

## PSU Thai Cultural Camp Prince of Songkla University (PSU), Hat Yai Campus

### *Program in Brief*

The PSU Thai Cultural Camp has been specially designed to allow participants from overseas learn more about Thailand, its culture, language, gastronomy, SDGs, and traditions.

- 14 days in “The Land of Smiles”
- full of Cultural Discoveries: Thai Language, cooking, boxing, music, traditional medicine, way of life, handy craft, etc.
- visits to museums and historical places
- excursions to renowned tourist places: Phuket Province
- exchange cultural experiences with PSU Thai students

### *Program venue*

**Prince of Songkla University Hat Yai Campus, Thailand**, is the main PSU campus, located in the busy, commercial city of Hat Yai in Songkhla province. Hat Yai Campus, with its attractive landscape, provides a serene setting ideal for education and learning, and is the center of various disciplines, including Health Science, Science and Technology, Engineering, Management, Liberal Arts, Economics, Law, Natural Resources, and Agro-Industry.

**Camp’s activities and classes** are arranged on campus (except for trips and excursions), providing access to campus-wide Wi-Fi internet, many delicious students’ cafeteria, and a modern Sport Complex, inclusive of an Olympic-size swimming pool.

**The city of Hat Yai** is about 60 km from the Malaysian border, one hour flying from Bangkok, Kuala Lumpur, and Singapore, and 30 km from the beautiful tropical long beaches of Songkhla. It is a modern city, with a vibrant mix of Thai, Chinese, and Malay influences, making Hat Yai a thrill to visit with many cultural and modern entertainment attractions.

### *Classes & Workshops*

Various hands-on topics on Thai language, Thai Way of Life, Gastronomy, Thai Sweets Baking, Thai Music, Thai Folk Sports, Thai Arts, Traditional Medicine, Thai Cooking, Thai Boxing, and SDGs are covered by the program.

### *Special Lectures*

#### **Songkhla as a UNESCO Creative City of Gastronomy**

A distinctive feature of the camp is the “**Songkhla as a UNESCO Creative City of Gastronomy**” session, where participants explore how local food heritage, culinary wisdom, and community-based gastronomy contribute to sustainable development, cultural identity, and social resilience. Through expert lectures and site visits, students will learn how gastronomy in Songkhla goes beyond cuisine, serving as a creative tool for innovation, livelihoods, and community well-being.

#### **From Thai Kitchen to Food Innovation for Emergencies**

The “**From Thai Kitchen to Food Innovation for Emergencies**” session emphasizes the role of Thai food innovation in crisis and disaster response. Led by experts from **PSU Faculty of Agro-Industry**, participants will be introduced to innovative pouch food technology developed as emergency and survival meals. This food innovation has been practically applied as relief supplies for flood victims in Hat Yai during the recent flooding incidents, demonstrating how academic research can generate real-world impact. Students will gain insights into food processing, packaging, safety, and sustainability, as well as the humanitarian role of food innovation in emergency situations.

## **Thailand's SDGs: from Ideas to Impact**

In alignment with the global development goals, the camp further explores “**Thailand's SDGs: from Ideas to Impact**”, showcasing how Thailand localizes the United Nations Sustainable Development Goals (SDGs) through education, community engagement, environmental conservation, and innovation. Participants will learn how universities, local communities, and industries collaborate to translate ideas into tangible outcomes that support sustainability, resilience, and inclusive growth.

### ***Experience, Explore, Enjoy***

Participants will be able to experience a broad variety of activities introduced and guided by knowledgeable instructors. For example, during the Thai Cooking session participants will cook and taste several Thai dishes, like the authentic and traditional Thai style “Tom Yam Kung.” Also, during the Thai Traditional Medicine class, Thai Herbs and Spa are introduced and participants will learn how to do themselves herbal medicines. They will take all knowledge back home, to apply it in their own country.

### ***Field Trips***

Participants have the opportunity to travel to and get first-hand information on historical places and renowned tourist attractions in Southern Thailand, such as:

- **Songkhla:** Samila Beach, Folklore Museum, Old Town, etc.
- **Phuket:** Tour & Snorkeling around white-sand islands, tropical beach, etc.

By combining the cultural heritage, food innovation, and sustainable development, the **PSU Thai Cultural Camp** offers to participants a unique learning journey—linking **Thai traditions with modern innovation, and local wisdom with global responsibility**. Students will not only experience Thai culture, but also gain valuable perspectives on how culture, science, and sustainability intersect to address real-world challenges.

### ***Accommodation & Facilities***

Students will be accommodated in a nice and comfortable hotel. Laundry service, restaurants, and mini-marts are available nearby.

PSU provides campus-wide Wi-Fi internet, and many delicious and inexpensive food courts, a student activity building, and a modern Sport Complex with an Olympic-size swimming pool.

### ***Important***

- The minimum age of the participant must be 18.
- Participant's passport must be available for minimum six (6) months from the date of entering Thailand.
- Participants from PSU partner universities benefit of discounts only if they are nominated by their university via the specific Application Form received from PSU.
- Individual applications are possible, but no discount will apply.
- Please read the **Refund Policy** below.

### ***Program Cost***

**The Normal Fee is US\$ 1000**

**The Early Bird Rate is US\$ 950**

- includes accommodation, local transportation to field trips and excursions as mentioned in the program, tickets to museums and parks, as well as several meals;
- participants are responsible for their own travel expenses from home city to Hat Yai, international health & accident insurance, visa (if needed), some meals, and other personal expenses;
- bank transfer fees must be covered by the participant.

### **Payment**

Please make **bank transfer payment** to **Siam Commercial Bank, PSU Hat Yai Branch**, 15 Karnjanavanich Road, Hat Yai, Songkhla 90110, Thailand.

**Account Name:** PSU Global Affairs, **Account No.** 565-522212-0, **SWIFT Code:** SICOTHBK

### **Refund Policy**

Applicants already finalizing the payment and deciding later to withdraw, can request a refund under the following conditions:

- cancelations of participation made before 30 April 2026 are refunded (less the transfer fees and currency conversion fees that our bank will charge on the total amount);

**- cancelations made on 30 April 2026 and after cannot be refunded**

**\*All transfer-back fees and the conversion rates from Thai Baht to USD and from USD to participant's country currency will be charged on participant.**

**Please send the completed Application Form, copy of passport & bank transfer slip to the PSU Global Affairs Office:**

- by email: [psu-international@psu.ac.th](mailto:psu-international@psu.ac.th)

Global Affairs and Corporate Communication Center, Prince of Songkla University

15 Karnjanavanich Road, Hat Yai, Songkhla 90110 Thailand

Phone: + 66 74 446824 or + 66 74 282253-5

Email: [psu-international@psu.ac.th](mailto:psu-international@psu.ac.th)

<https://gao.psu.ac.th/>

### ***Customized Cultural Programs in the Land of Smiles***

*(for groups of min. 20 participants)*

*Overseas universities or colleges can request for tailor-made cultural programs of two or three weeks, which can be adjusted to the period of time suitable for their students and staff, and which can include customized cultural activities and classes.*

*PSU Global Affairs and Corporate Communication Center works closely with each group to design a program that will meet the needs and objectives of the program. Your students can expand their world view through an understanding of Thailand, especially Southern Thailand, by participating in specially designed cultural and educational classes, interacting with local students and faculty, and enjoying field trips and excursions to amazing tourist destinations.*

*For more details, please contact us at [psu-international@psu.ac.th](mailto:psu-international@psu.ac.th).*

**Tentative Calendar for the PSU Thai Cultural Camp**  
**12 – 25 July 2026**

Sunday, Day 1	Monday, Day 2	Tuesday, Day 3	Wednesday, Day 4	Thursday, Day 4	Friday, Day 6	Saturday, Day 7
<b>Arrival in Hat Yai city</b>	<b>09.30 – 11.30 hrs.</b> Orientation  <b>12.00 hrs.</b> Welcome Lunch  <b>13.30 – 15.30 hrs.</b> Survival Thai Language  <b>16.00 – 17.30 hrs.</b> Visit Hat Yai Municipal Park	<b>09.30 – 11.30 hrs.</b> Special lecture: Songkhla as a UNESCO Creative City of Gastronomy  <b>13.00 – 14.00 hrs.</b> Special lecture: From Thai Kitchen to Food Innovation for Emergencies  <b>14.30 – 16.00 hrs.</b> Baking Thai Sweets class	<b>09.30 – 11.30 hrs.</b> Thai Way of Life  <b>13.00 – 16.30 hrs.</b> Visit Southern Thai Studies Institute (Folklore Museum on Yo Island)	<b>09.30 – 11.30 hrs.</b> Thailand's SDGs: from Ideas to Impact  <b>13.00 – 17.00 hrs.</b> Simple Life and Environment and site visit to a local village in Songkhla Province	<b>09.30 – 11.30 hrs.</b> Thai Music  <b>13.00 – 15.00 hrs.</b> Thai Arts Workshop  <b>15.30 – 17.00 hrs.</b> Thai Folk Sports	<b>09.00 – 11.00 hrs.</b> Group Performances Discussion  <b>11.30 – 18.00 hrs.</b> Visit Songkhla Old Town and Samila Beach
Sunday, Day 8	Monday, Day 9	Tuesday, Day 10	Wednesday, Day 11	Thursday, Day 12	Friday, Day 13	Saturday, Day 14
Free time  <b>16.00 – 19.00 hrs.</b> Visit the Floating Market	<b>09.00 - 12.00 hrs.</b> Thai Traditional Medicine  <b>13.30 - 16.30 hrs.</b> Thai Boxing	<b>08.30 hrs.</b> Leaving for Phuket	<b>09.00 – 12.00 hrs.</b> Thai Cooking Class and Phuket Campus Tour  <b>13.00 – 15.00 hrs.</b> Visit Phuket Old Town  <b>15.30 – 19.00 hrs.</b> Visit Nai Han Beach and Enjoy the Sunset at Promthep Cape	<b>08.30 – 16.00 hrs.</b> Tour and Snorkeling (Optional)  <b>Evening</b> Practice the Performances for the Closing Ceremony	<b>11.00 – 14.00 hrs.</b> Closing Ceremony and Farewell Lunch  <b>14.00 – 17.00 hrs.</b> Free Time in Phuket  <b>17.00 – 20.00 hrs.</b> Visit the Chilva Market	<b>Departure from Phuket International Airport</b>

\* Schedule may be subject to change as appropriate

**Discounted Rates for PSU Partner Universities**  
**PSU Thai Cultural Camp 2026**  
**12-25 July 2026**

**The Normal Fee is US\$ 1,000 per participant**

**Early Bird Rates (payment to be done before 10 April 2024):**

For 1 participant: discounted rate = **US\$ 900** per person

For 2 participants: discounted rate = **US\$ 850** per person

For 3 and more participants: discounted rate = **US\$ 800** per person

**Rates after the Early Bird Period (payment from 11-30 April 2026):**

For 1 participant: discounted rate = **US\$ 950** per person

For 2 participants: discounted rate = **US\$ 900** per person

For 3 and more participants: discounted rate = **US\$ 850** per person

**Bank Transfer Payment to:**

**Siam Commercial Bank, PSU Hat Yai Branch,**

**15 Karnjanavanich Road, Hat Yai, Songkhla 90110 Thailand**

**Account Name:** PSU Global Affairs

**Account No.** 565-522212-0

**SWIFT Code:** SICOTHBK

*\* all bank transfer fees must be covered by the participant*

*\* deadline for completing the payment: 30 April 2026*

**Please send:**

- the completed Application Form,
- copy of participants' passport, and
- bank transfer slip

to PSU by email at: [psu-international@psu.ac.th](mailto:psu-international@psu.ac.th)