Summer Palace (พระราชวังป่าประอิน)

This beautiful palace is some 30 kms. south of Ayutthaya. It was

built mainly during the reign of King Rama V. The palace consists of many buildings built in contrasting architectural styles. Thai, Chinese, Italian and Victorian, styles predominate. The most wellknown building is a Thai pavilion in the centre of a small lake. It is regarded as one of the finest examples of Thai architecture. The only building in the palace open to visitors is the Chinese-style Wehat Chamrun Palace. The palace complex can be reached by bus from the Northern Bus Terminal, Bangkok, or by local buses from Ayutthaya. The grounds are open everyday, from 8.30 - 12.00 a.m. and 1.00 - 3.00 p.m. There is an admission fee of 50 baht. (Tel: 2220094)

Bang Sai Folk Arts & Crafts centre (ศูนย์ศิลปาชีพ บางไทร)

The riverside Folk Arts & Crafts Centre is located in Amphoe Bang Sai, some 24 Kilometres from Bang Pa-In intersection. Local farmers and from other provinces undergo training in folk arts and crafts. You will see how farmers live and work, and how their arts and crafts are produced. The Folk Arts & Crafts Centre is under the promotion of Supplementary Occupations & Related Techniques (SUPPORT) which was established under Royal Patronage in 1976. Products manufactured include artificial flowers, woven silks and cottons, dyed silks, woodcarvings, Thai dolls and furniture.

Every Saturday and Sunday, the Centre's Banana Grove, or Suan Klauy, stages demonstrations and displays of Thai food and sweets made from various kind of Thai bananas. Folk dances are also staged. Tickets to the Banana Grove cost 200 baht.

THAI FOOD

Thai food is well known as being hot and spicy. What makes Thai food so hot? Chillies, for one thing.

Phrik Lueng is the hottest chillie around despite its lovely yellow-orange colour. Phrik Khi Nu is also potent and Phrik Yuak and Phrik Chi Fa are relatively mild. Phrik Thai (pepper) is a common flavouring.

There are also several important spices. Coriander leaf is sprinkled on everything : coriander root is combined with garlic and pepper to flavour meats. In southern Thailand, turmeric is much used, while many forms of ginger are used with duck, meats, vegetables and soups.

Other highly popular spices include lemon grass-used extensively in Thai soups and certain salads-basil and vinegar.

Then, too, there are mint, basil, cardamom and pandanus.

A number of basic sauces accompany most meals-these include shrimp paste, fish sauce (the essential Thai salt substitute) and tamarind sauces which can make the blandest food taste simply astonishing.

Rice is the mainstay of every Thai meal which commonly comprises five or six dishes of curry soup, omelette, vegetables, fish and the like.

LIST OF THE DISHES

CURRY DISHES

KAENG MAT SA MAN (แกงมัสมั่น) a rich beef curry with peanuts Not Spicy.

KAENG KA RI (แกงกะหรี่) a mild flavored Indian type curry made with potatoes and chicken (sometime other meats are used).

KAENG KAI (แกงไก่) chicken spiced ragout.

KAENG NUA (แกงเนื้อ) meat spiced ragout.

KAENG PLA DUK (แกงปลาตุก) cat fish spiced ragout.

KAENG SOM (แกงส้ม) fish and vegetable ragout.

PHANAENG KAI (พะแนงไก่) chicken dry curry.

TOM KHA KAI (ต้มข่าไก่) chicken with galangale in coconut soup.

SOUPS

KAENG CHUT (แกงจืด) a mild flavored soup made of vegetables and shrimp, chicken and pork.

KAENG CHUT WUN SEN (แกงจืดวุ้นเส้น) the same as KAENG CHUT added with shredded jelly.

TOM KHLONG (ต้มโคล้ง) salted fish boiled with tamarind and onions.

KAENG LIANG (แกงเลียง) a typical Thai style soup of vegetables.

TOM YAM (ต้มยำ) a chili hot and sour soup made with either pork, shrimp, beef, chicken, or fish.

KHAO TOM MU (ข้าวต้มหมู) a mild rice soup flavored with pork.

KHAO TOM PLA (ข้าวต้มปลา) a mild rice soup flavored with fish.

KHAO TOM KUNG (ข้าวต้มกุ้ง) a mild rice soup flavored with shrimp.

EGG DISHES

KHAI LUAK (ไข่ลวก) soft boiled egg.

KHAI TOM (ไข่ต้ม) hard boiled egg.

KHAI DAO (ไข่ดาว) fried egg.

KHAI CHIEO, KHAI FU (ไข่เจียว, ไข่ฟู) plain omelette.

KHAI CHIEO MU SAP (ไข่เจียวหมูสับ) omelette filled with chopped pork.

KHAI YATSAI (ไข่ยัดไส้) omelette filled with meat, onions and sugar peas.

FRIED DHSSES

KHAO PHAT (ข้าวผัด) fried rice.

PRIAO WAN (เปรี้ยวหวาน) sweet and sour pork with vegetables.

PHAK BUNG PHAT (ผักบุ้งผัด) thai vegetable (made with morning glory stem & leaf) fried.

NUA PHAT NAM MAN HOI (เนื้อผัดน้ำมันหอย) fried beef with oyster flavoured sauce and green onion.

DOK KALAM PHAT MU, KUNG, HAI, NUA (ดอกกะหล่ำผัดหมู, กุ้ง, ไก่, เนื้อ) fried pork, shrimp, chicken or beef with cauliflower.

THAI SWEETS

Eggs, mung beans, rice flour, glutinous rice, lotus seeds, palm sugar, cassava roots and coconuts are common ingredients of Thai sweets. The Thais prefer their desserts to have fragrance. Accordingly, they soak jasmine and other aromatic flowers in water and use resultant scented water to make a syrup. Bland seeds or beans are cooked in the syrup to make liquid sweets. Aromatic candles often burned next to cakes or cookies in closed containers to impart scents, or desserts are placed next to fragrant flowers overnight. Cookies are sometimes granished with slivers of gold leaf.

LIST OF THAI SWEETS & DRINKS

THAI SWEETS

SANG KHA YA (สังขยา) custard.

SANG KHA YA KHA NUN (สังขยาขนุน) jackfruit custard.

MA PHRAO SANG KHA YA (มะพร้าวสังขยา) coconut castard.

FAK THONG SANG KHA YA (ฟักทองสังขยา) squash castard.

THONG YIP (ทองหยิบ) sweet egg-drops.

THONG YOT (ทองหยอด) sweet egg-drops.

FOI THONG (ฝอยทอง) sweet egg-shred.

KHA NOM MO KAENG (ขนมหม้อแกง) egg sweet plate.

LOT CHONG NAM KA THI (ลอดช่องน้ำกะทิ) rice drops in sweet coconut sauce.

KLUAI BUAT CHI (กล้วยบัวชี) banana in sweet and salty coconut cream.

LUK TAN CHUAM (ลูกตาลเชื่อม) palm seeds cooked in syrup.

WUN WHAN (วุ้นหวาน) sweet jelly.

WUN NAM CHUAM (วุ้นน้ำเชื่อม) jellied syrup.

TA KA (ตะโก้) gelatin top with coconut cream.

KHAO NIEO KAEO (ข้าวเหนียวแก้ว) glutinous rice cooked in coconut cream and sugar.

AI-SA-KRIM KATHI (ไอศกรีมกะทิ) coconut icecream.

DRINKS

NAM PLAO (OR NAM YEN) (น้ำเปล่า-น้ำเย็น) a glass of water.

NAM KHAENG PLAO (น้ำแข็งเปล่า) a glass of crushed ice.

NAM KHAENG SAI MAN CHA (น้ำแข็งใส่น้ำชา) a glass of crushed ice filled with Chinese tea.

NAM RON (น้ำร้อน) a glass of hot water.

CHA CHIN RON (ชาจีนร้อน) a cup of plain hot Chinese tea.

CHA YEN (ชาเย็น) iced tea with milk.

CHA DAM YEN (ชาดำเย็น) iced black tea with sugar only.

CHA DAM RON (ชาดำร้อน) hot black tea with sugar only.

CHA RON (ชาร้อน) hot tea with milk.

KA FAE RON (กาแฟร้อน) hot coffee with milk.

KA FAE DAM RON (กาแฟดำร้อน) hot black coffee with sugar only.

KA FAE DAM MAI SAI NAM TAN (กาแฟดำไม่ใส่น้ำตาล) hot black coffee without sugar only.

KA FAE YEN (กาแฟเย็น) iced coffee with milk.

O LIANG (OR KA FAE DAM YEN) (โอเลี้ยง-กาแฟเย็น) iced black coffee with sugar only.

O WAN TIN (โอวัลติน) ovaltine.

KO KO (โกโก้) cocoa.

NAM SOM KHAN (น้ำส้มคั้น) fresh orange juice.

NOM (นม) milk.

THAI FRUITS

CHOM PHU (Rose Apple) ชมพู่

Many varieties. Very deep red colour tastes sour. Pink is sweet and sour. White if very sweet. Green is sweet. Red with white is sweet and sour. Available from April to June.

FARANG (Guava) ฝรั่ง

Usually eaten fresh, sometimes with salt and sugar. Available year round.



ประวัติผู้เขียน

นางสาวฉลองรัฐ ยิงไพบุลย์ เกิดวันที่ 10 ธันวาคม 2496 ที่กรุงเทพมหานคร สำเร็จการศึกษาปริญญาตรีศิลปศาสตรบัณฑิต สาขาการจัดการทั่วไป สถาบันราชภัฏสวนดุสิต และ General Office and Administration Program (GOAP) หลักสูตรสำหรับเลขานุการจากมหาวิทยาลัยอัสสัมชัญ ปัจจุบันทำงานในตำแหน่งเลขานุการของผู้เชี่ยวชาญชาวต่างประเทศของสถาบันบัณฑิตบริหารธุรกิจ ศศินทร์