

C880047 : MAJOR THAI DANCE
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The purpose of this thesis is to study the aspects of performance, the form of performance and the popularity of the foreign customers toward the set of Thai classical dance's performance in the restaurants, including the reason of foreign customers' popularity in order to fully understand in pattern of determination and development to path toward Thai restaurants' enterprenuer who set up Thai classical dance show in the future.

The finding of this study show that the restaurants with Thai classical dance show can be classified into 3 types : (1) Management in the form of company (2) Management in the form of permanent contract . (3) Management in the form of biding or periodical contract However, the management of Thai classical dance show in the first and the third types will able to improve and develop the performance better than the second one. Broadly speaking, in term of the form of performance in every restaurant will have the similar show, that is starting up with playing Thai classical song and then will be the show of Thai classical dance from the first set until the last set faded away along with the English narrator as the main media to enhance the foreign customers' good understanding about the show. The study of the foreign customers' popularity over the show set was derived from English/Japanese questionnaires were directly filled in by foreign customers and directly interviewing with the guides and customers. The finding from data-collecting show that foreign customers like Ramakien performance especially the Grand Battle most and the secondary is the show of the art of defencing oneself especially the long and short sticks duel and sword fightings.

Thai dance in the restaurants is one of prominent ways of disseminating Thai culture especially Thai classical dance into the eyes of foreigners that is considered the significant but if the shows were impressived by the customers will be positive affected on Thai culture especially Thai classical dances in the future.

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