

"HABITUATION" AND "AWARENESS-RAISING"

International Affairs Department

I revisited Thailand with people from Saitama prefectural government, Saitama Sewage Systems Agency, and a private company in February 2020.

We had a meeting with WMA on the first day. I feel like "I come home again" when I meet the smile of the familiar WMA members, including Mr. Chira, the president. No wonder this is my tenth visit to Thailand, and I had meetings with WMA during my stay.

President Chira has remembered my name and face. When he visited Japan for the IWA exhibition held in Tokyo, he found me and shouted my name in the exhibition venue.



Thai food that always inspires me

Now, back to the topic.

I thought about "Habituation" after my trip.

When the more we visit the same place, the less we get to take scenic photos.

When I remember my first visit, I took pictures of almost everything I saw with surprise. There were dozens of wires hanging between electric poles, and speeding Tuk-Tuks threaded on their way

through cars, and so on.

But, this time, the photos I took, except for my job, are only food. Maybe Thai food still impresses me.

The reason I got to take fewer photos may be "Habituation." It means things become familiar with no surprise anymore.

Then, what about rubbish floating in water channels in Thailand? Isn't floating rubbish nothing out of the ordinary to Thai people?

No, that's not true.

This country would get clean water if everyone tried to make things better.

It is important to keep saying that you can drink tap water someday if you change your lifestyle.

I got to realize the importance of awareness-raising during this visit.