

# **TOURIST INDUSTRY PROMOTION: AIM TO INTRODUCE THAI FOODS MATCHING WITH NORTHERN PROGRAM'S TOURS TO SERVE SUSTAINABLE TOURISM**

by

**Surachai Jewcharoensakul**

Faculty of Education, Kasetsart University,  
Bangkok, 10900, Thailand  
Thai Home Economic Association, Bangkok, Thailand  
E-mail: feduscj@ku.ac.th

## **ABSTRACT**

The promotion of Tourist industry and “Thai food to the world” became as an impacted of socioeconomic development in Thailand, due to the tourist industry had become important part to bring about the economic growth in Thailand, included such businesses; hotels, restaurants, logistic and souvenirs’ business. Which stake holders of the whole process of tourist industries of government and privates sectors needed to concern to encourage tourist destination, to say longer and to satisfy traveling in Thailand. The objective of the study was to find 1) To survey tours’ companies in Thailand located in such part of the nation 2) To survey the symbol and characteristic of food in the Northern provinces of Thailand, in order to indicate as culinary tourism in the future and 3) To survey local ingredients and cooking style of Northern foods, which indicated as symbol and characteristic of food in the Northern provinces of Thailand. The population was tours companies’ owners and restaurants’ owners. Tour’s companies registered list with Thai Tourist Office, traveling brochure and Interviewing was tool for data collection. The result of the study revealed that all most half of the tours’ companies in the Thailand had established in Bangkok and central part of Thailand, most of the tourists always stop in Bangkok, then extend traveling to the country side later. Northern provinces of Thailand, had divided into 2 parts of 1) upper Northern provinces, which had related history of Lan-Na territory, Chiangmai was the capital. They had their own language, culture and ceremony. 2) Lower Northern provinces had related history of Sukhothai regime. Symbol and characteristic of food in the Northern provinces of Thailand, in order to indicate as culinary tourism in the future found that; upper Northern provinces had influenced by Lan-Na regime with menus, ingredients and cooking processes. “Khan-Tok dinner” was represented with Lan-Na food. Lower Northern provinces served Sukhothai soup noodle, Cha-kang-laos soup noodle and Khao-kab. Northern provinces always served meal with crispy pork skin. Local ingredients and cooking style of Northern foods, which indicated as symbol and characteristic of food in the Northern provinces had separately different. Northern part of Thailand had such different kind of fruits and vegetable, which could be promoted as tourist destination for the Northern tour routing in future. Promotion of tourist industry with foods concern, as the symbol of Northern provinces, because those foods known as delicious for most of the customers, neat or interesting presentation and easy to promote as symbol of the places, but the local foods with special need to learn with special taste and aroma would be second step for the tourists whom need to gain in-depth of Northern culture experiences. As Thai foods had good reputation in part of Thai culture, for the future tourist promotion we may concern to add up foods to promote tourist industry in Thailand.

## **KEYWORDS**

Tourist Industry Promotion, Thai Food, Sustainable Tourism

## **INTRODUCTION**

The promotion of Tourist industry and “**Thai food to the world**” became as an impacted of socioeconomic development in Thailand, due to the tourist industry had become the most important part to bring about the economic growth in Thailand with related to such businesses; hotels, restaurants, logistic, souvenirs and all of tourists attraction’s businesses. Which stake holders of the whole process of tourist industries of government and privates sectors needed to concern to encourage fruitful tourist destinations to continue remaining of good quality and top grade of tourist destination for all the tourists around the world, to say longer, to satisfy traveling in Thailand in all kind of activities and by the same time serve individual and community development as sustainable development for long future.