

# THAI CULTURE



# Versatile Greeting



- The Wai, or pressing your palms together at chest or nose level and bowing your head slightly, is a gesture that you will encounter almost immediately upon arrival in Thailand.
- This is called “Wai”





# Respect to the Royal Family



- Thailand is a constitutional monarchy, and the royal family is revered throughout the country.
- Always stand when the King's anthem is played before movies, concerts and sporting events.
- Refrain from making disparaging remarks about the royals.



# Buddhism



- About 95% of Thailand's population are Buddhists
- Do respect Buddha image.
- Do treat Monks with high respect.
- Most buildings have spirit houses or altars, where offerings of food and garlands are made to appease the spirits inhabiting the land.
- Avoid touching such displays as some Thais can be highly superstitious, fearing disruption of harmonious balance.
- Don't take Buddha image out of the country



# Bodily Conduct



- Based on Buddhist beliefs, the head is the most valued part of the body while the feet are the lowest, symbolizing attachment to the ground.
- Touching someone's head is highly offensive.
- Raising your feet, pointing them at people or things is considered very rude. Also, don't place your feet on the table while sitting.





# Bodily Conduct



- Shoes are to be removed before entering homes and religious structures.
- When visiting temple, do dress properly. Those wearing sleeveless tops, short skirts, very short shorts, and flip flops may be denied entrance.



# Language

- English is widely spoken in major cities, however, do anticipate language barriers in smaller towns
- Do, however, make full use of [translation apps](#) and phrase books.
- If you have any specific dietary requirements or allergies, it can also be well worth having somebody, for example a hotel receptionist, write these down in Thai to carry with you. Also, it would be good to write down the hotel name when exploring the cities.





# Shopping

- Thais are extremely friendly, but in Thailand as elsewhere, foreigners must be wary of scams.
- Reduce your chances of paying double what a Thai person would pay for the same item by learning to ask “how much” in the native tongue when shopping on the street.
- Price tag in Department store or shopping malls are fixed



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# Shopping

- Outside of swanky restaurants, [luxury malls](#), and hotels, Thailand is very much a cash-based society.
- There's certainly little point heading to a market, for example, with a credit card.
- Local restaurants, street food vendors and shopping on the street would require cash. Though in major establishment eg. Hotels, restaurant and shopping mall do accept credit card,
- ATMs are generally widely available, even in smaller towns



# Shopping

- Sharpen your negotiating skills
- Haggling is common in many (non-food) markets around Thailand, and you should master the art of negotiation if you want the best deal on your souvenirs. Even something as simple as taking a tuk tuk often requires a little bit of discussion to reach an agreeable price and, although they really should be using a meter, many taxi drivers will try and settle on a fixed price too. Good haggling skills can also help you get bargains.

