



# Thailand

Tourism Authority of Thailand

Hong Kong Office

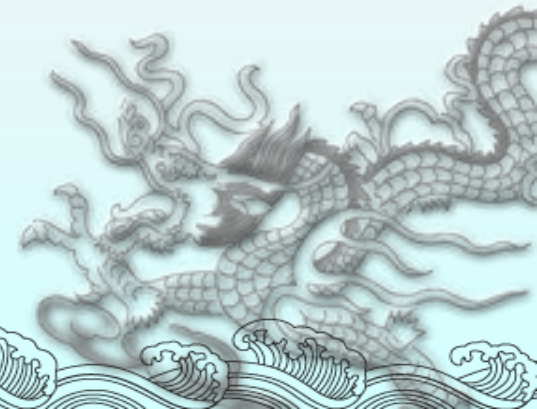
Presented by  
Warren Kong, Marketing Manager



# Content

- ◆ Thai Cuisine
- ◆ Festival – Songkran

THE SEVEN WONDERS OF  
**01020304050607**  
THAINESS TREASURES BEACHES NATURE WELLNESS TRENDS FESTIVITIES  
AMAZING THAILAND



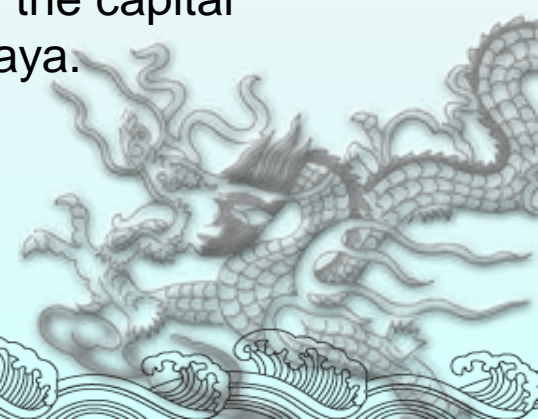
# Background of Thailand



❖ Thailand is divided into 75 provinces , which are gathered into 5 groups of provinces (Region) by location.

- 1. Central**
- 2. East**
- 3. North**
- 4. Northeast**
- 5. South**

❖ There are also 2 special governed districts: the capital Bangkok and Pattaya.



# Thai Cuisine



# Thai Cuisine

- ◆ Thai cuisine places emphasis on **lightly-prepared** dishes with **strong aromatic components**.
- ◆ Thai cuisine is known for being **spicy**.
- ◆ **Balance, detail and variety** are important to Thai cooking.
- ◆ balance of the **five fundamental taste senses** in each dish : hot (spicy), sour, sweet, salty, and bitter.

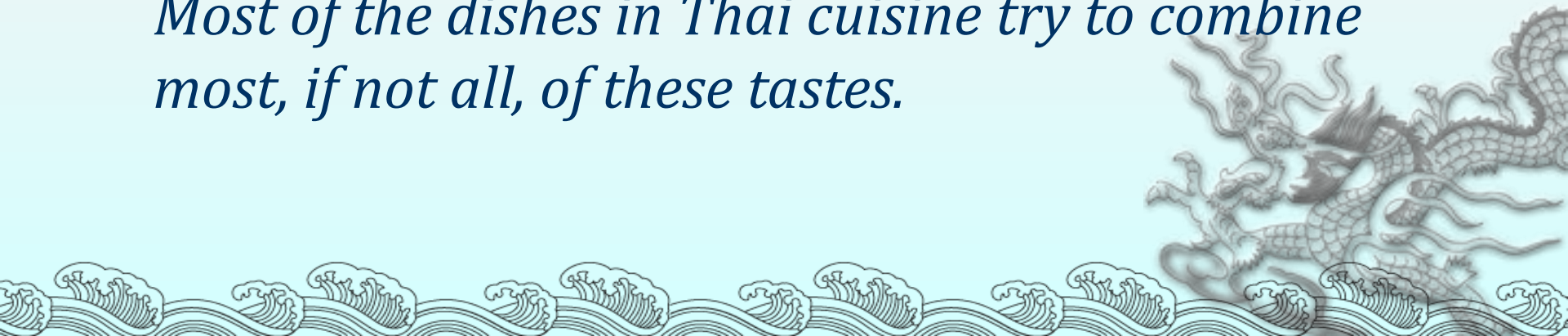


# Thai Cuisine

- ◆ **Thai cuisine** is famous for the blending of 4 fundamental tastes:



*Most of the dishes in Thai cuisine try to combine most, if not all, of these tastes.*



# Thai Cuisine

- ◆ sweet (**sugar**, fruits, sweet peppers)
- ◆ spicy hot (**chilies**)
- ◆ sour (**vinegar**, lime juice, tamarind)
- ◆ Salty (soy sauce, **fish sauce**)



# Thai Cuisine



- ◆ **Som Tam**  
(Green Papaya Salad) is a spicy salad made from sliced unripened papaya. (not mature)
- ◆ Thai Salad with crab legs
- ◆ Som Tam is such a simple stuff but **big in flavours** - this is the reason why I love Som Tam so much!!



# Thai Cuisine

## ◆ Phat Thai (Stir-Fried Thai Noodles)



- is a dish of stir-fried rice noodles with eggs, fish sauce, tamarind juice, red chilli pepper, plus any combination of bean sprouts, shrimp, chicken, or tofu, garnished with crushed peanuts, coriander and lime

- **Pad Thai is one of Thailand's national dishes.**

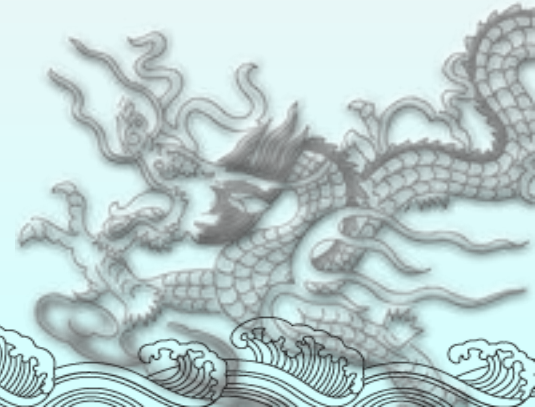


# Thai Cuisine

## ◆ Tom Yam Kung (Hot and Sour Shrimp Soup)



Tom yum is characterized by its distinct **hot and sour flavors**, with fragrant herbs generously used. The basic broth is made of stock and fresh ingredients such as lemongrass, kaffir lime leaves, galangal, lime juice, fish sauce and crushed chili peppers.



# Thai Cuisine

## ◆ Tom Yam Kung (Hot and Sour Shrimp Soup)



- ❑ Tom yum is usually made with **prawns** (tom yum goong), **chicken** (tom yum gai), **fish** ( tom yum pla in Thai), or **mixed seafood** (tom yum talay or tom yum po taek)
- ❑ and mushrooms - usually straw mushrooms or oyster mushrooms.
- ❑ The soup is often topped with generous sprinkling of fresh chopped coriander (cilantro) leaves.



# Thai Cuisine

**Find your favorite food yet?**

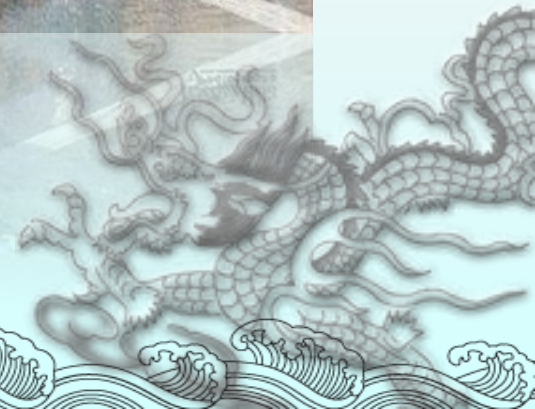
**Don't miss it next time !**

**You will find MORE!**



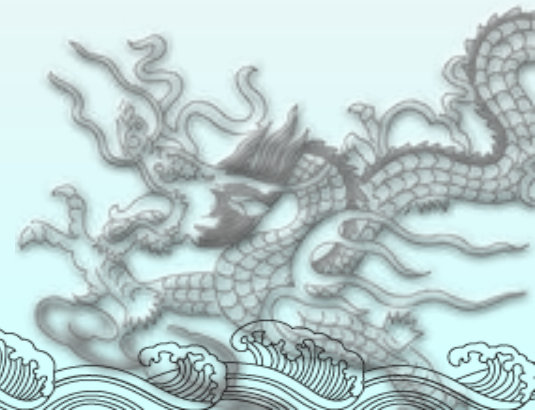
# Songkran Festival

- ◆ Songkran Festival is the most popular in Thailand (biggest one)
- ◆ **But what is SongKran?**



# Songkran Festival

- ◆ The most obvious celebration of Songkran is the **throwing of water.**
- ◆ celebrated in Thailand as the traditional New Year's Day from **13th to 15th April.**
- ◆ hottest time of the year in Thailand, end of the dry season.



# Songkran Festival

- ◆ The traditional greeting is "สวัสดีปีใหม่", basically "Happy New Year"

**Sa-wat-dee pee mai !**



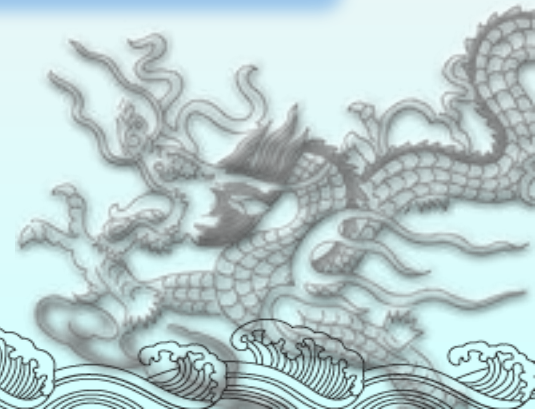
# Songkran Festival

- ◆ Use containers or water guns ,or a garden hose and drench each other.



# Songkran Festival

- ◆ Songkran was traditionally a time to visit and pay respects to elders, including family members, friends and neighbor.



# Songkran Festival

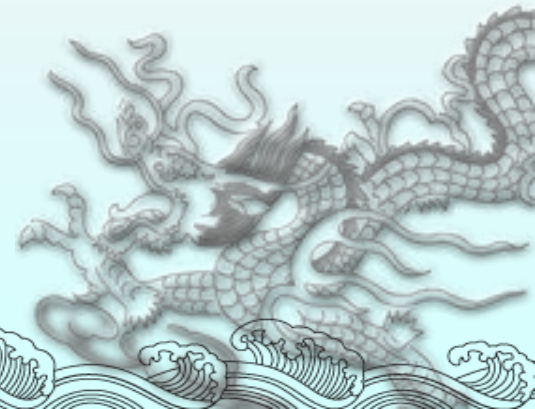
- ◆ a way to respect to people by capturing the water after it had been poured over the Buddhas for cleansing and then using this "blessed" water to give good fortune to elders and family by gently pouring it on the shoulder.



# Songkran Festival



- ◆ **Songkran is a time for cleaning and renewal.** Besides washing household Buddha images, many Thais also take this opportunity to give their home a thorough cleaning.



# Songkran Festival

- ◆ pouring water to strangers to relieve the heat, since April is the hottest month in Thailand (temperatures can rise to over 100°F or 40°C on some days).



# Songkran Festival

- ◆ The water is meant as a symbol of washing all of the bad away and is sometimes filled with fragrant herbs



**THE END**  
**(SAWADEE KRUP)**

