

# GASTRONOMIC TOURISM IN AYUTTHAYA, THAILAND

by

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## ABSTRACT

Thai gastronomic tourism involves culinary heritage resources basis and their amazing tourist destinations which can be generated the squander of the long history of Thai culinary heritage resources. This article addresses this by drawing together knowledge of gastronomy involving with tourism aspect in order to develop a better understanding of the meaning, role, and the importance of gastronomy and culinary heritage in Thailand tourism. Particular attention is paid to the relationship between the forces of localization and the potential for being the gastronomic destination of Ayutthaya. The aim of this paper is to present the gastronomic tourism in Ayutthaya, Thailand. The study was using qualitative method. Data were gathered from documentaries, interviewing, observation and exploring geographic of the tourism area. The result of the culinary aspect discovered that there are the most popular menus of Thai dishes and desserts among those Thai and foreign tourists which included ก๋วยเตี๋ยวเรือ: *kouy tiew rue*, Thai styled rice noodle soup with vegetable and meat, กุ้งแม่น้ำเผา : *kung-mae-naam-pao*, charcoal grilled river prawn, and the dessert is โรตีสายไหม : the candy floss wrapped with roti flour.

## KEYWORDS

Gastronomic, Tourism, Ayutthaya

## INTRODUCTION

Thailand is one of the ASEAN country members with a thriving of tourism industry aspect. According to the survey data shown on Table 1, the total numbers of international tourist arrivals to Thailand are increased to more than 19 million people last year [1]. However, Thailand tourism has a tendency to raise and expand. Specially, Gastronomic tourism involves culinary heritage resources basis and their amazing tourist destinations which can be generate the squander of the long history of Thai culinary heritage resources. Hence, Thai National Economic and Social development plan started from the eighth plan (1997 – 2001) up to the eleventh plan (2012 – 2016) had attempted to determine strategies and focused on tourism development by using human as a hub of expansion and creating natural resources for highly profit and for social reinforcement [2].