

## Thai Arts & Creativity: The New Identity for Thai Foods Catering

Asst. Prof. Police Captain. Anucha Pangkesorn \*

### Abstract

Thai artistic traditions are neglected nowadays under the influences of modern technologies and rapid assimilation of foreign cultures. Urban ways of daily life and consumption behavior stand out as points in question. Thais increasingly consume international food items, thereby forgetting and abandoning their traditional dietary legacy. The objectives of this research are; to study the Thai arts and culture and folk wisdom of Thai dishes, study and develop the art form of Thai dishes, and study the physical environment of Thai food catering design.

Research and Development (R&D) and Literature Review are implemented in this research. The researcher did a pilot study by collecting data from interviewing and observing the behavior of the population which includes, 80 Thais, and 20 foreigners; therefore, 100 altogether. All of which have attended an exhibition on “The New Identity of Thai Foods”. This research also emphasizes on qualitative. The researcher developed the research from advisor's and experts' constant advice.

The findings of research to inspire creativity and expression of Thai arts and culture. By the presentation of Thai garland arts and Thai fruit carving can promote Thai arts effectively and can blend in with the new way of Thai foods catering more internationally and, interestingly, can add value to Thai dishes, without changing the taste of the various foods involved, but changing the character of the experience of consuming it

Thai food catering with food on stick into the equipment and cooking with creativity, which is a change from the traditional to the contemporary Thai dishes, but still traditional taste of Thai dishes. The concept follows of thinking outside the box. Accessible to all social (Universal Design) and also to preserve and disseminate as well as “Thai Form”. Presented by the physical environment and the new forms of contributing to all stages; preparing, serving and storing.

---

\* A Student of Doctor of Philosophy Program in Design Arts (International Program), Faculty of Decorative Arts, Silpakorn University, Thailand Email: pkanucha@hotmail.com

However, the final design researcher have integrated theory and creativity to think outside the box that covers all 3 parts are: a). Product design, b). Performance Thai arts installation & happening art, and c). Interior environmental design and presentation of a new identity in the Thai food catering which occurred from acknowledgement, recognisability, and reaction with the 6 Senses; Sight, Hearing, Smell, Taste, Touch and Feeling. This leads to a concept of 6 As; Anyhow, Anytime, Anyone, Anywhere, Anybody, and Anything.

**Keywords:** Thai Arts, Creativity, the New Identity of Thai Foods Catering

## Introduction

There are different ways of life in Thai society according to different Socio-Economic Status; therefore, integration has been developed in Thai culture and is later called Thai Arts. Thai arts are worthy in both of its shape and the story behind it. It has also been developed in Thai foods.

Nowadays Thai arts are being neglected because of new technologies and social change which results in the consumption behavior to be on a rush and therefore forgetting the intellectual of Thai foods. Aforesaid results in Thais getting sick from eating, in spite of Thai foods being very high in nutrition, intellectual and cultural value and it is also ranked as the most popular foods in the top five in the world.

Thai foods have different ways of eating and different ways of decorating in the Thai foods catering industry. These results in complication in managing, including, food, service, preparation and decoration, budget, and also cleaning up after the event; hence, the purposes of the research to build the new identities in Thai dishes in food catering by presenting traditional Thai dishes in new forms, which is the re-design of Thai dishes is aimed at innovating the food industry to

1. The traditional Thai dishes for the regional identities of Thailand.
2. Bringing new forms and presenting into contemporary Thai dishes, but still traditional taste of Thai dishes.
3. The physical environment and the new identity for Thai food catering.
4. Responding to new needs of Thai urban population and responding to emerging needs from social changes. and
5. Increasing capacity and enhancing Thai dishes:
  - Promotion of Thai culture and tourism,

- Food exports elevation of Thai kitchen world cuisine,
- The new global image of Thailand.

### Objective

Researchers focused the study on the arts and design of Thai foods catering not only because Thai food is the identity of the nation, but also can be called as Thai Kitchen World Cuisine. The objectives of the research are as follows;

1. Intellects and arts of Thai dishes which are valuable and are the identity of Thailand.
2. Study and develop Thai foods design from Thai arts by arranging art composition and add creativity by thinking outside the box to create new identity.
3. Design physical environment for Thai catering, products, appliances, and tools in fixing Thai food to be easily installed and safe for the user with ecological materials for exquisite and flawless eating experience.

### Literature review

Thai arts are one of Thai identity which was developed base on the Thai society that is soft, delicate and polite. Thai arts are therefore beautiful and elegant which became Thais' aesthetical feelings. There are two values in Thai arts; forms and stories. The value in forms occurred from bringing different art elements including, lines, colors, lights and shades, forms and surfaces together to create elegance which can be called in short; Art composition.



Figure 1,2,3 Lady by Chakrabhand Posayakrit

(Figure 1 from- <http://www.bloggang.com>

Figure 2 <http://www.oknation.net/blog/print.php?id=255661>

Figure 3 <http://www.treehugger.com>)

Chakrabhand Posayakrit's paintings present Thai women's stories in the old days by expressing Thai society. He also included some details of Thai music instruments and the beauty of Thai architecture both from the actions and the activities shown in the painting, such as, cooking, garland making, and flower petal folding.

Thai garland art origination was not cleared in documentation, but can be referred in the Royal work about 12 months Royal Ceremony during the Sukhothai period that garlands are used in royal ceremonies and other ceremonies.



Figure 4, 5, 6 Example of different styles of Thai garlands

(Figure 4, 5 from- <http://www.tlcthai.com>

Figure 6 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

The beauty of Thai garlands comes from the arts of flowers and leaves arrangement in the shape of Thai traditional paintings and drawings which was developed through experience, trial and error until it became Thai folk wisdom and continued to present days.

Fruit carving is one of Thai traditional which conceals beauty, delicacy, and neatness , both hypothetically and concretely. It is known widely that fruit carving shows Thai dining tradition, way of neatly eating life, artistic, and also shows civilization of Thai people.



Figure 7, 8, 9 Thai fruit carving

( Figure 7, 8, 9 from-<http://www.oknation.net/blog/print.php?id=68842> )

Fruit carving art shows Thai ancestors' intellects and abilities to create beauty to food by showing neatness and delicacy through carving designs; furthermore, the arts of carving are in accordance with Thais' way of life in the old days.

Nowadays, Thai government is promoting Thailand to be the Kitchen of the World, which means Thailand as a source of food for both people inside the country and to the whole world, in terms of different types and kinds, quantity and quality of food. Thais' eating habit is one of the valuable identities that should be promoted to be popular among consumers.

Identities of Thai food that leads to the world's acceptance are;

1. Just the right amount of rich flavor, sour, sweet and spicy.
2. Various kinds of foods to choose from; meat dishes, sweets.
3. No oily and fatty ingredients.
4. Impressive service.



Figure 10, 11, 12 Green curry, Prawn spicy soup and Pad Thai respectively

(Figure 10,11,12 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

Thai food is popular both nationally and internationally. National most popular is chili sauce with mackerel fish and other side dishes. According to the survey of the best 50 foods in the world in the year of 2011 found that papaya salad ranked number 46, pork spicy salad ranked number 19, prawn spicy soup ranked number 8, and Massaman curry ranked number 1. Thais like to invent, modify and adapt from different cultures; therefore, various types of Thai food innovation are popular because it can be adapted to all different cultures.

Nowadays, Western eating culture had spread into Thailand; moreover, rush lifestyle changed Thais' eating behavior to instant food which are full of color and other additives, monosodium glutamate, and preservative, meat and high cholesterol fat which

are found in food on stick. Food on stick has different identity according to different parts of the country.

**Northern food on stick:** Lanna people usually eat sticky rice as their main dish. Deserts or snack are usually made from sticky rice, such as, pounded rice, or roasted rice.



Figure 13, 14 Roasted rice

Figure 13, 14 from- [www.sri.cmu.ac.th/.../food/khanom/khaojii.html](http://www.sri.cmu.ac.th/.../food/khanom/khaojii.html)

**Southern food on stick:** The tastes are usually strong with lots of spices, mostly seafood, such as prawns on stick and grilled spicy chicken.



Figure 15, 16 Prawns on stick and grilled spicy chicken respectively

(Figure 15 from- [kanchanapisek.or.th/oncc-cgi/text.cgi?no=5925](http://kanchanapisek.or.th/oncc-cgi/text.cgi?no=5925)

Figure 16 from- <http://www.kruaklaibaan.com>)

**Northeastern food on stick:** Main ingredients of Northeastern food are usually fish, beef, or buffalo meat. The tastes are spicy, salty, and sour. The most popular is fermented fish which are their intellect in preserving food.



Figure 17, 18 Grilled small intestine and Northeastern style sausage respectively

(Figure 17 from- [www.isan.clubs.chula.ac.th](http://www.isan.clubs.chula.ac.th) Figure 18 from-[www.kruaklaibaan.com](http://www.kruaklaibaan.com))

**Central food on stick:** The food varies with the style of cooking and flavor. Most founded food on stick in the central are, such as, grilled paprika prawn, and chicken on stick.



Figure 19, 20 Grilled paprika prawn and chicken on stick.

(Figure 19, 20 from-[www.pantown.com/board.php?id=6144&area=1&name...](http://www.pantown.com/board.php?id=6144&area=1&name...))

According to the consumer behavior study, the researcher found that Thai foods have changed accordingly to the change of the society, which has also changed a lot of Thai eating culture and Thai old folk wisdom; moreover, bad environment and less natural resources also leads to difficulties in finding safe and clean food to consume because the ingredients are contaminated and that results in lower quality and affects the health of Thais.

Nowadays, consumers' behavior has changed to whatever is fast and easy; as a result, food on stick has gain its popularities as can be seen that many kinds of food on stick are sold on the side of the roads, such as, grilled pork, grilled chicken, grilled meatballs, and grilled squids. Food on stick is a kind of food that is easy and portable. It is found in all parts of Thailand and also found in some of the neighboring countries, such as, Korea, Japan, Laos, etc.



Figure 21, 22, 23 Thai foods on stick.

(Figure 21, 22, 23 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

After studying consumers' behavior, the researcher found that consumers' behavior change according to the trend of the society and the development of economic system and technology. These are variables that change way of life and worsen life quality. Hurried life and comfort leads to fast, easy to gain access to and cheap price consumption; as a result, fast food is usually the answer for these consumers. According to the study, the researcher acknowledged this problem and will find ways to solve this issue.

**Catering:** It is all kinds of food service that can impress the customers in terms of fast, clean, comfort, and also beauty of arrangement and instruments. The format of the catering service depends on the kinds of foods, the styles of arrangement in the banquet, amount of food, the size of the room, and the theme concept. These can sometimes affect the arrangement of food and drinks. Variables of catering service depend on 1. Number of guests, the format of the banquet must be efficient enough to receive all the guests, 2. Age of guests, the banquet must be age appropriate, 3. Time of day, can be anytime, and 4. Budget. The researcher thinks that, in food industry, catering has equivalent importance as cleanliness and the taste of food. If the catering system is complicated, it will cause chaotic, which will definitely not be good for the catering business. The researcher therefore studied about Thai food catering.

According to the literature review about current consumers' behavior, the researcher found that everybody needs anything that is fast, and comfortable, which changed the culture of eating habit to fast food rather than slow food. The researcher foresees this as a problem that can be solved by adapting slow in preparing stage into fast only in catering stage. This can be done in Thai foods catering, which guests can get to foods by themselves, choose the foods with their own preferences, and it is also fast, comfortable, and beautiful, suitable for developing the Thai food business. This can lead to variables in food business and can be developed into franchises business. Thai food industry will also be needed and more popular which is well suited with Thailand being the kitchen of the world. The researcher is interested in studying the new identity of Thai foods catering, which the empirical variables of this research are perception, recognize, and response of consumers to Thai dishes. The conceptual frameworks are as follows;

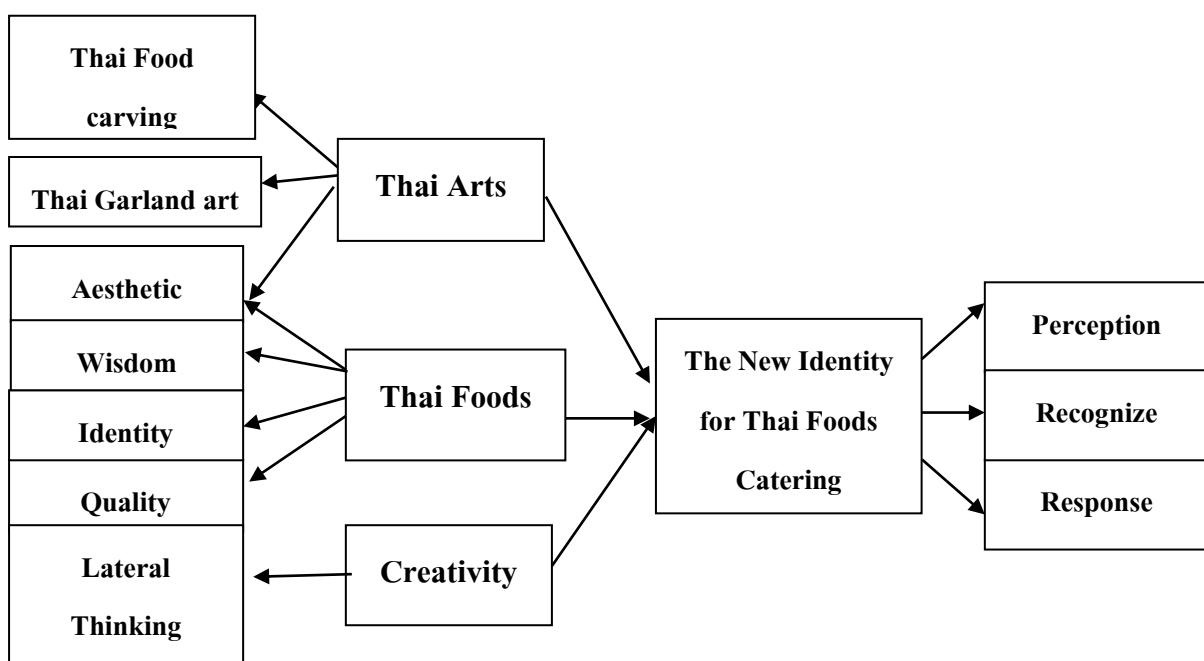


Diagram 1 Relations of independent variables and dependent variables

(Diagram 1: from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

### Methods and Process Design

Research and development (R&D) has been implemented in this study by reviewing related literature and related researches and also doing fieldwork survey in related issues of independent variables; Thai arts, Thai foods, and, creativity that affect dependent variables; the new identity of Thai food catering.

The researcher did a pilot study by distributing questionnaires and analyzes the data by using social science statistics; moreover, emphasizing on collecting qualitative data by interviewing and observing target population which are mostly college students and interested people. 80 Thais and 20 foreigners, 100 altogether, have attended an exhibition of new identity of Thai foods in the occasion of an opening ceremony of Thai-Korean exhibition at Arts and Design Exhibition Hall, Faculty of Decorative Arts, Silpakorn University. They gave their opinions after seeing the exhibition and tasted the displayed foods. The researcher presented vertical Thai food arrangement by implementing installation arts and happening arts to strike the feelings of the attendees. The attendees got to taste the different kinds of foods, including meat dishes, sweets, and various sizes of fruits on stick. Furthermore, the researcher developed a new identity in Thai foods

catering in accordance with experts' suggestion that constantly check up the progress of this research.

The researcher adapted the result from data analysis to develop Thai food catering to suit the needs of consumers both nationally and internationally, to be able to create products and procedures of Thai foods catering design and new identity in Thai foods catering service. The research procedures are as follows;

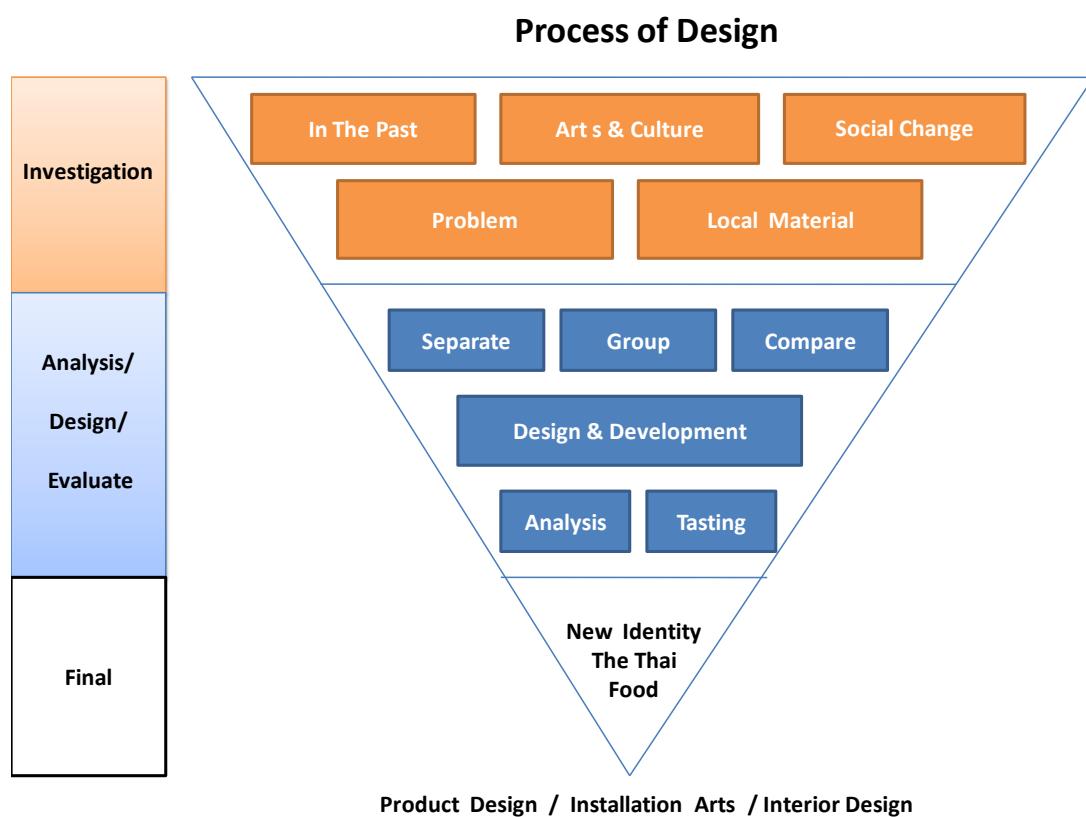


Diagram 2 Research procedures

(Diagram 2 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

The result from holding an exhibition found that target populations were very interested in the design of the exhibition, especially cocktail as appetizers. The vertical presentation of food allows attendees to walk around and taste the food. The structure of pieces of bamboo that covered the works and lights that shone down from the ceiling were specifically to shine right on the works which created lights and shadows that made the food looked more interesting and more outstanding.



Figure 26, 27, 28 Thai- Korean Exhibition at Arts and Design Exhibition Hall,

Faculty of Decorative Arts

(Figure 26, 27, 28 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

Discoveries from interviews and observations are that attendees asked if they can take photographs of the presented works, they were able to wander around and tasted different kinds of foods, they had some questions; for example, Is this edible?, What kind of food is this?, Why is it decorated this way?, Can I take the stick back as a souvenir? Where do I dispose the sticks? All the questions are taken into consideration to improve and develop the designing of new identity of Thai food more explicitly.

Therefore, the researcher has led to this discoveries were inspired to design the Thai food on stick by making it easier to access and more convenient in all stages from preparation, service and storage, with the excitement and novelty of the original. The new identity for Thai food catering found that both tangible and intangible are :

- 1) Local material is a wisdom to be sustainable
- 2) Aesthetics is a values of the Thai form and the history.
- 3) New perception to create new experiences and acceptance and recognition
- 4) Flexible is a flexible change of the social context. Physical and psychology
- 5) Functional response was life style in every occasion (Time & Space)
- 6) Art Sculpture is 3D of art that can be touched, both body and soul
- 7) Structure is a unique bamboo. It is also a eco- design.

## Result

According to the research, it can be concluded that new identity of Thai foods catering are related to 3 issues; 1.) Thai arts which consists of elements from Thai fruit carving and Thai garland creation 2.) Thai dishes identity that occurs from arts arrangement and new identity design by lateral thinking 3.) Design physical environment for Thai catering, products, appliances, and tools in fixing Thai food to be easily installed and safe for the user with ecological materials for exquisite and flawless eating experience. They can be classified as follows;

1. Thai Arts & Thai Culture and wisdom of Thai dishes. The study found that Thai garland art and Thai fruit carving can convey unique as well. Both the physical manifestation is clearly. Relief of the surfaces are different cause of light and shadow. The uniqueness pattern are diversity by the Thai traditional template pattern, and repeated of small motifs patterns to be the larger pattern to create a new one. Thai garland art in the abstract expresses the respect given to special guests and to show respect for the sacred liturgy. The Thai garland art and Thai fruit carving are collective wisdom and Thai culture. Processes and procedures must be delicately attentive and creative is truly a unique Thai art.



Figure 29 Thai fruit carving

(Figure 29 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)



Figure 30 Thai garland art

(Figure 30 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

The findings of research to inspire creativity and expression of Thai art and culture. The concept follows the innovations in presentation of traditional dishes are: a).Thai style forms in traditional arts and crafts b).Pairing the food item with other foods, without changing the taste of the various foods involved, but changing the character of the experience of consuming it. The presentation of Thai garland arts and Thai fruit carving can promote Thai arts effectively and can blend in with the new way of Thai foods catering more internationally and, interestingly, can add value to Thai dishes.

2. Thai dishes with lateral thinking to create the new identity for Thai food catering depend on the behaviors of consumers, cause of social change in the social media, and there is a need to change along with the need for fast, comfortable, exotic, a unique identity and a variety of flavors at a time.

Thai dishes have its own identity, unlike other countries in the world. It is outstanding in terms of taste, color, and benefits gain from consuming. Thai dishes in different parts of Thailand are the same with some differences, that is to say, they vary according to ingredients found in each part of the country. This research gave more understanding to northeastern local food identity, such as, process, intellect, originality of Thai foods and originality of each region.

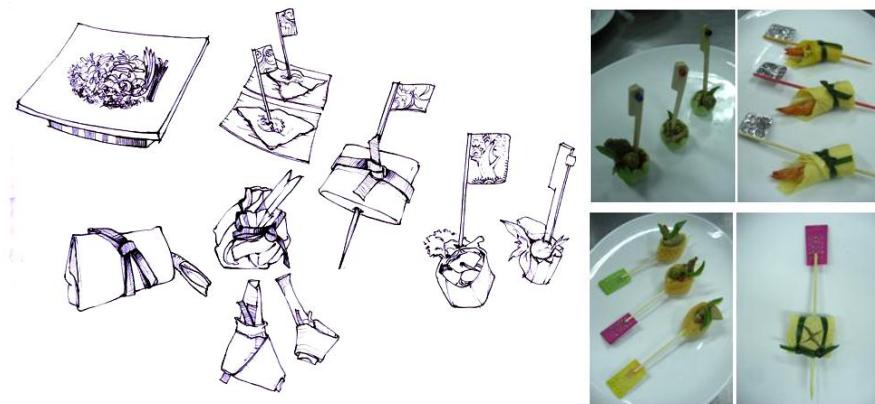


Figure 31 Styles of Thai food

(Figure 31 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

Bringing local arts to create creative design by linking Thai arts and Thai intellect together and adapt with the use of modern technology, shows that Thai ancestors are intelligent and have originality in eating habits; however, Thai teenagers usually don't admire Thai dishes. This may come from various reasons, such as, the look of the food or the popularity of foreign cultures and foreign food that had spread into Thailand. In this research, researcher presented new angle of Thai foods on stick, including form, arrangement, habit, and proper ingredient with new identity which is easily consumed and suit to the teenagers' lifestyle.

The findings have led to inspired in Thai food catering with food on stick into the equipment and cooking with creativity, which is a change from the traditional to the exotic, but still traditional taste of Thai dishes. The concept follows of thinking outside the box are:

- 1) Replacement is the one thing instead of another or experienced had ever seen before
- 2) Acts in the opposite to create novelty by doing the opposite of experience.
- 3) Combined is to merge together. It can be eaten at one time, which are already matched.
- 4) Expansion to increase or make greater in larger quantity and qualitatively.
- 5) Removal to ease the process, service, and eating. There is no need to waste as well.
- 6) The new regulations is a new idea. Which increase and decrease the amount of food, member, areas, and budget. Opportunity to comply with the time and space.

3. Design physical environment for Thai catering, products, appliances, and tools in fixing Thai food to be easily installed and safe for the user with ecological materials for exquisite and flawless eating experience. The results showed that new identity of Thai food catering to change the perception of the consumers. Accessible to all social, all ages, and all races (Universal Design) and also to preserve and disseminate as well as "Thai Form". Presented by the physical environment and the new forms of Thai food catering, contributing to all stages.

- The process of preparing within the parts disassembled the equipment for cooking can be classified clearly, easy to install, convenient transportation and access to all areas.

- The process of serving as a participator of an Installation Art & Happening Art, which can be raised at any time, any place and at any price, to justice, and convenience for all participates.

- The process of storing with ease fast and equipment storage facility with the natural materials in the structure of safety, environmental friendly, and can be recycled to reduce global warming as well.

However, the final design researchers have integrated theory and to think outside the box that covers all 3 parts are:

1. Product Design
2. Performance art installation & happening art
3. Interior Environmental Design and presentation of a new identity in the Thai food catering

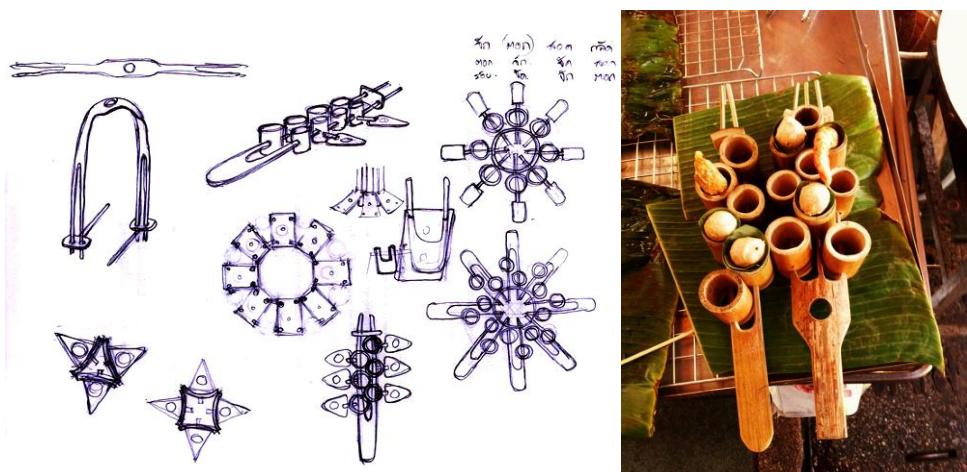


Figure 32 Products and Thai food preparation

(Figure 32 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

Thai local material was perfectly combined into this research, both from bamboo and banana leaves which can be adapted and presented as the strong point of structure, strength, and creativity. Tools that are brought in can add value and great image to the dining experience. This is a great way to add value to things around us both to the materials and to the food itself by blending arts and creativity into the work.

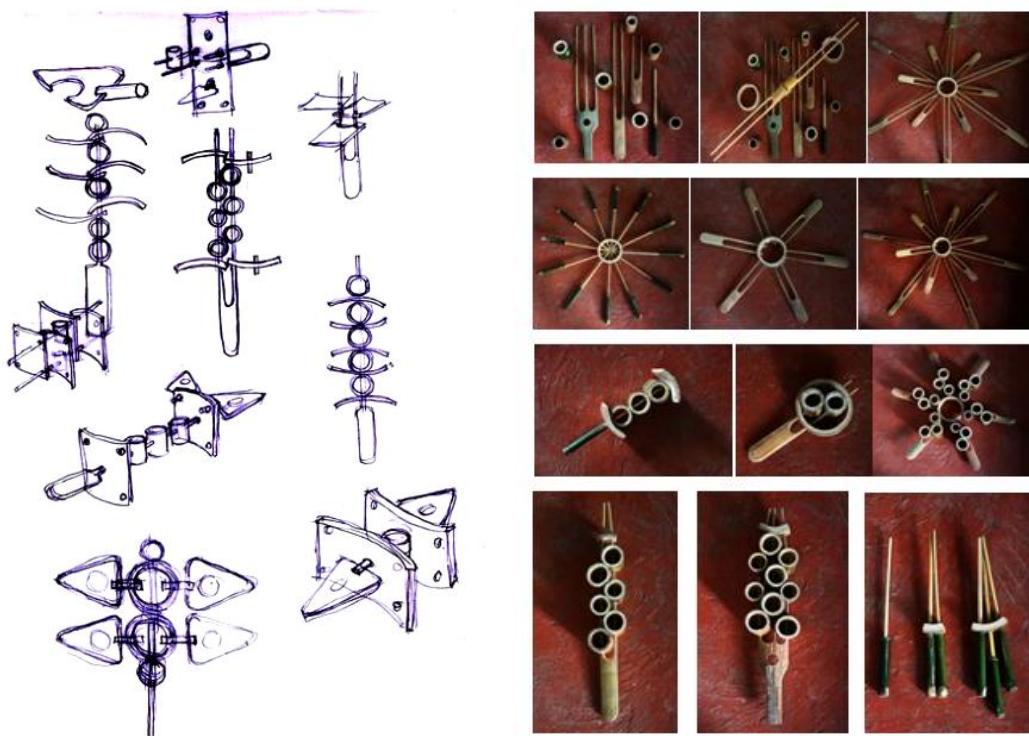


Figure 33 Tools and adapted bamboo

(Figure 33 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

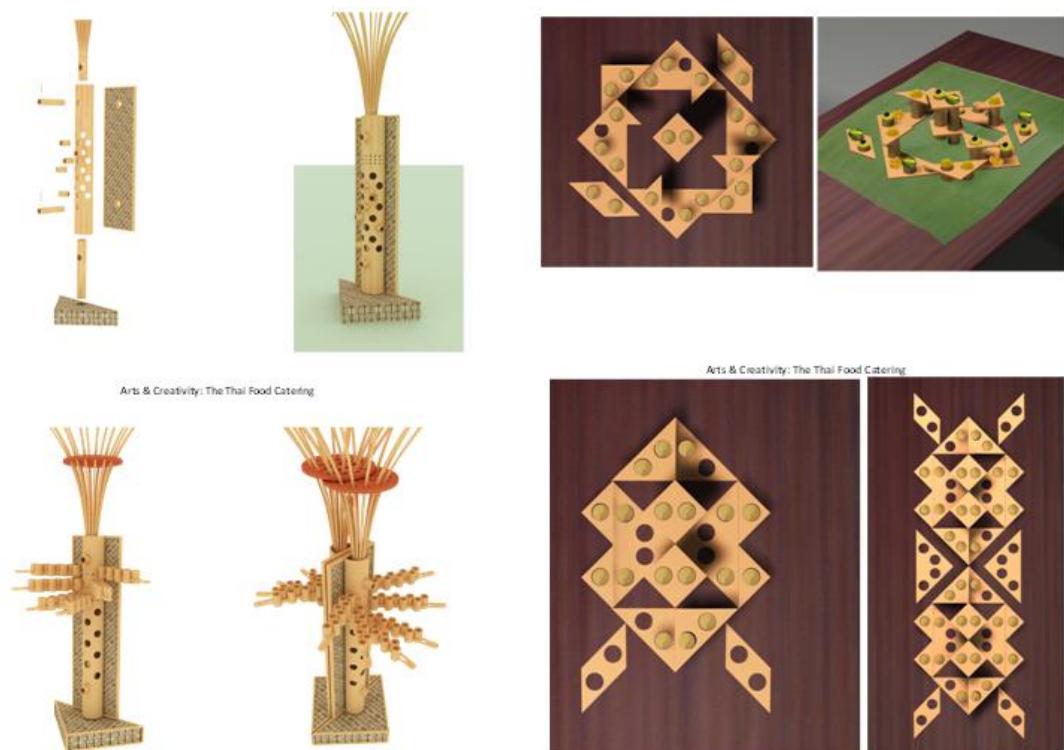


Figure 34: Local materials and local economic crops

(Figure 34 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

#### Conclusions:

The researcher has an integrated theory of art and creativity in The new identity of Thai food catering. Resulting in new knowledge in tangible, intangible and, semi-intangible. Finally creating new and unique esthetics of Thai dishes clearly. Researcher can be written as the following diagram.



Diagram 3 สรุปข้อค้นพบ (Diagram 10 from – ผศ.ร.ต.อ.ดร.อนุชา แพ็งเกษร)

Diagram 3 of the research findings in order to describe the essence of each variable. And the relationship of each factor. Influencing the design of the new identity Thai food catering. Consisting of semi- intangible and intangible to the tangible as below:

**1. Objective & Tangible:** Research findings from a study on Thai dishes based on a knowledge of the concepts, philosophies, beliefs, aesthetics and integrating theory and art. The designs appear in a 3-dimensional works that respond to new needs of Thai urban population and responding to emerging needs from social change. By the following factors.

**1.1 Lateral Thinking:** outside the box thinking in the design of the new identity Thai food catering. The researchers have discovered **6 As** such as:

- **Anyhow:** the venue, Thai food catering to serve every unique catering from before. The service and new presentation Thai food format. However, obstacles or other constraints in catering to the aforementioned Thai dishes almost no importance at all.

- **Anytime:** Thai food catering can be held at any time in the morning, lunch and dinner, and has installed a light at night.

- **Anyone:** The Thai food catering is appropriate for consumers of all ages are designed to accommodate everyone in society (Universal Design).

- **Anywhere:** The Thai food catering was held in one small area from square meters to an area as large as a football field or more, also service both inside and outside the building.

- **Anybody:** All citizens are able to produce food for themselves and their families. And scalable business catering to a professional increase revenue in the creative economy in their community.

- **Anything:** The selected all natural local materials can be used for maximum benefit. It is environmental friendly (Green Design), also reused and easy to remove. And to reduce global warming as well.

**1.2 Local Material:** Researcher found the bamboo has the ability to use structural strength by the bending. Bamboo should in a Vernacular Arts are a valuable heritage for Thai culture. This research has focused on two major issues.

- Sustainability and Philosophy of Sufficiency Economy is the

partnership enables the exchange benefit. Lead to sustainable community development and social progress

- **Creative Economic & Ecological Design:** Community and environmental focus on reducing waste. Increase the amount of recycling and re-use. Extended by considering the products lifecycle. This approach leads to sustainability.

**1.3 Social Change Social Change:** the researchers found. The population has changed consumer behavior is required by a new trend. Need fast, convenience, reasonable price, and has been put into the fast food.

Current consumption behavior that is usually a quick and easy eating. Fast food is food that can be prepared quickly, that use low quality ingredients and serves customers in packaging take away. Meanwhile, a group of Slow Food, a popular consumer is not only eating healthy. also to find the source of food and raw materials for fresh to. But not to be ruin the environment, no chemical, and enslaved labor. Must not destruction of local cultural production.

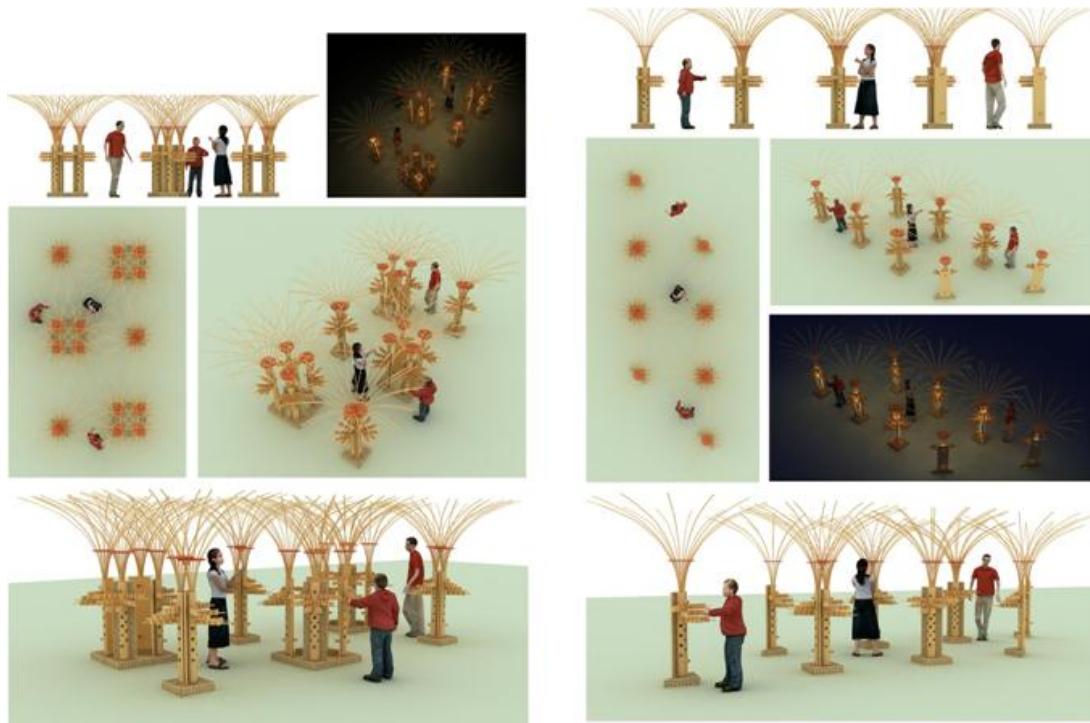


Figure 35: Availability in catering anywhere

(Figure 35 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)



Figure 36: New identity of Thai foods catering

(Figure 36 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

However, The modern lifestyles like to eat fast food more than slow food. Concepts and solutions to design the slow food in the process of preparation. Since selected the ingredients to the complex process of cooking and details of the equipment and containers to suit different situations, and also hygienic. But Thai food catering similar to fast like Fast Food in service, clean, safe, comfortable, affordable and easy to find Thai dishes. The most important thing of this design is to reflect the Thai cultural identity of Thai form appears proudly.

**2. Semi- Intangible:** Researcher found Thai Foods correlated both tangible and Intangible that reflect the philosophy, concepts, beliefs, and aesthetics in itself. Meanwhile, the Social Change influence people's consumption behavior. But, Thai dish was able to adjust to contemporary cuisine too. By the following factors:

**2.1 Thai Arts:** The researcher found Thai Arts & Thai Culture, which adopted the new form of Thai food by offering a new style of Thai food catering. With simplicity, the principles of composition, and artistic layout Installation Art is Happening Art. The Aesthetic valuable content and appropriate the way of life. It also adds economic value to Thai foods with the findings all to communicate the Thai Vernacular Arts as well.

**2.2 Thai Foods:** The researchers found that wisdom in the cooking of Thai dishes with meticulous attention to detail every process. The Quality values for

ingredients and nutritional properties of drug and encourage even more delicious. The table decorations is suitable container with a number of people also select food items that are appropriate for different occasions. All these things are Identity of Thai dishes. Thai dishes are outstanding. Both tangible and intangible, such as Hygienic, Neatness, Matching, Harmony in Contrast, Flexible, Time & Space, and Fullness are always surprise on the menu.



Figure 37 New identity of Thai foods catering

(Figure 37 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

**3. Subjective & Intangible:** The research findings are the cognitive of Intangible to appear in the 3 D. that continues to reflect the philosophy, concepts, beliefs, and esthetics. The key elements are as follows.

**3.1 Perception:** The perception of Thai dishes affects consumers directly. Sensory responses by the surveyed population to new forms of Thai dishes via the 6

Senses: Tasting, Smelling, Seeing, Hearing, Touching (physical), Feeling (emotional) and create a sense of an impression on consumers.

The perception of the audience seeing around banquets. Experience of Thai culture through the new Thai dishes. By containers and packaging, offering a new form of natural materials. The recognition of the hearing from the sound of Thai music and a song that represents the path of the Thailand to absorb the ambiance of Thai fully. The nose smelling and tasting a flavor with the tongue that appeared in Thai dishes and dessert and beverage.

Physically touching the touch of experience in a new decorated with local materials by bamboo, terracotta, cotton and silk, and the final touch is feeling that consumers feel happy and satisfied, which can absorb the Thai spirit and pride in the Thai culture closely to the recognition of Thai dishes as well as.



Figure 38 The new decorated with local materials by bamboo, terracotta, cotton and silk (Figure 38 from- Asst. Prof. Police Captain. Anucha Pangkesorn \*)

**3.2 Recognize:** The researcher found. The wonder and excitement are a new memory. Because of the Interior Physical Environmental, which is the faith. Thai's believes are the inspiration for the design. Attitude to consumer attitudes towards accessing the feed directly to choose foods that taste like or favor to meet the needs of their own.

**3.3 Response:** Researchers found. Consumers are responding positively that Thai dish is a nutritious. Thai dishes as a food innovation continuously modified and improved application of foreign culture and Thai culture together. And also has a variety

of food is popular. Because it can be accessed easily. The study found that 22 Recipes Thai dishes are prevent and reduce the risk of cancer

The Negative Response: Researchers found consumer some groups that refused to eat Thai dishes. Caused of the taste spices and ingredients in some foods, spicy and strong smells. Factors out of control, such as the prohibition and religious beliefs. The most important is taste of consumer itself.

However, whether it is positive or negative response. It's probably a mirror that reflects reality. The needs of consumers and not only. But also the Thai dish industry has seen a trend of consumers in the future correctly. The researcher is of the opinion that all sectors should be studied and continuous improvement. Thai dishes to provide for consumers.

### Recommendations

In a whole, this research presents all aspects of Thai foods that create new identity in the view of adding value to Thai foods by implementing intellect, Thai arts, arrangement design, and materials to conform to present lifestyle. Continually academic study and further research is encouraged, especially in the subject of business administration and marketing that influences the catering business and affects the wide area of the catering market. This can be done by; for example, publicize the work and bring it in to the real use in local business and SMEs that can affect people in general, affect consumers' behavior, and finally present new identities to the world. If the trend of Thai foods became easy to consume and can reach all consumers' preferences, it will not be difficult to promote Thai foods as the kitchen of the world.

However, if looking at eating behavior of this kind of food, it may cause awkwardness to females who would want to retain feminism as eating food on stick may get messy and may create unattractiveness from eating food larger than a bite size. Other consumers, such as children, and elders may easily get into an accident from eating food on stick. Sticks will needed to be thrown away properly to retain safety. Leftover materials can also be reused in the future.

Social change affects daily life and eating habits. Foods have influence on modernist; therefore, they turned to fast food. This research has created new identity to Thai foods catering that can satisfy consumers' behavior interestingly, in terms of forms of organization that are hygienic, easy & comfortable to eat, various kinds of foods, and

international presentation. Researcher foresees the ability to create new Thai food packaging designs that will be useable in the future because they can reach the consumers' need, marketing need by using worthwhile materials that do not affect environment. This can be conformed to the trend of healthy way of life and the world conservative trend.

### Bibliography

De Bono,E. Lateral thinking a textbook of creativity . NY: Ward Lock Education, 1970.

De Bono, E. Lateral thinking for management. NY: American Management Association,1971.

De Bono,E. & Collins, H. Lateral thinking: Creativity step by step [Online]. Accessed 10 February 2006. Available from [http://www.adwise.cz/recenzelateral\\_thinking\\_en.doc](http://www.adwise.cz/recenzelateral_thinking_en.doc)

Kotler, P. Marketing management [Online]. Accessed 7 January 2006. Available from [http://www.kpmg.gr/services/file/kotler\\_article.pdf](http://www.kpmg.gr/services/file/kotler_article.pdf)

Kotler, P. & Trias de bes, F. Lateral marketing[Online]. Accessed 19 March 2006. Available from [http://cicks.com/features/critical\\_eye/article](http://cicks.com/features/critical_eye/article)

Point, K. 2 The power of positive thinking[Online]. Accessed 25 February 2006. Available from <http://www.marin.cc.ca.us/~don/study/2positive.html>

Sloane, P. Paul Sloane 's list of classic lateral thinking puzzles[Online]. Accessed 2 March 2006 Available from <http://www.rec-puzzlesorg/lateral.html>