

## Culinary tourism in Thailand: A sustainable approach to promoting Thai cuisine as a global attraction by 2030

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### Abstract

Culinary tourism has emerged as one of the globe's fastest-growing niches in the international tourism industry, with food and gastronomy increasing as key drivers of travel. In this regard, with its rich culinary tradition and regional variations, Thailand is an outstanding gastronomic travel destination. In this essay, culinary tourism as a tool of sustainable development in Thailand in terms of promoting Thai cuisine as an international brand by 2030 is explored. Thai cuisine as a combination of the indigenous flavor and the influence from the adjacent cultures reflects the national social and cultural values. With a growing global demand for authentic culinary experiences, Thai cuisine has gained global recognition for its distinctive flavors, use of fresh herbs, and balance of taste. The article highlights the cultural significance of Thai food, its global image, and the significance of sustainable food practices in the tourism sector. Through embracing sustainable food systems, food waste management, and local food heritage, Thailand can enhance its culinary tourism products while promoting environmental sustainability and cultural exchange. The proposed approach is centered on a business model that integrates advocacy cooking classes, promotion of food authenticity, and support for local communities. This sustainable approach will not only enhance Thailand's status as a leading gastronomic destination but also assist in ensuring that culinary tourism is useful in supporting the nation's long-term socio-economic and cultural development.

**Keywords:** Culinary Tourism; Sustainable Development; Thai Cuisine; Gastronomic Destination; Cultural Heritage; Food Authenticity

### 1. Introduction

Food tourism is one of the world's fastest-growing tourism types. (Soroka et al., 2023). It comprises getting to know the local available food, the regional flavors, and the typical cuisine, all of which constitute the culture of the region. Tourist excursions enable those participating to know other cultures, traditions, and flavors. This extremely popular form of tourism is challenging, requiring the area to produce high-quality food prepared to the local tradition of cuisine, with organic ingredients and locally sourced materials. Food tours may include any food having a companion; these experiences taking place in another culture setting are culinary tours, cooking classes, kitchen tours, food tasting at the factory with the ability to buy the products, wine tours, and vineyard tours. These experiences also include attendance at local farmers' markets, delis, local festivals, and ethnic neighborhoods. Food tourism is one of the major factors prompting tourists to choose destinations. (Boonpienpon et al., 2015). It could become a crucial element in achieving sustainable development not just in the city but most often in the region with difficult conditions of tourism development. Culinary tourism is very much connected to regional food based on clear quality and production, cultural conditions and process originality, and local processing tradition and technology. Regional food under intellectual property offers an element for the formation of regional identity and continuity. Food tourism is increasingly on the rise, especially for quite prosperous societies. The increasing wealth of central and eastern European societies and the

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access to new destination areas for vacations have encouraged growing numbers of citizens to undertake personal food travels. For foreign travelers, sampling cuisine and foodstuffs is the main objective of such travels. Tourists want to be in extraordinary circumstances and experiences of pleasure; they want to learn about gastronomic heritage craving for a degree of authenticity, and one of them is tasting food the preparation of which due to the manner of cultivation and cooking it is characteristic of a particular country or region. Traditional culinary items are mostly products and dishes of animal and plant origin. Research indicates that food products and taste/organically grown or traditional, dishes prepared according to regional traditional recipes are most important. Rural or semi-rural agritourism and traditional agritourism are based on traditional authentic food products and dishes.

## **2. The Importance of Thai Cuisine**

Thai cooking refers to the Thai styles of cooking. Thai cuisine has its origin from many cultural sources and is a fusion of China's, Cambodia's, Laos's, Indonesia's, India's, Malaysia's, Mongolia's, Myanmar's, Portugal's, South Korea's and Vietnam's tastes, preparations, and dishes. Thailand is well known to produce native crops of land and sea. Being human, Thais hold dear and near to values such as "Enjoy discovering the taste of good foods," "Share food with loving-kindness," "Find joy in cooking," and "Establish happiness at a dining table," which are the parenting qualities that instill in children to observe, be grateful, respect their elders and provide merit. Modern Thai cuisine is believed to be a blend of flavor, ingredients, method and culinary idea and practice of these two great cuisine cultures coming together between the Indian Rim and Chinese Rim. King Rama II, King Rama IV, King Rama V and King Rama VI are credited with this ingenious mix of these influences. (CHI & JACKSON, 2011). Thailand in Southeast Asia is a melting pot of regional cuisine, a land of heart and hospitality, greatness with richness of life and diversity of culture. Thai cuisine naturally helps to bring out politeness, good manners of life and social relations within families and friendship. There are sharing and cooperation in preparation of food, immense diversity of unknown inputs and sense of use of many senses lead to full meals. Modern production of Thai dishes has been industrially and commercially created. Thailand's Agri-products, food processing firms, and food services rank top among the worlds. Mass media are available globally, both in Thailand and neighboring countries. Therefore, "Thai" and "Thai food" are therefore new international words. (Boonpienpon et al., 2015).

### **2.1. Cultural Significance of Thai Food**

Food has an inherent cultural value in most parts of the world. Apart from its use, food is very much a part of local lifestyles, customs, and traditions. Food is something people do together and even make, to be enjoyed with family and friends. Food also makes for very good networking skills and an excellent platform for communication. Individuals let their hair down while eating and share their laughter, memories, and business deals over food, which brings them together. Food, in this instance, is far more than just nourishment. It is also a means of conveying identity and belonging. Even when far from loved ones or a million miles from home, food can cure homesickness as a raw reminder of one's origins. (Boonpienpon et al., 2015). Thai food is extremely well-liked all over the world, captivated by the delicate harmony of flavors and the subtle refinement of its presentation. Ingredients of Thai food are often ingredients used in Oriental beauty, temperate and intoxicating such as lemon grass, fresh mint, basil, fish sauce, ground peanuts, palm sugar, hot pepper, coconut milk, etc. In the past several years, Thai cuisine has spread rapidly overseas and is popular among many world citizens, transcending frontiers and language differences. Thai food is a simple, delicious, and healthy cuisine style, satisfying various palates and appetites. Preparations included in the preparation of Thai food are time-consuming, like squeezing coconut milk or preparing curry paste from scratch, that has caused Thai food to be seldom served in selected upscale restaurants. There have been numerous agencies and organizations actively marketing eating as a Thai tourist activity. (Chi & Jackson, 2011).

### **2.2. Global Perception of Thai Cuisine**

Food tourism has only recently been recognized in the new tourism literature and international gastronomic destinations. Indeed, just like their classical counterparts, most countries emphasize their foods as the main products to promote the respective destination, one of which is Thai food being one of the local Thai products for a pleasant culinary experience. Thai food has become internationally renowned for its unique and strange taste, freshness, variety, use of herbs, and beauty. (Boonpienpon et al., 2015). With gastronomical globalization, there has been the rise of appreciation of food culture and lifestyle, and the search for authenticity, and fast-food Thai chains began to provide in urban centers around the world, including Japan. Undoubtedly, gastronomic tourism is a new and actual niche of the tourism industry, and Thailand in recent years has increasingly become called a culinary destination. (Ruhual Amin & Roy, 2016). Thai food, as a national product in a nation, would have become an international attractor (tourism destination). Since food is currently an aspect in destination choice, there is a necessity to analyze and understand international attitudes and tendencies toward the cuisine of the destination in some ways by studying what individuals talk about, talk about, exchange, and recommend on the internet. In comparison to studying the "place" (destination) as

a product, not only is there merit in academic learning in this sense, but knowledge of the worldwide attitudes and tastes with respect to the "food" of the destination, a product of the place, can assist or be useful to the traditional tourism stakeholders in dealing with them appropriately and effectively.

### 3. Sustainable Food Practices in Thailand

The Thai food environment is dominated by vegetation surrounded by beautiful scenery. Following World Health Organization guidelines, Thailand has promoted vegetable, herb, and fruit farming and fish culture in many provinces. Several enabling policies and campaigns are implemented in Thailand. The policies enable promoting sustainable food systems, healthy and safe urban food environments, and AHAR has initiated food waste segregation and recycling measures. Furthermore, Thailand's municipalities have committed to the Zero Waste Target. However, the country is unlikely to reduce emissions to the level of its commitment by 2030. There is still a gap in food waste management practice. Food waste management practices among citizens in Thailand's municipalities are still not well defined. Knowing the current in-depth practices can help bridge this gap and develop tailored sustainable food waste management strategies. In-depth interviewing of Thai municipalities was conducted to learn about their food waste management strategies. The findings provide a baseline knowledge in terms of governance, sorting treatment functions, public engagement, cross-sector collaboration, and food waste management challenges. Horizontal coordination from the central to the local levels is needed for better management performance. Alignment of treatments with context and features, and utilization of different treatment approaches are advocated for treatment. Sites visiting to learn from successful case, evaluating and building guidelines, and providing sufficient budget all play important roles in enhancing citizens' public engagement. (Amarando et al., 2019). Food is a mirror of identity for most nations worldwide. Thai food is an element of its active culture, reflecting an insight into the tradition and way of life of society. But awareness regarding Thai food and sufficient comprehension regarding the significance of the involved culture is extremely limited beyond Southeast Asia. This realization questions how to brand Thai culinary culture as an experience package and what to do to get more tourists and raise the socio-economic status of the locals. In response to this, a new business model based on sustainable tourism has been proposed in the context of the Chef Concept. By advertising cooking lessons, tourists are encouraged to hunt for the originality of the Thai cuisine while being taught of food-site relation. Not only does this model provide environmental benefits but also encourages successful cultural encounters, which are the primary specifications that tourists seek. (Boonpienpon et al., 2015).

#### 3.1. Organic Farming and Local Sourcing

Organic food has gained fame with increasing health issues induced by concerns over pricing, additives, and storage. Organic farming is a growing phenomenon in northern Thailand that offers northern farmers increased alternatives. To reduce overseas imports and disasters from future chemical farming, sustainable farming marketing and community participation in planning and executing organic vegetable farming needs to be promoted. (Amarando et al., 2019). This will improve lifestyle and quality health, boost economic self-provisioning, and promote and support local products. Production needs to be boosted by focusing on horticultural products such as vegetables, flowers, and herbs, providing fresh pick-sprayed produce without additives every Friday. Chinese herbs need to be manufactured and researched. The boost needs to be above 500 kgs per week. All the farmers need to be organic certified, and some organic products need to be upgraded. Farmers ought to receive regular education lectures on food systems, gardening, nutrition, toxicity, and environment awareness. Such detailed knowledge will lead to proper gardening practice. Regular home visits by local nutritionists ought to assess food and nutrition. Tourists and local children require nutrition education. The food transport decisions should be final by the end of this period, especially forward and house committee members to set up new food testing systems. (Boonpienpon et al., 2015). This must meet the standard for public health, and more than 90% of tourists must be skilled in food testing. Home cooking lessons must include a summer food test to assess tourist cooking quality. All surveys must set cooperation and coordination abilities and formalize communication for external working. This might improve parents' and partners' communication problems with developing meeting quality. Lastly, district and health office meetings should demand the establishment of new food markets and have more than 500 residents from the districts present.

#### 3.2. Waste Reduction Strategies

Tourism waste is a major problem, as MSW generation rises significantly with higher tourism. Foreign visitors in Thailand produce nearly 0.405 million tons annually of waste at national parks and another 0.203 million tons at 18 cultural tourist destinations, which translates to 31 kg of waste per day per tourist. Sustainable tourism with donations for reducing the negative impacts of tourism must be promoted by waste minimization efforts, and these efforts have a good chance to be emulated in cultural tourism destinations. (Sakcharoen et al., 2023). All but the most remote Thai cities have a loose collection system to gather waste but manage differently in terms of waste reduction. There exists source separation within some intensive collection cities where the food waste gets transported to animal feed factories.

Yet, in intensive collection cities as well, the uncollected waste along with daily left-behind trash by tourists gets into the landfill. A source waste bank is a potential method of waste reduction that also manages and minimizes generated waste. The waste bank operates differently from recycling centers, which results in recycling different types of waste. Further, tourist-generated waste in cultural tourist destinations can be minimized using various strategies. To assess the measures to reduce municipal solid waste, focus group discussion was done with residents, food stall vendors and workers, and tour operators. A follow-up monthly waste bank pilot project was launched to carry out the initial assessment of waste minimization. Operations of waste banks can reduce collection, transportation, and disposal costs of generated waste. Reducing waste through the pilot run of the waste bank resulted in 1,256 kg wastage reduction for the duration of the 12-week pilot run. Educational programs for students and visitors were integrated into the waste bank operation to enhance information dissemination and raise interest in waste reduction. Other proposals to increase the level of participation in the waste bank activity included painting the outer and inner surfaces of the waste bank carts and conducting educational activities in various modes.

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#### 4. Trends in Culinary Tourism

Culinary tourism is an expanding field of interest to most tourists who have become increasingly adventurous in the consumption of unorthodox and exotic foods that best portray the native culture and natural environment through the utilization of local ingredients. Culinary tourism encompasses food activities by themselves. Culinary tourism can be said to be traveling to a destination and consuming its food to experience its culture. Food tourism involves cultural, ethnic, and historical aspects of a destination and offers unique experiences primarily on a full-time basis. (Boonpienpon et al., 2015). Culinary tourism refers to when a tourist is planning to consume the usual food of a place. (Yun et al., 2011). Most particularly, culinary tourism not only offers a unique taste experience and presentation of dishes but also a unique and exotic experience. Furthermore, culinary tourism can offer an exotic type of food to consumers who want to see, experience, and learn how to cook directly. Green consumption is a new movement in tourism, followed by green management practices, green construction practices, and green technology. Sustainability theory in tourism focuses on the conservation of the environment and the utilization of local products. As the number of tourists is on the rise, the deficiency of resources and pollution of the environment need to be addressed. At the same time, environmental and archaeological site conservation is essential in guaranteeing sustainable tourism development. Other food tours can be incorporated into the concept of sustainability for local produce and the environment. Local produce for culinary tourism is fresh ingredients or raw materials of an area that represent the environment. Promoting local produce in culinary tourism can heighten tourists' perception and appreciation of Thai ingredients, produce, cuisine, smells, and flavors. Promotion of local produce has been advocated to utilize the surrounding area in a sustainable and equitable way and to promote quality food consumption.

##### 4.1. Health and Wellness Trends

Wellness and health tourism is one of the new niches of the tourism sector. The pandemic resulting from the COVID-19 has speeded up knowledge about health and wellness, and tourists are looking for more products and experiences to aid their physical, emotional, and mental well-being. The pandemic resulting from the COVID-19 heightened the status and profile of health and well-being among tourists. (Piboonrungraj et al., 2023). Travelers are more interested in the healthfulness of their trip and obtaining experience that promotes their health and wellness. In segments, there is an increase in health tourism because it promotes health and well-being. Wellness tourism entails recognizing, sustaining, and selling positive experience that travelers willingly seek when they travel for recreation, leisure, and self-development. Wellness tourism products consist of health and wellness industries that tourists purchase so that they can enhance their physical, emotional, mental, spiritual, social, or environmental well-being. Thailand is one of the most visited wellness tourism destinations in Asia. Thai cuisine can enhance both health and wellness, and this has resulted in many health tourists visiting Thailand. The objective of the suggested Strategic Projects and Creativity Strategy is to build the Health & Wellness Tourism by the synergy of Thai food and health and wellness, create the Thai economy, and transform Thai food into a worldwide phenomenon by 2030. The Tourism Authority of Thailand, on 20th March 2022, declared that in the wake of the COVID-19 pandemic, the tourism sector had evolved drastically, leading to segmentation and the development of new sectors. One such segment is health and wellness tourism, which has the highest potential for recovery and highest growth prospect out of all the tourism segments. Thailand's potential in health and wellness tourism, and particularly wellness tourism, is enormous not only for Thailand but for the entire world. Most authors have also underscored the importance of health and wellness tourism to tourism development and sustainable impacts on tourism business and economy tourism as well as tourist choice. (Boonpienpon et al., 2015). The creative potential of applying Thai wellness tourism and Thai cuisine in advancing health and well-being sustainably efficiently and effectively lies behind untapped issues. In addition to selling health and well-being, Thai cuisine can be used to attract health-conscious tourists to visit Thailand.

## 4.2. Experiential Dining Experiences

Experiential food consumption is a vital component of interactivity-based communication and interaction for culinary tourism in a social context. The differing participants, e.g., hosts, customers, and food and beverage providers, experience different levels of interactivity. A typical restaurant scenario is when a group of members of the social group enters a place, which is normally public, where the activities of eating and preparing food take place. One meeting place of interaction of the dining experience is food and drink preparation and service that, together with their consumption, accompanies the notion of the revealing interaction of hospitality. In this emphasis on presentation, management, and reception, service of food and beverage in relation to an experience of foreignness, exoticism, or of a local identity to the fore. (Antón et al., 2019). Variation encompasses one, two, or three roles of participation: servers and preparers of recipes or dishes and takers of food and beverages. Wherever the gift takes social form is likely to be a restaurant or similar outlet. Scenic, artistic, and surprising action are central features in making experience of food and drink significant, since they permit issue heterogeneous or uncertain tastings, which might induce argument or questioning and may be conveyed in poorer or richer forms (Boonpienpon et al., 2015). Mutual conversation can last as long as an entire meal period depending on the number of courses. A frequent setting of works or reports, typically from the native nation. There tends to be a multifaceted model for explaining the details of foods and drinks, food shapes, ingredients, cooking procedures, and eating habits to foreign people. There is generally an abundance of food and values surrounding putting food onto the plate to be visible or appealing in the first place. The chefs' and staff's labor and abilities are also encompassed within the offered ambiance and surprise. A participatory aspect also emanates from its social, sensory, and ludic forms. Briefly, memorable food experiences are action intensively, socially, artistically, and narratively built.

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## 5. Role of the Government in Culinary Tourism

Culinary tourism has been one of the most popular trends of the past few years and is still emerging as consumers would love to experience local food, local cuisine, and hospitality. Culinary tourism intersects most aspects of the destination, including markets, restaurants, festivals, and cooking schools. (Piboonrungraj et al., 2023). A gastronomic destination must be able to narrate the history of its cuisine within the context of landscape, history, culture, religion, and people of the destination. Moreover, as a small island nation blessed with abundant fisheries, tropical fruits, strong smells, and multicultural ethnic groups, Taiwan is full of gastronomic views and rich culinary heritage backed by indigenous forebears. Here, the government is keen to classify Taiwan as a gourmet island through the food chain, which fills the local ingredients, food processing, cooking, eating places, tasting, and cuisine experience gaps. Taiwan's culinary tourism is currently, however, badly promoted overseas. In building its culinary tourism, there are three strategies to follow. Firstly, the government must ask city and county governments to register several new applications and subsequently control the quality, accessibility, and excessive transformation of the applications. Secondly, Taiwanese hospitality services must be heavily complemented with culinary flexibility. Because most foreign travelers are very picky when it comes to food quality, new ingredients, and longer cooking times, elastic tourism services that can adjust the cooking process must be encouraged. Third, culinary tourism education must be promoted at school because it is not so simple for the young ones to become introduced to the concept of culinary tourism at school, and generally teachers don't have the right background and training, and therefore there are plenty of misconceptions against the culinary tourism sector. Active participation of all concerned is required in successful promotion of culinary tourism. Besides the government, one should form an ROC Culinary Tourism Promotion Committee with members from academic society, researchers of food culture, the tourism sector, and associations of healthy and sustainable tourism. It should be in coordination with grassroots associations that handle the promotion of culinary tourism. Second, stakeholders' co-investment in building an independent organization-supporting fund sound penalty for abandoning culinary tourism information sources and crises guidelines to follow the single voice and to be good communicative is proposed.

### 5.1. Policies Promoting Thai Cuisine

In 2017, the Cabinet approved the Concept of Tourism Strategy, Tourism Development Plan, and Tourism Action Plan. Furthermore, in June 2022, the Cabinet approved Thailand as a Gastronomic Tourism City. The Ministry of Tourism and Sports approved a plan promoting Thai cuisine and as a lifestyle during and after Covid proposed by the Minister of Tourism and Sports. Nevertheless, during the economic recession of 2022-2023, the Deputy Prime Minister (charged with the duty of the Ministry of Tourism and Sports) was summoned to respond for the approach to drive Thai food policy forward. Then, the Director-General of the Department of Tourism was requested to reply with how to properly promote Thai food, the feature of Thai gastronomy, Thai less-consumed food in Thailand, and a new direction of Thai cuisine policy. (Piboonrungraj et al., 2023). Of course, there are many policies promoting Thai food. Even during the

period of economic stagnation in the country by natural disasters and the international financial crisis, some strategies may be compromising at the short-term phase, but the potential is expected. The goal of Thai food tourism is to have global restaurants by the year 2030 as well as policies promoting Thai food as a global icon. With these policies, the number of Thai food restaurants can be used as a rough indicator of success in world cuisine. Now there are only 560 Thai restaurants in 46 countries around the globe. To achieve the target, the number of Thai restaurants required is 1,616 for the short-term indicator of success. Now over 1,000 Thai restaurants need to be opened. To reach the target, considering those active restaurants opening 20 restaurants annually, Thai restaurants opened worldwide could be as low as 600 and still only one third of the target gastronomy restaurants.

## 5.2. Support for Local Artisans and Farmers

Implementation characteristics of the sustainable tourism development strategies through culinary tourism are critical to its success in placing Thai cuisine as a sustainable tourism product. Empowerment of farmers and local artisans is an implementation characteristic to enable them to attain sufficient standards and methods for their products. The ministries of the government, Ministry of Education, and institutions of learning provide food science practitioners and academic assistance to promote standardization of agricultural produce. Vital information on the standards on food processing, food packaging, marine safety and conservation, and proper techniques is provided. Thus, farmers, fishermen, and local Product Participation Groups are united at the same standard level. They form a committee amongst themselves consisting of local businessmen, farmers, fishermen, and local Product Participation Groups to modify the work to be relevant to their context, needs, and working styles, which can be sustainable over the long term. (Boonpienpon et al., 2015). The government also helps the same standards grow into World Heritage Status, and culinary tourism is made an attraction and further helps to provide support for creating visibility. (Erasmus Mzobanzi Mnguni & Andrea Giampiccoli, 2019). Adequate academic support and avenues to conduct unique culinary representation need to be provided. Adequate avenues for community representation in the local Product Participation Group need to be provided for representation about changes and additions, as well as adequate presentation to the concerned government departments. Proper expression and projection of such challenges at a national level from the local level facilitate the passing on of resource and sharing of burdens among other stakeholders with better capacity. Such passing on of responsibilities can assure the local community that they would be held accountable to uphold the unique products that must be conserved and propagated. Public policies should be specifically dedicated to providing strong legal channels for cultural products. There should be policies that outline government support, government regulations, and expectations of local communities. These national plans should also direct the way such products are marketed on the international arena. Furthermore, the appointment of government officers to local tourist authorities provides sufficient communication channels to avoid misunderstandings.

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## 6. Marketing Thai Cuisine Globally

Public relations campaigns and online marketing for Thai cuisine must address international potential travelers, people who are compelled to go abroad due to their job or occupation. Target appealing to some foreigners familiar with Thai cuisine when they come to Thailand to advertise visits to Thailand and then take time explaining something good about Thailand in their country to be good PR campaigns. Online marketing campaign influencers. Study travel and food influences, and chefs around the world. Establish a database to select good, quality influencers in quality/availability for marketing campaigns to market Thai food. Some groups can stay in Thailand for a long time and create a documentary to attract more tourists visit to taste Thai food. Highlight unconventional desserts, unconventional restaurants, or restaurants with good histories that will attract tourists. Food advocacy campaigns as part of public relations campaigns. Partnerships with other countries' non-profit food advocacy organizations. Bring awareness to the environment, mental illness, and mental illness to have a campaign for Thai food to be considered socially responsible food. Cambodians trying Thai food being prepared traditionally through environmental methods, just like Thai people utilizing rattan sticks. Food roadmap initiatives to leave a mark. Open a Thai food test facility. Partner with major corporations to prepare some Thai food recipes, processes, and what kind of spices can manage to grow in some countries. Campers for PR campaigns. In the PR camp form. Collaborating with global franchises like Thai food producers and restaurants to organize a Thai cuisine camp for the middle to the upper range. Teach the participants on how to prepare complex Thai dishes. The focus would be on the country's cooking skills that would blow the minds of the participants. Then return to their home country and promote Thai cuisine. Going on with an online PR campaign for Thai cuisine. (Piboonrunroj et al., 2023).

### 6.1. Digital Marketing Strategies

Thailand Master Plan for 2020-2030 on the Promotion of the Kingdom of Thailand as Culinary Capital of the World has recently been approved. The Thai government has ambitious plans to promote Thai cuisine and food culture to become an international attraction with an emphasis on Halal food. Via a series of marketing approaches ranging from planning

to on-the-ground marketing activities, this Master Plan addresses several of the United Nations' Sustainable Development Goals. (Boonpienpon et al., 2015), specifically Goals 8 and 12 concerning sustainable economic growth and sustainable consumption respectively. Marketing culinary tourism is a green marketing practice that encourages sustainable economic growth by benefiting not only allied hotels and restaurants, but also local food suppliers, farmers, food packet manufacturers, and food-processing units. (Chayasirisobhon & Batra, 2019). With hot and sour principal components, Wok-stir frying for vegetable and meat, frying for rice, double boiling for soup, barbecuing and grilling on bamboo skewers and/or metal sticks, and steaming are common ways of preparing basic Thai food. To extend the gastronomical activities for international tourists, the Office of the Tourism Authority of Thailand has a moral duty to provide adequate information about the Thai cuisine and the Thai culture, and how they have developed, to eliminate the growing number of types of Thai food throughout the globe. A Master Plan outlining a mix of advertising, sales promotion, public relations, event marketing, sponsorship, and direct marketing strategies that coincided with the tourism season of each region of Thailand for a period of ten years. The marketing strategies were expected to attract foreign tourists and foodies, with the goal of increasing revenue from food tourism. It thus partly distilled a wider vision of the new gastronomical tourism opportunity of Thailand. To widen the scope of the initial Master Plan from Thailand and the 10 ASEAN countries to attract gastronomical tourists from European, American, and Oceania nations, marketing strategies would be adjusted accordingly.

## 6.2. Collaborations with Influencers

Constructing relationships with influencers on the global trend of social media to promote Thai cuisine. Social media is now so common that anyone, even influencers, can readily take and post their ideas using movies, photos, and writings. (Boonpienpon et al., 2015). This has been a new trend in food promotion which pays attention to the reviews made by opinion leaders which is favorable to traditional small restaurants and local food. Food bloggers and chefs can now recommend their favorite restaurant worldwide through Instagram. Evidently, there are many food influencers promoting Thai food or restaurants overseas which is the outcome of this Action Plan. Thus, it's a priority to contact famous influencers in Thailand initially and then proceed with the collaboration with influencers who live overseas. This concept is associated with high importance and feasibility. They can give feedback before and after the campaign is implemented or if they don't wish to participate in the plan. This is the one that would be done with ease and at less cost. The variety of foods, travel, and time also create careers for the local influencers, and fame in return. In line with updating the global trends of culinary tours and food tourism like food trails design, concept of food theme parks, pop-up restaurants, flash/micro pop or fleeting dining experience, food film festival, and dinner in the dark, which is steered by social media trends and the relentless pursuit of forming more networking, partnering with university research centers capable of conducting research on the foregoing plans. All the concepts are selected examples which need more research to properly incorporate Thai cuisine into the plans, the public relation activity, and the marketing of the Thai tourism promotion authorities. All these mechanisms bring in the participation of all the stake holders such as businesses, communities, media, and schools to join hands with the TCTA that would also implement marketing networking for the marketing of Thai food as well as other tourist spots. (Piboonrungrroj et al., 2023).

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## 7. Impact of Culinary Tourism on Local Communities

The term culinary tourism has become widespread among food passenger service companies as well as with more and more regional tourism businesses. It usually describes trends where people travel to food destinations and participate in activities closely related to food being consumed. Culinary tourism involves tourists in unorthodox places where they will discover the pleasure of the local culture in cooking or any other food-related activities. Other places and forms of culinary tourism are practiced such as, farm or vineyard homes, cooking schools, culinary tours, and courses in specialty diets. All these activities are categorized as upscale food tourism and special awards are given for innovative food tourism experiences. The destination challenges of culinary tourism happen when there is greater demand for the resource, with the competitive advantage of enhanced quality experiences being competed with the better-educated, with the dainty sustainability of the resource being made available for use, and with the application of focus adoption by investors and tourist agencies towards the development of the more economically healthy mass tourism visitor economics and not the more economically delicate culinary tourism. (Boonpienpon et al., 2015). Local food is an important aspect of the sustainable tourism experience. Locality is becoming increasingly important to an increasingly discerning tourist market, and they are attracted to the local experience. Locality is essential in building sustainable place identity, one consequence of which is that locals and international tourists will become more similar in the enjoyment and consumption of local food. The path for locally produced foods is well worn in most of the world, and with increasing attention to sustainability and their use in the fight for market expansion and consumer loyalty culinary tourism is increasingly poised for growth. Not only do local foods represent a means to draw the information-based tourist, but they are also closely connected to identity, culture, and belonging through their place of production. (Erasmus Mzobanzi Mnguni & Andrea Giampiccoli, 2019).

### 7.1. Economic Benefits

Culinary tourism is also considered a most effective product for destination competitiveness and attractiveness. Food and beverage culture is a significant contributor to sense of place and cultural identity creation. (Piboonrungraj et al., 2023). Thailand is also a heaven on earth in relation to exoticism, tradition, and distinctiveness in Southeast Asia. Each region, ethnic culture, and community identity offers scope for food tourism by generating experiences which are both enjoyable and memorable. Culinary tourism influences consumer choice and destination development. Awareness of F&B culture incites interest in tourism. Experience expectancy is linked with the behavior of a tourist and contributes to destination attraction, which in turn drives spending behavior. Culinary tourism experience requires stakeholders to work together to ensure it is successful. F&B culture evaluation and development increases uniqueness in the world and builds public awareness to elevate tourism, thereby boosting revenue. ASEAN Integration is behind the increase of gastronomic tourism within the region. Eight big regions rival each other as far as tourism and travel are concerned. Promotion focused within the country, region, and ASEAN should highlight unique cultures. Rivalry between member states also takes place. Increase of culinary tourism within ASEAN member states' tourism population, revenue, and products focuses on awareness and patronage rather than foreign market promotion. Food tourism is particular and complex, and requires proper knowledge of an area, a mind to experiment, and food safety. In contrast to high tourism density in Thailand, other ASEAN member states have considerably low density. Culinary tourism should be promoted to develop sustainable tourism for long-term value. It should embrace a wide scope of F&B culture, from countryside production and processing to meal planning and F&B service and offer space to propagate people's lifestyle in rural communities. Culinary tourism has mainly been promoted for economic development and growth, and less recognized as a sustainable tourism approach.

### 7.2. Cultural Exchange Opportunities

The Thai government appears keen to introduce the '15 provinces, 15 cuisines' initiative in a bid to drive Thai cuisine to global status ahead of AEC 2015. This idea of national cuisine is a good one in the sense that food is a significant expression of culture and is thus acknowledged as a tourist attraction. From a tourist point of view, it is often argued that food tourism adds richness to the tourist experience and aids in conservation of environment and livelihood of people. Thailand has been ranked amongst the best national cuisines of the world, but currently, Thailand has emerged as a subject of food tourism and this righteous debate was revolving around elements and roles associated with Thai food alone. Notably, though, very little has been attributed to its roles as symbols of identity for cultural exchange opportunities. The overall objective of this research was to describe various culinary tourism sites associated with Thai food in Thailand. A second objective was to explain attitudes towards the cultural exchange role of Thai cuisine among Thai informants. Internationally, the food culture is described according to food practices, food eaten, and ethnic, social, or economic settings involved. (Boonpienpon et al., 2015). Food is a part of human nourishment which accepts the culture of that community or society. It is known, however, to visitors that inappropriateness in food experiences discourages the selection of a particular destination or competitive place. Conversely, food can also be used as a potential gateway to introduce a country and its people to visitors. Foodways that visitors consume and find attractive have higher chances of being promoted on a larger scale to prospective tourists. Thailand, as a tourist destination, is famous globally for its warm hospitality and food.

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## 8. Challenges Facing Culinary Tourism in Thailand

There are hindrances to the development of Thailand's culinary tourism. These can be categorized into seven major concerns: regulations on an overall level, competitive pricing for destinations, hygiene conditions, restaurants' organizational structure, procurement of cooking ingredients, supervision of restaurant quality, and promotion at the destination level by a local community initiative. (Piboonrungraj et al., 2023). Moreover, as the condition of gastronomy tourism has only changed, getting complete recommendations for constructing gastronomic tourism in Thailand is of utmost priority. Six attributes of gastronomy tourism destination to be given precedence in the destination appraisal and benchmarking phase are properties, cuisine, hospitality, environment, institutions, and price. They are all determining attributes in chefs' gastronomic tourism destinations' evaluation process. Furthermore, prior efficiency in tourist destination selection is greater among those with properties than for more psychological alternatives such as cuisine, hospitality, and environment. Such features performed less effectively in the explanation of tourist destination selection. Consequently, Gastronomic tourism destination would not be strategically affected by informal aspects such as local community participation in destination promotion, gastronomy, education and marketing, food specialist participation, and wider perception of gastronomy. Gastronomic tourism destination development would be characterized by problems of infrastructure planning and management where tourism development management skills are poorly developed. Furthermore, there is no development of a sense that tourism is a major economic sector, as well



as no direct competition with surrounding national gastronomic tourism areas. The largest challenge was the time and cost structure available to conduct the research, both of which were considered simultaneously.

### 8.1. Environmental Concerns

Environmental Issues of how tourism impacts nature and the sensitivity of the people towards sustainability are some important aspects of the above model. Products related to tourism must save energy, minimize waste, and reduce implied travel costs to tourists. It is better in this context that food tourism festivals are held in unknown tourist cities, areas, villages, and even destinations which remain unexplored. Through this way, consciousness of gastronomically affluent regions can be developed and the natural environment there would get enriched in a positive manner. (Amarando et al., 2019). This model assumes that festivals are symbolic of the residents' social and cultural character. These festivals symbolize the cultural and historical significance, production process, and consumption style of local cuisine. For this purpose, it would be useful to engage the locals in a culinary tourism festival organization. Raising the socio-cultural awareness of the population and particularly the youth, reinforcing their confidence in their traditional food, passing on their knowledge of this heritage to future generations, and encouraging the participation of locals in tourist activities, all have essential functions to fulfill in the sustainability of gastronomical heritage areas (Boonpienpon et al., 2015). This model proposes that food tourism products are in the favor of protecting the natural environment and biodiversity. Activities of conservation need to be carried out with regards to the growing periods, harvesting periods, and festival periods. To this effect, it is beneficial to encourage ecological farming, to design garnering devices in a way that causes less damage to the environment, and to develop compost using waste. Those products are prone to loss of biodiversity, there is a need for cultivation practices to be altered to past periods or traditions. In addition, there is a need to raise awareness of the local population regarding the preservation of biological diversity. On the other hand, a stadium with the capacity, comfort, and standards needed would promote gastronomical heritage areas.

### 8.2. Competition from Other Destinations

Thai cuisine has been a significant business of Thai tourism for a long time. Video releases of Thai cuisine on web sites such as YouTube and sampling on TV food tests have progressively increased tourist visitor numbers that request special dishes from all corners of Thailand. Nevertheless, Thai food tourism nowadays is faced with its biggest threat once other metropolises or countries begin competing. All those gestures are pursued to make Thai food an international attraction by organizing the World's Five Best Street Food or showing films advertising Thailand as a best love nest in order to entice tourists and propel Thai cuisine. To better research marketing Thai food to become world-famous and devoured by 2030 as the World's Greatest Culinary Tour, the globe's finest culinary tourism practices in its most known cities must be learned. (Piboonrungraj et al., 2023). Gastronomy in travel destinations is one of the most critical drivers that bring tourists to make travel plans across the world. States, cities, or nations therefore have developed very organized gastronomy policies, spending a large part of their budget to sell these locations. Various channels of publications and new methods are used to promote food locally to make it popular and consumed internationally. This is to motivate visitors to tour these places and enjoy the gastronomy items. Since there has been an increase in tourism, local economies grow quite rapidly with the opening of employment opportunities, benefitting local communities in terms of taxes. Gastronomic is clearly overshadowed by other kinds of tourism though. Not much effort has been channeled towards gastronomy policy or how other cities, countries, or regions' gastronomy became known globally to choose models to follow by Thailand tour agencies. With respect to gastronomy issues, culinary tourism has emerged as a significant driver in most of the world's destinations. This worldwide trend is also being replicated in the formation of organizations with international networks for the purpose of building culinary and gastronomic tourism. Less, however, has been accomplished in Thailand as a nation or region as to how Thailand marketed its gastronomic tourism or complementary measures so that Thai cuisine is known everywhere in the world. Hence, this is the opportunity for Thai tourist operators to follow the new global trend and see how Thai food can get into place appropriately to promote tourism to make it sustainable development. There has been a great deal of research in this direction in the past few decades.

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## 9. Future Opportunities for Thai Food Tourism

To make Thai culinary tourism more appealing, Tourism Authority of Thailand has invited the concerned stakeholders who are mostly from the Ministry of Tourism and Sports, Ministry of Agriculture and Cooperatives, Ministry of Education, and Office of the National Economic and Social Development Council to join and provide the concepts of strategy, roadmap, and action plan. The initial meeting was conducted on 29 March 2022, by TAT at TAT Headquarters and opened for two topics presentation, i.e., "Thai Culinary Tourism Strategy to be promoted as a Global Attraction by 2030" and "TAT Thailand Culinary Tourism Roadmap through the Provincial Tourism and Sports Perspective". The profession referred to and considered both ideas are on the same level together and seem to be complementary. The first set is the overall ideas and overall strategies. The second one is more technical to present the action plan and

concrete activities. It is an excellent contribution for both the discussions of the strategies and the roadmap. Particularly, TAT's coordinating action plan seeks to help develop and share the strategies for effective implementation while trying to ensure that the primary objectives are adequately supported action plan, covering their objectives & milestones, industry transformation, and enhancing their supply side development aspects. Aside from that, this action plan also tends to be flexible in terms of scheduling the activities and ongoing implementation but not necessarily comprehensive to leave room for other activities to emerge through consultative process. Presentation materials of this Shaping the Future Workshop A are the comprehensive overview of Thailand Culinary Tourism Strategy and Roadmap. Both notions of wider strategical subject areas throughout the entire country level and particular tactical dimension notions enhancing culinary attractions in specific potentially convincing provinces have been registered as significant contributions. The latter tactical dimension can be regarded as a key pointer to introduce supply-side competitiveness improvement actions throughout the entire process of thematic food festivals into the preceding time frame of the action plan. (Piboonrunroj et al., 2023).

### 9.1. Innovations in Food Tourism

These are innovations of the Thai food tourism sector to attract tourists to a particular destination. Firstly, renowned food courts that are popular with most of the tourists tend to provide different types of food in line with a policy 'One province one way; one district one product'. Second, it would be the types of local food-eating tour packages with food delivery systems or pick-up points as the most rapidly expanding food delivery service in the future. Third, it is expected to be a culinary workshop and cooking classes which tourists can learn to prepare local foods from concerned housewives and workers and bring the products home as souvenirs. (Boonpienpon et al., 2015). Fourth, it must be on a boat tour with an evening scenery view with a gourmet meal beginning in the evening and continuing through late evening. Fifth, it must be to a farm where tourists are able to pick fresh vegetables, or seafood, and begin cooking right away. (Piboonrunroj et al., 2023). Food tourism is not a normal process of consuming food. Local cuisine carries cultural, environmental, and social meanings for tourists in generating local identity. Local cuisine, hence, presents a different form of reading local culture as well as supplementing the competitive appeal of a destination. People do have positive and negative experiences of being a food tourist. The best experience is that food tourists can taste good local food as a specialty dish for authentic products. On the contrary, people can have shortcomings in the food tourism experience when food is too spicy or too salty to eat, or food with peculiar flavors because of inappropriateness to individual lifestyles. Culinary tourism has indirect impacts on the environment because of the day-to-day trip to the site. Food tourism is also the fact that it is socially antagonistic because of the price of the cuisine. Polluted drinking water is also a limitation of culinary tourism. In contrast to this, local food generates job opportunities and brings the potential for intercultural contacts to a destination as well as the creation of demand for the produce of the local farms.

### 9.2. Sustainability Long-term Objectives

The development vision for Thai cuisine tourism was backed by the Ministry of Agriculture and Cooperatives and the Ministry of Tourism and Sports of Thailand. The COVID-19 pandemic that forced the worldwide lockdown since March 2020 had a tremendous effect on the tourism sector. The enormous loss of tourism revenue also affected various stakeholders involved in tourism, including hotels, restaurants, souvenir stores, transportation, and agricultural sectors. It was estimated by some experts that it would take at least three years for world tourism to hit pre-COVID levels. (Piboonrunroj et al., 2023). Yet, innovation breakthrough among inter-industry collaborations has the potential to construct sustainable tourism following the post-COVID-19 pandemic. Motivation behind the research is optimizing the income allocation through agricultural production and gastronomy development tourism. The research question which led to the creation of this action plan is "how to advertise Thai food tourism (domestic and international) to make tourism sustainable and to make Thai cuisine world's cuisine". Thailand is the nation of gastronomy tourism and the place of the world's most scrumptious food. There are food markets, street food vendors, and restaurants catering to locals and international tourists. Food tourism has been of interest to researchers, scholars, and practitioners. Most of the studies have attempted to define gastronomic tourism and stakeholders or sectors involved in gastronomy tourism. Tourism authorities and organizations managing tourism promotion; ministries accountable for production, import-export and security and sanitation; and professional associations in agriculture, cuisine, restaurant, and hotel and hospitality business. This will ensure the sustainability of action planning with continuous improvement of Thai cuisine tourism.

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## 10. Case Studies of Successful Culinary Tourism Initiatives

The country of Thailand is especially famous for its tourism sectors, one of the most vital industry segments propelling growth in the form of revenues and jobs for the country. But the different unique gastronomical characteristics through which Thailand enjoys an international reputation made Thai cuisine more appropriate for the branded idea than for the whole country. The country, tourist destinations, and food would need to be branded separately along. (Duarte

Alonso et al., 1970). Accordingly, to bring about the vision of making Thai cuisine one of the world's tourist attractions for gastronomic tourism between 2030. This also includes starting government awareness of Thai cuisine as a priority matter. Marketing the Thai cuisine destination should reduce competition that is working against each other among government agencies with the same target audience of tourists visiting the destination. The government organization that manages Thainess would become the trustee of Thai dishes to safeguard the geographical and cultural dish integrity of Thai cuisine. There would be a state-level panel of essentials that includes gastronomes, chefs, and local food producers. The guidelines of essentials of Thai cuisine would be reached by consensus. (Boonpienpon et al., 2015). This entails both scientific and conventional approaches to portray the socio-cultural and geographical uniqueness of Thai cuisine. This entails culinary experience consistency in consuming, purchasing, preparing, and learning Thai cuisine by having each dish with its corresponding ingredients and cooking methods. Lastly, branding Thai cuisine would entail wording, imagery, and music with taste, texture, aroma, description, and service environment. The unique features of Thai cuisine must be compatible with commonly accepted Thainess attributes and differentiate it from others.

### 10.1. Local Food Festivals

Name two local food festivals which were actively participated in or arranged in the past five years at the local and national levels (Andaman, Southern region). Comment on if they were successful and were considered effective tools for food tourism. Inspiration can be found in a very wide range of ideas and techniques borrowed from domestic and overseas sources. (2019). Even though it is not a festival, the local food festival listing page that is managed by the TAT should be included. Khon Kaen Food Festival is where every region pride in food will make their introduction. Thai local food stands among the world's best. For this purpose, the people of Thailand have held on to various forms of food culture and make them survive till date. It is "herbs and spices cuisine" for many delicious and healthy varieties of food that automatically harmonize in a beauty of aesthetics. Phixalab Songkhla is a collection of local food festivals of every district in Songkhla. Inviting tourists back to the old quarter where local food and culture blend in, the festival also features exhibitions of customs and local history, ancient fishing tools exhibition and procession of traditional fishing boat (Boonpienpon et al., 2015). At the Thai-teapottorial in Petchaburi province, a very famous OTOP product will be marketed, as Petchaburi could be described as the origin of Thai teapots. Additionally, there will be participatory learning of how to produce a teapot, and exhibitions of the history of the teapot and tea porting, both domestic and foreign. "Pallax Food & Culture" is nothing but to introduce contemporary Yummy-traditional suffering food, industrial foods from frozen vegetables and fruits to fishery foods. The Department of Agricultural Economics weighs concepts of consistency in organizing a yearly local food festival province-wide for local tourists, a starting point of novelty 01st & 02nd edition. The Penang Food Festival and events and programs placed in the multimedia age, being either informative, entertaining, centralized and ephemeral in different layers of existence, is deemed as the best available example apt for a segment of traditional local food festivals in an enclosure as extensive as their next-in-line province.

### 10.2. Culinary Workshops and Tours

In addition to on-location cooking classes, most guests also book restaurant tours that include restaurants well known for signature dishes as well as other more well-known restaurants. Internally, with the new restaurant requirement, the tour focus will shift from cooking classes alone to cooking classes and restaurant trips with effective use of vans while still including the original cooking class in the selected restaurant. Externally, the determinative photo shooting can be carried out at the cooking class location. Students and instructors can pose in the kitchen with a nicely set background. A tourist or an event can smile and pose nicely in front of their dish at the restaurant or in front of the whole restaurant for internal photos. (Tjan Kvalsvik, 2017). Culinary consultants can be hired to assist marketing departments in developing food tours for businesses that are not as well known or that do not already have food-based educational tourism. The tours can include complete restaurant tours and cooking classes, or cooking classes only. This can promote the reputation of the restaurant or the business's specialization in food, cuisine, or agricultural origin. Wellness is becoming ever more important, and many culinary tourism destinations offer vegetarian, vegan, gluten-free, low carb, or autoimmune lifestyle options for courses or restaurants. (Boonpienpon et al., 2015). Culinary tourism and cooking classes are environmentally sustainable. Potential cooking sites such as restaurants and grocery stores have less energy use than conventional food markets, with the potential to spread ideas of energy conservation. The cooking equipment used in cooking classes is energy-efficient or helps to have less of an ecological footprint, and complete meals can be reduced to not need energy and be donated to food shelves or homeless shelters. The corporation's interests can align with those of the local community and environment through association with an existing culinary school or the establishment of a new culinary school.

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## 11. The Role of Technology in Culinary Tourism

Gastronomic tourism and technology have produced new ways to get the visitor more in touch with the local cuisine at the destination. This has been brought about through the improvement of telephone communications, and the growing

lack of space hiring gastronomic studios, and restaurants live in larger areas where classes are held, besides being fitted with specialist teaching equipment. Similarly, culinary tourism also involves other materials such as sampling the local wines, though with an educational component. How this is done varies from demonstrations and samplings to going for guided tours around the areas where the produce is cultivated (Boonpienpon et al., 2015). Technology plays a major role in how culinary tourism is performed, how the tourist processes and prepares the information that guides the traveler. If tourism has long begun in a methodical and structured way using guides and travel guides, what the growth of the Internet has done is make the information more freely available. Culinary tourism has suffered because of this transformation in media and assumes the imperative of documentation of the region's food, as a travel destination probably boasts a dozen or so restaurants, hotels, and areas of tourist interest. Given the impossibility, both in terms of time and space, of listing all activities, the chapter argues that gastronomic tourism varies based on both the gastronomic element provided and the aim of the activity. It provides three distinct case studies which provide various gastronomic tourism activities. Although they are inherently different, they are all tied together by the desire to introduce new and cutting-edge culinary culture to the tourists. A first case study is a ranking of restaurant sites that combine gastronomic experience with contemporary atmosphere. They are spaces constructed for every day, and neighborhood use but available for the consumption of any tourist due to the excellence of the gastronomic or design presentation. Second, a food tourism augmented reality application is tested, allowing local and international communities to discover or experience food-related activities taking place in gastronomic locations in the city. From culinary lessons, to harvesting, to experiencing the process of learning how chefs construct new foods for their restaurant, the applications cater to differences across the spectrum. The review of this new culinary tourism presents reaction from the audience as tourists, as well as industry participants. The last case is a web documentary example on gastronomic city food from the local chef's point of view (Nicoletti et al., 2019). How does one culinary designer, director, and co-writer get an audience to embrace the local through a foreign place? A discussion on the different strategies for representing metropolis food explains an analysis of two web series in this section.

### **11.1. Mobile Apps for Food Exploration**

The traditional local food knowledge of the locals in each locality requires more attention. Based on a study of some localities, the study found that there are indigenous foods composed of local raw materials and through traditional knowledge. However, these indigenous foods have not yet been developed extensively for tourism. With innovation and new technology, such indigenous food products would be packaged and marketable for sale to tourists, which can promote reconciling and preserving traditional foodist. Product innovation of indigenous full processing in creative economy in cultural tourism through grassroots theory, the culture concept and sense of place as the future sustainable tourism. Khao tung pla, a fish cracker, is the local cuisine of Chiang Saen district in Chiang Rai province, North of Thailand. The source of the food is aquatic animal products and produced by the traditional wisdom of locals. However, this local food production has not been developed yet for tourism. Currently, tourism brings a great deal of revenue to the country. During the year 2013 alone, Thailand had welcomed 25 million tourists who generated an income of one billion USD. (Boonpienpon et al., 2015). Attempts are made to provide various activities to promote tourists, such as tour guiding service, folk games, local dance, folk shows, and food production process. Food is an essential factor in tourism. Production of food can fall under cultural tourism. Many countries are trying to make local food popular to attract global tourists. Food habits of tourists are complex, and many different factors influence tourists' consideration and motivation in the food and beverage decision-making process of tourists while on their tour. Food consumption is considered by most tourists as an essential activity on their tour. Most of them would go on trips to taste the local foods, local fruits, and authentic food. For example, apart from exposing locals to their products, there is an opportunity for visitors who would be interested in knowing how the food is prepared.

### **11.2. Virtual Culinary Experiences**

Food discovery is a key element of travel, driving the growth of culinary tourism and offering chances to taste local culture. Food tourism is a poorly researched subject although it is very popular. Culinary tourism is the sub-component of food tourism that is defined by the experience of local food or food supply through retailing and hospitality systems developed by local societies. Many types of services like cooking classes, farm visits, and hands-on gourmet activities are included in this niche approach to food tourism. (Tjan Kvalsvik, 2017). Virtual culinary experiences are also increasing in prevalence, as people seeking genuine experiences are often unable to go to their destinations themselves. Local producers, chefs, and restaurants are also increasingly constrained about what they can offer due to conditions changing. Virtual culinary experiences, as kits and streamed experiences, assist in establishing a sense of place and orchestrate an interrelation between the global and the local. Virtual food experiences can potentially offer a constitutive core for food tourism by intermixing physical place and virtual food experiences. Cooking classes are an example of both physical and virtual culinary tourism experiences. The conceptual platform is borrowed from the Sustainable Culinary Tourism Framework. Insights are given on how physical culinary experiences create a sense of place and familiarity with the destination by creating emotional, educational, utilitarian, and playful effects. Virtual

culinary experiences create a simpler sense of place through global connections. Culinary tourism connects tourists to local food, contributing to an increase in local tourism visitation. (Boonpienpon et al., 2015). Familiarity with local heritage cuisine and the offering of real dining experience and tourist activity strengthens the tourists-destination attachment and creates lifelong experiences.

## **12. Culinary Tourism and Climate Change**

Food tourism is high everywhere in the world and sets the stage to become fashionable in most nations to create economic impulse. Thailand occupies the global stage in culinary diversity and cultural diversity. Gastronomic tourism can be a significant source in driving the tourism, as well as extending the length of stay of tourists. The target of Thailand is to position Thailand as one of the world's top culinary tourism destinations and achieving sustainable culinary tourism development by 2030. Achieving the target can be done by only the 4-directives policy of hearing the voice of the visitor. The 1st-directive is to completely ensure the safety and security of the visitor at every step of stay or travel. How to enable visitors to travel back home freely is so crucial. The destination planning life cycle needs to be logically prepared (Piboonrungraj et al., 2023). Sufficient condition is to ensure the supply and demand balance in a culinary tourism destination. Objectively understanding the level of tourism development is important. Well-known-well has been found to be a good approach for establishing the egalitarian perception of socially risky destinations. The 2nd directive is to maintain local culture, beliefs, traditions, lifestyles, and landscapes in a sustainable way. Prioritizing respect for the local culture is most significant. All possess their uniqueness or excellence, so all destinations are meant to hold on to things that can make them classics, but most certainly not with the purpose of improving their performance. For others or some destinations, it is very likely they are suitable for mass tourism, but unsustainable mass tourism is at stake. Wanted tourist development requires good-mannered tourist. The overall tourist acceptability should be ensured and uniform in all phases of tourism development (the 3rd-directive). All sensitive tourist attractions should always bear in mind the right feedback to provide a good solution at the grass-root level. Here, it is said that tourism responsiveness means an on-hand and short-term solution. Lastly, gastronomic-related or food-related attractions should be promoted by food policy, the last directive (the 4th-directive).

### **12.1. Adapting to Climate Impacts**

This section has a synopsis of a study on climate impact adaptation and education needs in Sri Lankan tourism. Greater emphasis is placed on seizing the importance of climate change effects on Sri Lankan tourism and the need for formal education on adaptation strategies. Climate change is a global challenge of magnitude with widely reported adverse impacts on all sectors. Most of the social and economic impacts of climate change are felt in the international tourism industry, which is a significant economic support and has development potential for many developing countries. Given the high tourism sector, SDG priority of implementation, and future climate change predictions, there is a need to assess climate change impacts and sector preparedness in the context of Sri Lankan tourism. (Tam, 2019). Most recent estimates of climate change indicate that Sri Lanka will face increasing temperatures as well as more intensified and frequent occurrence of extreme climatic events. As tourism is of great importance to Sri Lanka, it is preferable to assess their likely impacts on tourism, a second highest foreign exchange earning industry and in the top ten market export industries that create job opportunities. With the massive tourism industry and the potential for risk mitigation and strengthening resilience to become a priority in most tourism-dependent countries, consideration of the potential climatic risks to Sri Lankan tourism and climate change impacts awareness and adaptation needs would be helpful in determining appropriate direction in terms of policy. The industry is being challenged to identify ways to mitigate its carbon footprint in a climate-constrained world. On societal and human foundations, its requirement for adaptation should be comprehended as climate change is already being felt.

### **12.2. Promoting Resilience in Food Systems**

There are movements of food systems or food sovereignty movements in different contexts and scales. To mention a few, humanitarian local agri-food systems movements, land, food, and work movements, taste-based campaigns for organic and local food, self-organized non-exploitation systems for agricultural production and food distribution, and citizen platforms with action against food poverty are being recorded in society today. Each movement draws upon pre-existing collaboration networks and very precise social and political contexts. Each movement has its own powerful ideas and participates at different levels in ongoing debates about the future of food systems. Socialized urban agriculture, as a paradigmatic case of local agri-food systems attempting food sovereignty, is one of the less typical topics of research within food geography. The article aims to reflect upon and contribute to the conceptual and analytical development of the topic of urban agriculture from a food systems approach. Social movements constitute strong lenses and are rich in conceptual and theoretical toolboxes when it comes to analyzing food futures or food systems in the making and contesting. It is focused on understanding diet, consumption, urban-nature relations, power, governance, and justice. In the meantime, social movements are accomplished in everyday practice and embodied in food systems;

the social reproduction of movements entails reasonably new resistances to and alternatives against present systems of production. Resilience perspective, despite being widely applied in food system research, pays too little attention to social movements. Resilience is understood as the ability of a system to absorb shocks and uncertainties and yet maintain its pathways. Human-environment research emphasizing resilience is faulted for being too technology-focused and mechanistic. Popularly framed in terms of anti-fragility, adaptive capacity, and systems flexibility, resilience is lived as a vast black box perfectly optimized in and against stereotypical shocks. This suggests a neglected political economic dimension both in understanding and constructing human-environmental relations.

### **13. Community Involvement in Culinary Tourism**

The local community must get involved in the creation of these culinary tourism attractions. Community involvement is regarded as participation throughout the community to create something tourism-related or not, with activities such as organizing an event, planning, and voluntarily getting involved in activities related to tourist events and leisure activities. Tourist attractions or places must be created by residents. If it is without the participation of the locals, it will be useless to move touristic hubs from the center to local areas. Local communities should manage their local resources, developing culinary tourism promotion or festivals, to widen their gain. The locals should be invited to discover how local food was obtained. This and the involvement of local leaders and tourism suppliers in decision-making would foster their sense of ownership of tourism resources. (Boonpienpon et al., 2015). This may lead to the community issue regarding sustainability of local food resources, culture and wisdom. The local food culture and traditional food wisdom must be transferred to the next generation. Local cuisine must be recorded holistically, such as wise words, temple art, festivals and rituals, planting rituals, harvesting rituals, local food, garnishing, cooking, serving, eating, stories that locals share with each other; and must be applied in tourism. To make it the most effective, the local food wisdom should be codified to curriculum level, top-down learning through teachers and institutional education. The knowledge could be passed too in less formal or informal learning. The local food wisdom can be transferred through local food patterns and practice memories to preserve local culture. (Erasmus Mzobanzi Mnguni & Andrea Giampiccoli, 2019). All these influences the local food-related tourism attraction development.

#### **13.1. Engaging Local Stakeholders**

The growing attention and emphasis on food tourism has encouraged destination marketing organizations to embrace various activities in favor of a destination's food. This is because food has been regarded as a potential tourist attraction, and it is well known that the preparation and method of cooking are regarded as an art of cuisine. In addition to the sensual appeal of the food and its healthiness and safety as an ingredient, the latter of which is required due to harmful methods of food preparation and to create value in culinary tourism, food is a medium of cultural expression and sharing. (Boonpienpon et al., 2015). The position and capacity of various local food players in food tourism is familiar, but local food is a public good easiest to retain and most prone to commodification. Besides the local foods' competition with non-local foods and marketing by fast foods restaurants of affordable yet delicious food, local food sustainability must be ensured by the preservation of the local community, marketing by local tourism marketing agencies, and cooking knowledge and skill exchange. (Erasmus Mzobanzi Mnguni & Andrea Giampiccoli, 2019). Local food players, chefs, food producers, government agencies have too minimal an influence on local food promotion, and competition for demand for non-local food is their rediscovering, re-enacting stories behind a local food product or dish. Cooperative actions of food producers, cooking schools, food tourism products will be needed to pursue this goal in culinary tourism in Thailand or in the first pioneer culinary tourism destination developing bent food tradition and culture.

#### **13.2. Empowering Women in Food Production**

Food is one of the four basic needs to sustain human life. At the core of the tourism industry, tourists eat the local cuisine which first serves as a need for the human body. This has thus led to the growth of tourism in terms of food including restaurants, markets, culinary schools, and cooking shows. (Boonpienpon et al., 2015). Asian and Pacific areas will be the most popular tourist destination places. This is the scenario that leads to the growth of the level of activity involved in by the tourists during conducting trips to Thailand, eating being among them. Either by dining at restaurants or street-food stalls, in fact, eating is the activity that has been most done by the tourists while they were in Thailand (local food). Thailand is the place of origin for take-out cuisine providing its unique taste and genuineness. Indigenous food is one of those foods which can attract tourists. Indigenous food is a food itself; it is associated with the cultural aspect of natives, and it is provided by the cultural platform of society. Local cuisine in the Andaman part of Thailand is analyzed within this study. It is highlighted to be the abode of various traditional delicacies, popular traditional dishes and desserts being produced out of sea produce. The indigenous cuisine is of the influence and according to Islamic principles. The production process is comprised of ways and means which could be labelled as food and treat deeply related to the culture. Due to those reasons, with local and unique food products, Khao Tung Pla should be the community's identity and an innovative product for tourism. Production continuity of healthy food by utilizing local products prevents tasty

and hygienic food shortage and increases the income of the women involved in food production in rural areas. Production of food should be the key for empowering poor women. It can be the change between empowering women by means of saving, education and training, tiger ownership, handicrafts, economic activities and women's activism. Well-planned food production-oriented projects should be undertaken. Desire-oriented, target-focused, infrastructurally supplied women must take part in the project. Food production is a decent place and equipment to solve issues such as infrastructure issues. Train activities should not only be well-planned to produce food, but also planning to market produced food. Capital of investment is one of the significant issues with which to be handled. Farmers, especially rural women, should be encouraged to take part in the well-planned projects on food production and marketing. (Metin ARTUKOGLU & GENCLER, 2010). Such an action is inevitable for rural development and providing urban people with safe, fresh and diverse food. The condition benefits rural women's self-worth and self-confidence. It gives them the opportunity to conduct professional activities and become respectful citizens. Indirectly or directly, it can become meaningful concerning women's educational advancements, aside from making their family and kids educated. This condition also helps in shaping current and innovative generations.

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#### 14. Conclusion

Gastronomic tourism has frequently been put forward as a solution to Thailand tourism rehabilitation after going through the massive impact of the COVID-19 pandemic. By consensus, gastronomic tourism refers to the tourist's propensity to travel to experience and to develop their gastronomic attributes. Gastronomic tourism in Thailand has already been thoroughly established since the late 2010s. However, prior to the COVID-19 pandemic outbreak, gastronomic tourism is already prioritized as a prioritizing program by Thai tourism policymakers. International travelers flooding into Thailand country was earlier trending upwards in good performance, but overall arrival expansion of tourism greatly lacks innovation and sustainability. This strategy prioritizes quantitative improvement of tourism rather than qualitative one. The growing tide of international travelers comes with them the responsibility of environmental, social, and economic impacts. Gastronomic tourism is thus recommended to be a effective alternative approach to expand Thai tourism sustainably in numerous large perspectives. Without a question, gastronomy is a component of worldwide enthusiasm for intercultural understanding and invites expansion through tourism perspectives. Since 2020, prior to the outbreak of the pandemic, Thai cuisine was still something in ascendance since many foreigners who visit Thailand opt to eat local cuisine. The pandemic is also faced with strangulation of tourist activities in Thailand. Gastronomic tourism is prioritized by officials as one of the key methods for green tourism recovery. Thailand is world-famous for its beautiful delights which provides Thai flavor. Thus, gastronomic tourism is suggested as an alternative strategy that can promote Thai tourism in a sustainable manner. Gastronomic tourism is one of the culinary tourism aspects. Gastronomic tourism is indicated as it emphasizes the impact of gastronomy on the goals of tourists traveling to destinations. (Piboonrungraj et al., 2023) quote a string of reasons why Thai gastronomy needs to be revitalized by tourism authorities of Thailand agency. Thai gastronomy has come to a modern day where food stalls available in the country are currently in chaos since they are too engrossed in daily work to be aware of such issues. Gastronomes, chefs, and food preservationists outside food stalls are fighting to preserve Thai gastronomy from extinction.

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