

Abstract

This research assesses the enforcement of the Act Controlling Alcoholic Beverages, B.E. 2551. The objective was to study the situation in practice and to assess the enforcement of the Act; to study perception of the public and of the bureaucracy regarding the Act; which is aimed at controlling, preventing and correcting problems of alcohol in Thailand.

The population and sampling used in this research consisted of :

1. Consumers Groups. Information was collected from consumers aged 11-years and above in families, using Stratified Multi-Stage Sampling.

2. Sales Outlets. Information was collected from person engage in the sale of alcohol in or near communities where their customers reside. This sampling represented the relevant group in Bangkok Metropolitan Area.

3. Relevant Members of the bureaucracy such as public health officer, collector of excise taxes, and police. Information was garnered from public health officials, from excise tax officials and from police working in areas where alcohol is consumed. This sampling was obtained from Bangkok Metropolitan Area.

The research instrument was a questionnaire. Information was collected by having the subjects fill out the questionnaire or by interview. Analysis was carried out using frequency, percentage and arithmetic average. The results of the research were as follows:

Prior to the enforcement of the Act Controlling Alcoholic Beverages, B.E. 2551 the sampling of the general population mostly expressed no opinion. They were uncertain about their perception of the new regulations concerning alcoholic beverage. The representative sales group and most of the relevant officials both agreed with and were aware of new law and criteria regarding alcoholic drinks.

When the Act Controlling the Consumption of Alcoholic Beverages, B.E. 2551 came into effect, the sample groups of consumers and purveyors of alcohol were found to have moderate awareness of the

new Act. The sampled group of relevant members of the bureaucracy was found to be very aware of new law. The research led to the following recommendations:

Many necessary sub-regulations are urgently needed to support the new legislation on the control of consumption of alcoholic beverages. The law must be vigorously, wholeheartedly and consistently enforced. The public, those who sell alcoholic beverages, and those whose duty it is to enforce the law should be made aware of the new legislation on the control of alcoholic beverages. Information should be spread through public relations and campaigns. Telecommunications system should be rapidly developed in order to implement and enforce the law more easily and quickly.