

Message from the Governor
Tourism Authority of Thailand



Buddhism has its long historical background and days of glory, which is very similar to the valuable World Heritage that is worthwhile for preserving, passing on, and propagating for people around the world. Thailand, in collaboration with the Supreme Sangha Council of Thailand, Royal Thai Government and general public, have annually organised numerous celebratory events at the local, national, and international levels. This year, Visakha Puja Day falls on Tuesday, 17 May, or the full moon day of the sixth lunar month. The Tourism Authority of Thailand (TAT), in its role in this event, has initiated the religious tourism promotion of Thailand to be in line with the propagation for those Thai and foreign Buddhist believers to search for Dhamma, cherish their minds and revere the sanctity. All the Buddhist tourism routes are widespread across all regions; for example, insight development meditation in serene forest temples in Isan, paying homage to the much revered monk masters in the North, Dhamma practice and meditation at Suan Mokkha Phalaram in the South, the Burmese style insight development practice in the East, and paying homage to Buddha images at nine temples in Bangkok. These activities will help increase spirituality and add auspiciousness to life.

On this 8th celebration of the United Nations Day of Vesak, the organising committee has organised the international seminar on “Buddhist Virtues in Socio-Economic Development” to honour His Majesty the King for the Celebrations on the Auspicious Occasion of His Majesty the King’s 7th Cycle Birthday Anniversary 5th December, 2011, and the 26th century anniversary of the Lord Buddha’s enlightenment. The opening ceremony of the International Buddhist Conference will be held on 12 May, 2011, at Mahachulalongkornrajavidyalaya University, Phra Nakhon Si Ayutthaya, with an expectation of 5,000 participants from 84 countries to participate in the opening ceremony, and public relations through 200 members of the media around the world. This occasion marks a great opportunity for Thailand to publicise the Buddhist religion, one of the world’s greatest heritage, through academic activities as well as creates another positive image of Thailand to the world.

On behalf of the Tourism Authority of Thailand (TAT), I would like to offer my sincere gratitude to the organising committee including all other related parties for creating the beneficial collaboration among Buddhist communities and Buddhist organisations from the national to international levels. Furthermore, I wish the International Buddhist Conference every success and that all objectives are accomplished.

A handwritten signature in blue ink, which appears to read 'Suraphon Svetasreni'. The signature is fluid and cursive.

SURAPHON SVETASRENI
Governor