

# Versatility in Hospitality Industry Around the Globe

## A Case Study on Cuisine and Culture of Thailand

Noel Fernandes<sup>1</sup>, Sandip Kaur<sup>2</sup>, Nandini Roy<sup>3</sup>, Ashish Nevgi<sup>4</sup>

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>1</sup>

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>2,3</sup>

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>4</sup>

**Abstract:** *Thai cooking places emphasis on lightly prepared dishes with strong aromatic components and a spicy edge. Australian chef David Thompson, an expert on Thai food, observes that unlike many other cuisines, Thai cooking is “about the juggling of disparate elements to create a harmonious finish. Like a complex musical chord it’s got to have a smooth surface but it doesn’t matter what’s happening underneath. Simplicity isn’t the dictum here, at all.” Traditional Thai cuisine loosely falls into four categories: tom (boiled dishes), yam (spicy salads), tam (pounded foods), and gaeng (curries). Deep-fries, stir-fries, and steamed dishes derive from Chinese cuisine.*

*Regional variations*

- *Bangkok: cuisine of the Bangkok metropolitan area, with Teochew and Portuguese influences. In addition, as a capital city, Bangkok cuisine is sometimes influenced by more dedicated royal cuisine. Tastes and looks of food in Bangkok have changed somewhat over time as they have been influenced by other cuisines such as Asian, European or Western countries.*
- *Central Thai: cuisine of the flat and wet central rice-growing plains, site of the former Thai kingdoms of Sukhothai and Ayutthaya, and the Dvaravati culture of the Mon people from before the arrival of Siamese in the area. Coconut milk is one of the major ingredients used in Central Thai cuisine.*
- *Isan or northeastern Thai: cuisine of the more arid Khorat Plateau, similar in culture to Laos and also influenced by Khmer cuisine.*
- *Northern Thai: cuisine of the cooler valleys and forested mountains of the Thai highlands, once ruled by the former Lanna Kingdom and home of Lannaese, the majority of northern Thailand. This cuisine shares many ingredients with Isan.*
- *Southern Thai: cuisine of the Kra Isthmus which is bordered on two sides by tropical seas, with its many islands and including the ethnic Malay, former Sultanate of Pattani in the deep south. The complex curries, food preparation techniques and usage of chillies and spices in Southern Thai cuisine form a great influence on the whole cuisine in general..*

**Keywords:** Cuisine, Market, Tradition

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