

Presence of elephants in Thailand

Faculty of Environment and Human Science

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1.Introduction

Many people think of elephants when they hear the word “Thailand”. I actually did. In fact, when I went to Thailand, I saw elephant statues everywhere, even in temples. I think elephant riding experience is also famous in Thailand. I set this theme because I wondered why elephants are so famous in Thailand.

2.Methodology

From what I have seen, heard, and felt in Thailand and from research using the Internet, I would like to think about the existence of elephants in Thailand.

3.Result/Analysis

Elephants are special to Thai people. There seem to be several reasons why Thai people value elephants so much.

The reason I was told by my buddy is that one day, Buddha's mother had a dream in which a white elephant entered her stomach and knew that she was pregnant with him. The white elephant is said to be the incarnation of Buddha, and there is also a theory that the Buddha was a white elephant in his previous life. She said, ``Thai people think of elephants as family," and I thought it was very nice. I also found out another one reason: when there was a war with another country in the past, the king would ride an elephant into battle, and the elephant would protect the king and take the lead in the fight, so elephants are considered a symbol of courage and pride. Furthermore, March 13th is Thai Elephant Day in Thailand. I think this is proof that Thai people respect elephants as important national animals.

In Thailand, it is believed that a king who obtains a white elephant is of high moral character and is respected by the people, and the white elephant is also a symbol of the king. There is even a law that says that if you find a white elephant, you must present it to the king.

In the past, elephants were primarily trained for forestry work, but since 1989, government decrees to end deforestation have made it difficult to return captive elephants to their natural habitat. As a result, elephants have taken on a new role in the tourism industry, much like we rode elephants at the Chiang Mai Elephant Camp. I think it can be said that the people of Thailand have always lived with elephants since ancient times.

4.Conclusion

For Thai people, elephants are part of their family, they are their pride, and they are like gods.

My buddy once asked me what the symbolic animal of Japan is that Japan cherishes. At first, I thought it was a crane, but it was actually a pheasant. I was a little embarrassed by my lack of knowledge, but at the same time, I thought that Japanese national beasts were not well known to the Japanese people. Having learned about the wonderful presence of elephants in Thailand, I would like to investigate and think about the presence of pheasants in Japan.

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How to solve the obesity problem in Thailand -Introduction of Japanese food -

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1. Introduction

The purpose of this study is to solve the obesity problem of Thai people. Before I went to Thailand for overseas training, when I looked into Thailand, I became particularly interested in the obesity problem in Thailand. In Thailand, Looking at the graph of the percentage of people affected by Thailand's total population from 1990 to 2015 (Graph 1), the percentage of men and women with BMI levels rose from 21% to 36.2% between 2005 and 2015, respectively, from 33% to 48.3%. I mainly thought about two main causes of this problem. The first is the taste preference of Thai people. The second is Thai dining culture. Since there are many dual-income couples in Thailand, there is a culture in which most of their daily meals are eaten out. The food at the stall, which you buy at the restaurant, contains a lot of oil, salt and sugar, which I believe will further promote obesity. Regarding the current obesity problem in Thailand, I thought that the spread of relatively low-calorie Japanese cuisine, which has a light taste, would help solve the obesity problem in Thailand. I would like to examine the obesity problem in Thailand and its factors in detail from several papers on how it was when I actually went to study abroad.

2. Methodology

This study is conducted in two approaches. The first is a field survey. This is to examine whether this factor is really correct as a cause of obesity in Thailand, based on local restaurants and Thai buddy's preference for food, as well as the popularity of dining out culture and strong taste. We will also examine whether the solution to popularizing Japanese food is highly feasible. The second is the paper survey. In this survey, the paper examines Thai food culture and whether Japanese food is acceptable to Thai people.

We will examine the food culture of Thailand by referring to the paper ", and whether Japanese food is accepted by Thai people by referring to the paper ".

3. Result

Through my experience in Thailand, I have noticed two things, "About storing taste " and "Thai people like sweet seasoning," which are said to be the problem of obesity in Thailand, so I will be described. "As for the ""strong taste,"" it is true that Thai dishes were generally

seasoned."Also, perhaps because of the high temperature in Thailand, there were many beverage stalls such as mango juice and tea. Compared to Japan's sugar-free tea and water-drinking culture, Thailand consumed relatively much sugar and fat, and I thought this might be one of the causes of obesity. Also, regarding the feasibility of the solution to popularizing Japanese cuisine in Thailand, Thai people are well-accepted of Japanese food culture, and I believe that the feasibility is sufficient. In Thailand, there were many restaurants that served a variety of Japanese dishes, including Yayoi-ken, a famous restaurant in Japan, as well as private and chain restaurants in Thailand. In addition, the supermarket has a large selection of Japanese sweets, and Thai people consider that Japanese and Japanese foods are in demand to some extent. In addition, when we ate with Thai buddy students, we felt that the food that the other person said was not spicy was spicy, and on the contrary, the food that the other person felt was salty was not salty. From this point on, I thought that Thai food emphasizes spicy and sweet food, while Japanese food emphasizes salty food.

According to the "食文化から考えるタイ社会", If Japan's main flavor is sweet-salty, Thailand is sweet-spicy. Bitter and salty are not good. Due to the high temperature, it seems that the stronger the taste is better. In addition, many Thai families work together because men alone cannot buy homes, cars or durable consumer goods.

However, there are many traffic jams in Thailand, so quite a few people spend two hours one way in the morning and night going to work, so some people may buy three meals a day at stalls. As I said earlier, Thailand people like sweet-spicy but strong flavor, so in order to sell more, the food served at the stalls naturally becomes more seasoned, and I think eating it every day may lead to obesity.

According to the "国境を越える日本食文化：タイにおける日本食人 気のメカニズム", it said that the first Japanese restaurant opened in Bangkok before World War II.

In 1983, Fuji Restaurant was created to serve Japanese food to Thai people, and in 1992

No. 8 Ramen The first store opened. Furthermore, since the mid-2000s, many major Japanese food businesses have rapidly begun to enter the Thai market. As you can see from here, Japanese restaurants in Thailand are commonplace and Japanese food is easily accepted. In addition to the purpose of eating Japanese food, young Thai customers also go to Japanese restaurants to feel the scent of modern Japanese culture and the atmosphere of Japan. For this reason, when promoting Japanese food, it is necessary to make the most of the brand called "Japan."

4. Analysis

Based on the two papers and the Thai food culture experienced in Thailand, Thailand has many strong-tasting dishes and sweet drink stalls, and Thai couples who have no time to cook

both work buy food and drinks at stalls, which may lead to obesity. In order to solve this problem, I believe that cheap Japanese food should be popularized. In particular, Japanese restaurants place importance on the atmosphere of Japanese food, so I have the impression that there are still many restaurants that are high-. However, in order for people to eat Japanese food on a daily basis, I think they should create an opportunity to enjoy the atmosphere of Japan cheaply and easily.

5. Conclusion

In conclusion, I thought that in order to solve the obesity problem in Thailand, there should be more opportunities to get cheap Japanese food. For example, I believe that more Thai people will be able to become healthier by offering cheap Japanese foods such as "onigiri" and "miso soup" at stalls. Also, by selling instant miso soup and Japanese retort pouch at supermarkets, you can enjoy Japanese food cheaper than you can eat at restaurants. In addition, in order to make people enjoy the atmosphere of "Japan" even at a low price, I thought it was necessary to write Japanese on the curtains of the stalls and make the design of the retort pouch Japanese style.

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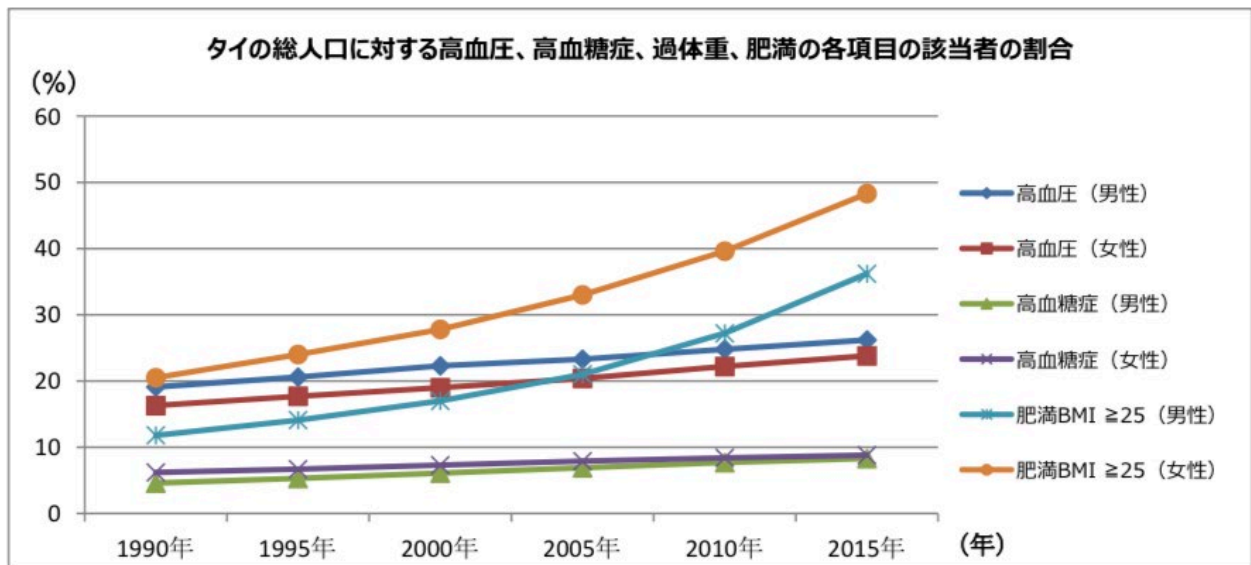
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2023 年 2 月 20 日 閲覧



(Graph 1)

There are many organic products in Thailand.

Faculty of Environment and Human Science

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1.Introduction

My major in college is nutrition. Therefore, I had the opportunity to learn about "organic", and I thought that although Japan has recently attracted a little attention to organic, it has not progressed much yet. However, when I went to Thailand, there were many organic products on the market, not only vegetables, but also cosmetics and daily necessities. I was surprised at how many opportunities to come into contact with organic products in Thailand, even in the same Asian country.

2.Methodology

From what I have seen, heard, and felt in Thailand and from research using the Internet, I will investigate why organic products are widely distributed in Thailand. And I will find the difference between Thailand and Japan.

3.Result

From the survey, I thought that there are three main reasons why organic products are widely distributed in Thailand.

The first reason is the Khun Pae Royal Project. This project was launched with the goal of sustainable agriculture led by the late King Phippon, in order to solve the problem of deforestation and poverty, especially the problem of hill tribes who cultivated opium, and focuses on organic farming. Also, I bought Abhaibhubate soap and shampoo in Thailand, which was also organic. Abhaibhubate is the name of the king who founded the Chao Phraya Abhaibhubate National Hospital. This hospital is a base for cutting-edge integrative medicine research, education and development that integrates Thailand's "traditional medicine" and "Western medicine", and is also connected to the Royal Project.

The second reason is the rising mortality rate due to lifestyle-related diseases. According to WHO in 2012, among the major causes of death in Thai people, ischemic heart disease caused by arteriosclerosis ranked first with 13.7%, stroke ranked second with 10.3%, and diabetes mellitus with 4.1% ranked 7th. As in developed countries, lifestyle-related diseases have come to occupy the top positions. What surprised me when I went to Thailand was how little Thai people walk. There are many songthaews and tuk-tuks in Chiang Mai, and I can ride cheaply. My buddy was very surprised and worried when I told her that I would walk for about 30 minutes. I think that Thai food has a lot of sugar intake, so I felt that it was not unreasonable to develop a lifestyle-related disease with such a diet and amount of exercise.

However, it can be said that the rising mortality rate due to this lifestyle-related disease has prompted Thai people to improve their health awareness, and they are turning their attention to improving their diet.

The final reason is the organic certification system. "Organic Thailand" approved by the Ministry of Agriculture of Thailand can obtain organic certification free of charge with the support of the government and does not require additional costs for maintenance. If organic certification costs nothing, any producer can easily apply for certification. For consumers seeking health, having a mark that indicates organic certification is one of the reasons for purchasing products. Therefore, I think the fact that it does not cost is a big point of the large distribution of organic products.

4. Analysis

Lifestyle-related diseases account for about 50% of deaths in Japan, so it is the same as in Thailand. However, there are few opportunities in Japan where the general public can feel organic products close to them, such as the products of Thailand's Royal Project. Also, the government's efforts to promote organics aren't as big as we know. And the organic certification system requires a lot of money. I thought these were the differences between Thailand and Japan. From the points of difference between Thailand and Japan, I thought that Japan was in a vicious circle. Government reluctance and lack of focus on promoting organic products, lack of sufficient support for producers, higher selling prices for organic products, consumers believing organic products are expensive or unaffordable, country-wide Organic products will become a distant existence. I think this is how a vicious cycle is created. Also, since there are few buyers, producers may not be able to take the step of creating organic products, which costs money. I think that the understanding of organic is insufficient in the whole country.

5. Conclusion

Compared to Japan, organic products are becoming more popular in Thailand, making it easier for everyone to pick up organic products. And the king and the government are taking the lead in promoting organics aiming for sustainability. What should Japan do to become an organic advanced country? What are the differences between Japan and other countries other than Thailand where organic is advanced? What role does organic play in achieving the SDGs goals? From now on, I would like to investigate these matters.

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Fair Trade and hill tribe in Thailand

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JB21S088

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1. Introduction

Thailand has long history of fair trade. In the 1960s, Baptist women missionaries work with Karen and Lahu in Chiang Mai. They thought people in North of Thailand (hill tribe) was too poor. In order to improve their life, Baptist women missionaries started fair trade of unique ethnic crafts and got enough cash income. In 1973, these activities were conducted more officially ,because “Thai Tribal Crafts Fair Trade” was established. Now “Thai Tribal Crafts Fair Trade” is member of the “World Fair Trade Organization”. On this trip, we could not go to this organization, but we went to Hmong tribe village that one of the hill tribe live in. Therefor, on this report, I will tell you about fair trade and hill tribe.

2. Methodology

Direct Observation

- Go shopping and look for fair trade items.
- Visit “Doi Pui Village (Hmong village)” and talk with them.

3. Hypothesis

Doi Pui Village

- (1) Hmong tribe is called “people of needle and thread”, so I think they are making a living by sewing.
- (2) I learned that women are particularly active in this village on researching. I want to observe how women work.
- (3) Hmong tribe’s national costume is very beautiful and elaborate. I want to know how this national costume are used.
- (4) How fair trade affects their lives.---It will be poor compared to urban areas.

Fair trade on usual life

- (1) Thailand has a long history of fair trade, so it is easy for us to buy fair trade items.
- (2)

4. Result

Doi Pui Village

(1) People were selling handmade items in the shop and working with needle and thread in their spare time. The embroidery was so elaborate that I doubted it was not made by hand. However, I can see the situation that they only use hand to embroider.



(2) Almost all sellers were women. Only coffee shops and cafes were run by men, and shops selling handmade items were run by women. I had not seen many adult men on that village, but I saw boys running and playing.



(3) Almost all women wore national costume. I thought that national costume fit in their usual life. I tried to wear national costume. I thought it was hard to move because I was not used to it. Hmong people was used to it, so they were well dressed.

(4) I don't know the past lifestyle, but I thought their life was not so poor. As tourists began to come to the Doi Pui Village, they were able to directly get benefit from them.



Fair trade on usual life

(1) We looked for fairtrade items on every shopping, but I could only see it on Warrots market. Unlike Japan, fair trade items with the mark were rare, so there might have been more fairtrade items that I just couldn't find.



5. Conclusion

Their technology is very valuable and should be preserved. In order to preserve it, I think it is important to continue to spread fair trade.

I think Hmong people have been enriched by not only fair trade but also direct income from tourists. From this experience, I thought that fair trade is not only the way to give proper profit to producer. I want to think about the other way to get proper profit like Hmong people.

URL

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To Spread Japanese Culture to Other Countries

NB22N063 Sakura Toda

1. Introduction

I would like to research how to get people to accept other cultures.

In the future, I would like to spread 5S-KAIZEN in developing countries as a medical worker. 5S-KAIZEN is named after all the initials of the Japanese words for keeping things tidy, tidying up, cleaning up, cleanliness, and discipline. It is an improvement activity to solve the problems faced. The reason why developing countries need 5S-KAIZEN is that thorough implementation of these will improve the quality of hygiene management and increase the number of lives that can be saved.

Through my visit to Kyocera, a Japanese company in Thailand, I learned that the company is doing 5S-KAIZEN for improving the quality of work and for safety. However, when I spoke to the Japanese staff, I learned that this initiative originating in Japan was not readily accepted by the local staff.

I learned that it is difficult to get people to accept other cultures. However, I want to spread 5S-KAIZEN originating in Japan to other countries in order to save the lives of many people who should be able to save it. Therefore, I would like to research how to get people to accept other cultures.

2. Methodology

I will investigate using various materials from interviews with employers and employees working at Kyocera, a Japanese company in Thailand that we visited on March 8, 2023.

3. Result

As I mentioned in the introduction, I heard from a Japanese employee working at Kyocera that it is difficult to accept other cultures. It is not easy to change the local culture, religion, and the natural way of life that has taken root.

However, Kyocera made time for all employees to learn management philosophy and created an environment where they could understand why they had to thoroughly implement the 5S-KAIZEN culture of other countries.

4. Analysis

From the survey results, I learned that in promoting other cultures, it is important to create opportunities to understand why it is necessary to accept other cultures. I also learned that creating such opportunities is education, and that the education system needs to be strengthened.

In addition, we need standards to determine how thoroughly 5S is implemented. If it is ambiguous, it may not continue. It is important to review the standards according to the situation and continue the 5S.

I propose a check sheet as a way to establish standards. By setting numerical values and specific judgment criteria for each item and creating opportunities for multiple people to check, you can set standards that anyone can understand.

5. Conclusion

In order to spread other cultures, it was found that it is necessary to improve the education system. And it will be necessary to understand why other cultures are necessary and to act accordingly.

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Chiang Mai as a Tourist Destination

University of Hyogo / TB22L030 / Kasai Hirotaka

1. Introduction

These days Japan also restarts focusing on tourism because Covid19 nearly gone away. Japan is popular overseas in terms of tourism, but I sometimes wonder about it. What makes it a tourist destination? Are there good buildings and views? Is the food delicious? However, I do not think there is any need to go there this time when the Internet has become popular. So, I decided to consider about what are the conditions for becoming a tourist destination, and why the tourism industry develops through the trip to Chiang Mai.

2. Methodology

On this two weeks trip, I went to a lot of places with my group member, and I observed people, buildings, and food. Then, I researched what I wondered about on the Internet.

3. Result

1) Sightseeing bus

It was the first time I rode a sightseeing bus. It is for people who want to easily see various scenery, and I felt that it was suitable for short-term trips. I thought that the guide man's response was polite.

2) Tourist spots

There were many temples with historical value and many tourists. There were many related souvenir shops, and the clerk was strong in business.

3) Hands-on attraction

You can interact with animals such as tigers and elephants that you cannot usually experience. The keepers had a spirit of service and were attentive to both the animals and the participants.

4) Market

Dried fruits and coffee beans, clothes, pouches, and elephant figurines were common. I had trouble talking to the Thai-only clerk, but he did his best to deal with it.

5) Food

Many of them were extremely spicy or sweet, and their ability to attack the body was higher

than that of Japanese foods. As an aside, I felt that there were no vending machines in town.

6) Traffic

It was a little inconvenient. There was no bus, and we needed to catch transportation in Chiang Mai. I felt that the language barrier was huge. However, all the drivers were kind.

4. Analysis

From this study, we believe that the following three points make tourist destinations more like tourist destinations.

1) Tourism Resources

In order for people to visit a place, a reason is necessary, and in terms of tourism, it is a tourist resource. It is obvious, but without this, a tourist destination would not become a tourist destination. The main tourist resources used to be seen and eaten, such as buildings, food, animals, and scenery. However in recent years, there is also an experience-based tourism resource called ecotourism that was born from the viewpoint of nature conservation and maintenance of tourism.

2) Needs

This is also a matter of course, but if there is no demand, it will not be a tourist destination. On this trip, I saw tourists everywhere, which naturally means each tourist has a different purpose. It is only when the needs are met that tourism becomes sightseeing.

3) Efforts of local people

The point that attracted the most attention this time was the local people. They are on the supply side of supply and demand, and it is self-evident that without them, tourist destinations cannot be maintained as tourist destinations. But I had never paid attention to that in my hometown. I observed it again and realized how grateful and amazing it was.

Also, Tourism has become an important driver of socioeconomic progress. And diversification and competition among destinations have led to growth in industry, industry, and agriculture.

5. Conclusion

In this study, I thought again about the slightly broader theme of tourist spots, which I don't usually pay attention to, through the extraordinary routine of traveling abroad. This is also research to narrow down my interests, and I would like to study the theme of tourism more

narrowly and deeply in the future.

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Japanese companies operating overseas and people working overseas

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1.Introduction

In the future, I would like to use English in some way to work with people from all over the world, so I thought that learning about Japanese people working in Thailand and Japanese companies operating in Thailand would be a useful experience for my future. Also, before going abroad, I heard that my friend's father went to Thailand for work, and when I saw the schedule for program in Thailand, it was written that we would visit two Japanese companies. Mainly, I wanted to know about current situation of people working overseas and their ingenuity in working there and Japanese company ideas.

2.Methodology

First, I looked up Japanese companies operating in Thailand online. Next, I looked at what kind of companies I visited in Thailand. And when we visited companies there, we listened to explanations and stories from people who worked for the company, and we were shown around factories and facilities. And during the Q&A session, we interviewed and asked them to answer.

These are two companies I visited in Thailand.

①Murata Electronics (Thailand)Ltd

②KYOCERA(Thailand Co.Ltd.)

Both are well known electronic companies in Japan and overseas. We visited the factory and heard a lot of stories from the people who work in there.

3.Result

The number of Japanese companies operating abroad

According to the Ministry of foreign Affair's survey on the number of Japanese companies operating overseas, approximately 15,000 Japanese companies enter Southeast Asia in 2020, of which about 5,900 companies, or One-third, will enter Thailand. Also, manufacturing, wholesale, retail, and service industries are the most common Japanese companies operating in Thailand, accounting for Japanese companies operating in Thailand.

According to people working in Thailand...

Kyocera in Thailand

Just over 80 percent of people working in factories in Thailand are women, many of whom are from China, Vietnam and Thailand. There are also 21 out of 1,400 workers are Japanese. Most of them speak Thai, but English is a pure common language.

Why Japanese companies are entering Thailand

The reason why Japanese companies are entering Thailand is labor costs and the language skills and physical strength of people in Thailand.

How to communicate well with local people

They said that important thing is the acts of memorizing greetings and thanks in the local language and the action of speaking loudly and clearly.

In order for workers to work properly

It maintains the motivation of workers by separating all areas and creating detailed check items and awarding prizes based on scores.

4. Analysis

The reason why many Japanese companies are entering Thailand is because they are easy to secure labor and Thai people have a friendly personality and have high language skills and physical strength. In addition, the Japanese people working in Thailand are building friendly relationships with other foreigners working there and they are striving to improve local skills such as technology and language skills.

5. Conclusion

I don't think it's easy to work in a strange place abroad, but it turns out that the people who work there are working with a strong desire to improve the area. In order to work abroad, it is important to communicate well with local people and to show a willingness to work together even though the language is different in addition to the performance of one's work.

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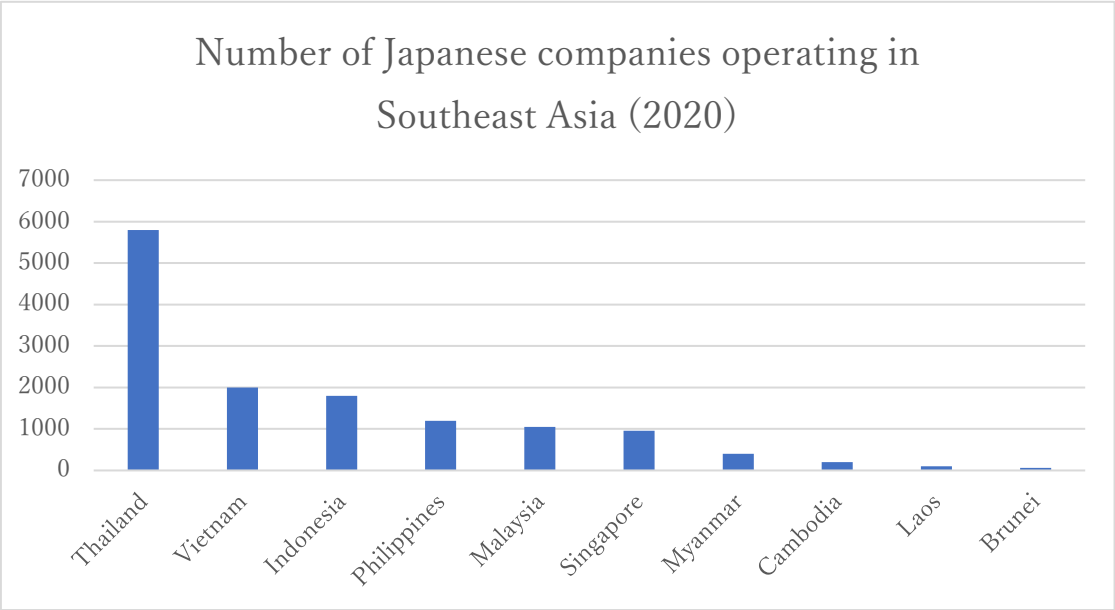


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