

The Thai Legal System

An Academic Overview of Legal Classifications and Statutory Hierarchy

LEGAL CLASSIFICATIONS



Public Law

Governs relations between the State and private entities, where the State exercises sovereign authority (e.g., Constitutional, Criminal).



Private Law

Regulates relationships between private individuals or entities based on legal equality (e.g., Civil and Commercial Law).



International Law

Governs relations between sovereign states or international entities, divided into Public, Private, and Criminal branches.

PUBLIC LAW

Public Law regulates the organization of government and the legal relationship between the State and its citizens.

- ✦ Constitutional Law (Supreme Law)
- ✦ Administrative and Criminal Law
- ✦ Statutes of the Courts of Justice
- ✦ Criminal & Civil Procedure Codes



PRIVATE LAW

Private Law focuses on the rights and duties of individuals in their private dealings, characterized by the principle of party autonomy and equality.




Civil and Commercial Code

The primary statute governing legal acts, contracts, obligations, family, succession, and commercial transactions.



INTERNATIONAL LAW

Comprises legal frameworks governing cross-border relations, categorized into three distinct branches:

-  **Public:** State-to-State relations.
-  **Private:** Conflict of laws regarding nationality.
-  **Criminal:** Extradition and transnational crime.



PART II

Hierarchy of the Legal System

Ranking laws by statutory authority ensures that subordinate legislation does not contradict or supersede superior legal instruments.

STATUTORY HIERARCHY STRUCTURE

1. The Constitution (Supreme Law)
2. Organic Acts
3. Acts (PRB) / Legal Codes
4. Emergency Decrees (PRK)
5. Royal Decrees (PRD)
6. Ministerial Regulations
7. Notifications and Orders
8. Local Ordinances

THE CONSTITUTION

Supreme Law of the Kingdom

The Constitution establishes the fundamental structure of government, defines sovereign powers (Legislative, Executive, Judicial), and guarantees the fundamental rights, liberties, and duties of all citizens.



ACTS AND LEGAL CODES

Acts (P.R.B.)

Primary legislation enacted by the King with the advice and consent of the National Assembly. It is the core instrument of governance.

Legal Codes

Systematized and comprehensive collections of laws governing a specific subject. They hold equal statutory status to an Act.

EMERGENCY AND ROYAL DECREES

Emergency Decree (P.R.K.): Enacted by the Cabinet in cases of urgent necessity for national security or economic stability.

Royal Decree (P.R.D.): Secondary legislation enacted by the Cabinet under the authority of a primary Act; must not conflict with the enabling law.



LOCAL ADMINISTRATION LAWS



BMA & Pattaya

Special administrative ordinances governing the capital and special zones.



Provincial & Municipal

Ordinances issued by PAOs and Municipalities for local welfare and regulation.



Sub-district (SAO)

Ordinances issued by Sub-district Administrative Organizations for local community governance.



Questions & Answers

Thank you for your engagement with the Thai Legal Framework.



For further research: Thai Parliament & Ministry of Justice

IMAGE SOURCES



https://static.vecteezy.com/system/resources/thumbnails/017/090/967/small_2x/an-aerial-view-of-the-democracy-monument-in-ratchadamnoen-avenue-the-most-famous-tourist-attraction-in-bangkok-thailand-photo.jpg

Source: www.vecteezy.com



https://cdn.prod.website-files.com/61dbb38f6612f97003df0f0d/66e3a619ff679c701534c095_Thai%20Contract%20Law%20-%20202.png

Source: www.lexagle.com



https://media.istockphoto.com/id/2194739313/photo/international-flags-flying-over-historic-building.jpg?s=612x612&w=0&k=20&c=ESU__Vne8a4vCYZ0S76UBWhs9TFwfHa4UAZGkFQcJLk=

Source: www.istockphoto.com



http://www.assouline.com/cdn/shop/files/Bangkokspirit_classic01.jpg?v=1734019523

Source: www.assouline.com



<https://www.encirclephotos.com/wp-content/uploads/Thailand-Bangkok-Government-House-1440x975.jpg>

Source: www.encirclephotos.com



https://png.pngtree.com/png-vector/20250906/ourlarge/pngtree-golden-justice-scale-with-gavel-and-law-books-on-black-pedstal-png-image_17375313.webp

Source: pngtree.com

Ethics & Professionalism for Tour Guides

A Comprehensive Guide to Professional Conduct & Service Excellence



Section 1: Core Ethical Principles

The Foundational Values of the Guiding Profession

PRIMARY ETHICAL PILLARS



Duty Awareness

Execute duties with full capability and maintain absolute responsibility throughout the duration of the assignment.



Integrity & Honesty

Resist greed and self-interest. Never exploit the trust of tourists for personal gain or unfair advantage.



Self-Restraint

Understand your role as a service provider. Maintain professional boundaries and avoid over-familiarity.

EMPATHY & UNDERSTANDING



Compassion

Prioritize the happiness and enjoyment of others. Ensure tourists experience a fulfilling and pleasant journey.



Equal Treatment

Recognize that all individuals desire care and attention. Treat every tourist with consistent respect and equality.



Civility

Uphold high standards of conduct and etiquette. Politeness is the hallmark of a professional guide.

Section 2: Code of Conduct & Law

Regulatory Compliance & Legal Responsibilities

STATUTORY OBLIGATIONS & PROHIBITIONS

Key Regulation	Compliance Detail & Prohibition
Guide Licensing	Must possess a valid license and prominently display it at all times during duty.
Unauthorized Practice	Strictly prohibited from guiding without a license or during license suspension.
Unfair Benefits	Forbidden from price gouging or seeking illegal commissions at the expense of tourists.
Work Accountability	Must adhere to the agreed itinerary and return advance funds within 15 days of tour completion.

PROFESSIONAL IDENTITY



Official License

Display as a mark of authority



Appearance

Appropriate and professional attire



Hospitality

A warm, welcoming demeanor

Section 3: Excellence in Service



Skills and Traits for World-Class Guiding



7 ESSENTIAL SERVICE ATTRIBUTES



Positive Attitude

Constructive outlook



Communication Arts

Articulate storytelling



Volunteer Spirit

Proactive service mindset



Observational Skills

Attentive to details



Crisis Management

Effective problem solving

PROFESSIONAL FIELD PRACTICES

- ✓ **Apologize Sincerely:** When inconveniences or disruptions occur.
- ✓ **Maintain Hygiene:** Personal cleanliness and grooming are vital.
- ✓ **Ensure Privacy:** Allow tourists time for photos and rest.
- ✓ **Stay Humble:** Encourage dialogue rather than just lecturing.
- ✓ **Proactive Assistance:** Especially for children and the elderly.



PRACTICES TO STRICTLY AVOID

- ✘ **Sensitive Topics:** Avoid politics, religion, and controversial debates.
- ✘ **Harsh Criticism:** Never scold tourists for mistakes or lateness.
- ✘ **Financial Loans:** Never borrow money from tourists.
- ✘ **Information Overload:** Don't overwhelm with excessive data.
- ✘ **Forced Shopping:** Never coerce tourists into purchases.



Zero Tolerance

Unprofessional behavior damages the industry's reputation.

SAFETY & SECURITY

Duty of Care

A professional guide is responsible for the physical safety and property of their guests. Always provide guidance on local laws, prohibited substances, and customs to ensure a trouble-free experience.

"The guide is a Cultural Ambassador and a Guardian of the Traveler's Experience."



Code of Conduct


A Comprehensive Guide for Directors, Executives, and Employees to Ensure Ethical Excellence and Sustainable Growth.





Our Core Commitment

Building a sustainable organization through integrity, transparency, and shared ethical values across all levels of operation.



Ethics Towards Customers

- ✓ **Fair Pricing:** Ensuring products and services are priced equitably relative to quality.
- ✓ **Inclusivity:** Treating all customers with equality across all economic cycles.
- ✓ **Respect for Choice:** Avoiding coercive tactics or conditional restrictions.
- ✓ **Honest Conduct:** Refraining from artificial price hikes and maintaining sincerity.



Excellence in Products

Adherence to global standards (ISO, FDA, TISI).

Comprehensive quality control throughout the production life cycle.

Clear disclosure of ingredients and potential usage risks.

Uncompromising focus on consumer safety and durability.



Fair Competition & Integrity



Collaboration

Supporting industry growth through information sharing and environmental protection initiatives.



Legal Rights





Strictly respecting copyrights, patents, and trademarks of competitors and partners.



Confidentiality

Never engaging in corporate espionage or unauthorized acquisition of trade secrets.

Relations with Public Sector

-  **Legal Compliance:** Maintaining transparent accounting and accurate tax filings for auditing.
-  **Anti-Bribery:** Strict prohibition of gifts or benefits intended to facilitate business favors.
-  **Civic Support:** Cooperating with government initiatives that benefit social and community welfare.
-  **Integrity:** Conducting all government transactions with fairness and professional hospitality.

Commitment to Our People

Growth & Learning

Investing in employees through seminars, training, and educational scholarships to enhance professional competencies.



Welfare & Respect

Ensuring competitive compensation, comprehensive benefits, and a workplace culture rooted in mutual respect and privacy.

- Performance-based career advancement.
- Strict confidentiality of personal data.
- Safe and encouraging work environment.

Impact of Shared Values

100%

Ethical Alignment

The Power of Consistency

When every director, manager, and employee aligns with the Code of Conduct, we foster a culture of trust that serves as the foundation for our long-term competitive advantage. Our commitment is absolute and measurable through the quality of our relationships.



Society & Environment



Responsible Citizenship

We are dedicated to preserving the environment and enriching the communities we serve. Our business activities are designed to minimize pollution (sound, odor, waste) and maximize social value through job creation and infrastructure support.



Employee Duties to Business

- Loyalty

Category	Core Expectation	Key Prohibitions
Integrity	Diligence, discipline, and honesty in all professional tasks.	Conflict of interest and personal gain.
Asset Protection	Maintenance of company property for maximum benefit.	Unauthorized personal use of business assets.

Driving Sustainable Excellence






"When every part of the social mechanism moves in the same ethical direction, the organization and its stakeholders achieve mutual and lasting success."

PROFESSIONAL SERVICE STANDARDS

Thai Hospitality Excellence & Service

~~Ethics~~

MASTERING FIRST IMPRESSIONS

-  **Professional Grooming:** Impeccable dress standards.
-  **Sincere Smile:** The gateway to positive rapport.
-  **The 'Wai':** Respectful and humble greeting.
-  **Eye Contact:** Demonstrating presence and honesty.
-  **Articulate Speech:** Clear and confident delivery.



PROACTIVE SERVICE EXCELLENCE



Anticipate Needs

Offer assistance before the guest requests it to create surprise and delight.



Immediate Action

Provide swift assistance to fulfill guest requirements without unnecessary delay.



Creative Initiative

Utilize innovative thinking to solve guest-related challenges effectively.

"May I assist you with that?"

PROFESSIONAL PRIDE

Duty Excellence: Perform all tasks with pride and dedication.

Asset Care: Handle equipment and facilities with extreme care.

Environmental Standards: Maintain a pristine and organized workspace.

Vigilance: Operate safely to prevent any workplace accidents.

Personalization: Address guests by their name for a tailored experience.

Always strive to exceed standard duties

whenever opportunity permits



F&B PERSONNEL COMPETENCIES

Category	Essential Standards
Personality	Humble, composed, and emotionally stable under pressure.
Physical Health	Keen sensory awareness; free from communicable diseases.
Communication	Gentle and clear tone; appropriate volume for the setting.
Mindset	Integrity, service-oriented, and dedicated to continuous growth.

*Professional Ethics for Food & Beverage Service Personnel

DISCIPLINE & READINESS

15-20

MINUTES PRIOR

Pre-Shift Preparation

Staff must arrive at least 15-20 minutes early to change into uniform and mentally prepare for service delivery.

Strict adherence to hotel uniform and grooming codes.

No personal visits or guests during shift hours.

Formal leave requests must be approved in advance.

WORKPLACE PROHIBITIONS



Zero Noise

No shouting, whistling, or singing. Maintain a quiet and calm atmosphere.



No Consumption

Strictly no eating, drinking alcohol, or chewing gum while on duty.

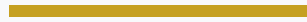


Device Ethics

No personal phone usage or social calls during operational hours.

FOR THE COMFORT AND ENJOYMENT OF ALL GUESTS PLEASE KEEP VOICE, TELEVISION, AND DOOR CLOSURE VOLUMES TO A MINIMUM.

CODE OF SERVICE ETHICS



Commitment to the Guest and the Organization

INTEGRITY & RESPONSIBILITY



Found Property Protocol

Mandatory Reporting: All found items must be logged immediately.

Honesty: Never claim guest belongings for personal use.

Gratuity Ethics: Collect tips only after the guest departs the table.

No Pressure: Never rush or prompt guests to leave their table.

HYGIENE & PERSONAL CONDUCT

Scent Control: Avoid overpowering perfumes or colognes.

Oral Hygiene: Maintain fresh breath for close-range service.

Grooming: Polished shoes and pristine uniform fastenings.

Etiquette: Cover mouth/nose when sneezing or coughing.

Professionalism: Avoid hair-fiddling or nail-biting on duty.



DEMEANOR & INTERACTION

Posture & Poise

Maintain an upright, humble stance. Avoid leaning on furniture or crossing arms. Never sit while engaging with a guest.

Emotional Intelligence

Avoid showing fatigue or boredom. Conceal negative emotions and project energy and warmth regardless of tips.

"Always remain calm and polite, even during conflict."

BACKGROUND
FOUNDEN
Q&A

Thank you for your
attention.

"The essence of hospitality is heart, and the heart of service is integrity."