

Thailand – Culture Smart!

The Essential Guide to Customs & Culture

By J. Rotheray

To many outsiders Thailand represents “the East” at its most mysterious and enchanting. Never conquered by foreigners, this proud and ancient land has been shaped by Buddhism, the monarchy, and the military. Today it is a manufacturing powerhouse and a tourist paradise that welcomes more than 30 million visitors a year. Yet despite the veneer of Western modernity, the country and its people remain an enigma for many visitors.

Culture Smart! Thailand describes how the Thai people view the world and themselves. It examines the impact of religious beliefs and history on their lives, as well as recent social and political developments. With a wealth of tips on communicating, on socializing, and on navigating the unfamiliar situations that you are likely to encounter, this guide will help you to get the very best out of your time in the Land of Smiles.

***Culture Smart!* guides are created to help travelers have a more meaningful and successful time abroad through a better understanding of the local culture. Chapters on values, attitudes, customs, and daily life will help you make the most of your visit, while tips on etiquette and communication will help you navigate unfamiliar situations and avoid faux pas.**

J. Rotheray is a Scottish-born writer and researcher specializing in Thai and Southeast Asian culture and religion. Having lived and traveled over much of Southeast Asia for the past two decades, he now lives in Chiang Mai, northern Thailand, where he is currently completing his doctoral thesis.

CULTURE SMART!



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