



The Soft Power of “Lalisa Manoban (Lisa)” in Enhancing Thailand's Tourism Value

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Abstract

This article focuses on analyzing the role of Lisa, or Lalisa Manoban, as a representative of "Soft Power" in promoting Thailand's tourism image. Lisa is a member of the popular girl group BLACKPINK, renowned both in Thailand and internationally. Specifically, the article examines how she uses her fame and the Thai culture through online media to influence and attract tourists to Thailand. This article focuses on the importance of Thailand's tourism marketing strategy to increase the value of Thai tourism through the use of cultural icons' Soft Power, such as Lisa, in the future.

Keywords: Soft Power, Lisa Lalisa Manoban, Online Media, Thai Tourism Image, Tourism Marketing Strategy

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Sri Maha Mariamman Temple (Wat Khaek Silom): A Hindu Tourism Destination in Bangkok

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Abstract

Sri Maha Mariamman Temple, also known as Wat Khaek Silom, is a sacred Hindu temple located in Bangkok. It holds significant importance in Hinduism. The temple's popularity attracts both Thai and Hindu tourists throughout the year, generating substantial revenue for the surrounding area. This article aims to study Hindu tourism and the factors contributing to the temple's popularity, focusing on analyzing tourists' experiences, tourism management, and promotion, as well as balancing the preservation of Hindu culture and traditions with commercial development. The goal is to use these findings to develop sustainable Hindu tourism in Bangkok, meeting future tourist demands. Additionally, the insights can be applied to managing and promoting tourism at other Hindu temples in Thailand, creating a network of high-quality, sustainable tourism in the long term.

Keywords: Sri Maha Mariamman Temple, Wat Khaek Silom, Hinduism, Hindu tourism, Hindu temple

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Creating Memorable Experiences for Luxury Tourists: Guidelines for Developing Sustainable Products and Services

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Abstract

Luxury tourism plays a pivotal role in compelling economic growth, driven by affluent travelers with substantial financial means. Successfully products and services to this demographic hinge on a profound understanding of their preferences and behaviors. Offering high-value experiences characterized by unique, expertly curated offerings that meet stringent standards is crucial for attracting luxury tourists. They prioritize enhancing their travel experiences, making it essential to establish enduring brand identities and deliver bespoke services tailored to their exacting demands. These strategies are fundamental in fostering continuous market development and strengthening stakeholder confidence within the tourism sector.

Keywords: Luxurious product and service, Luxury Tourism, Luxury Tourists, Behaviours of Luxury Tourists, Experience of Luxury Tourism

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Pathway to Sustainable Tourism in Thailand: A Case Study of Accredited Community-based Tourism

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Abstract

Community-based tourism is increasingly popular among tourists interested in learning about local lifestyles, cultures, customs, and traditions different from their own environments. Developing these tourism communities is crucial to ensure quality standards and enhance confidence among tourists. Supporting tourism communities in Thailand involves effective management of tourist attractions to ensure sustainability in social, economic, and environmental aspects. This article focuses on studying community-based tourism standards, set by the Department of Tourism, aiming to guide the development and promote readiness of sustainable tourism communities toward global standards.

Keywords: Community-Based Tourism, Community-Based Tourism Standards, Model Community, Sustainable Tourism

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Gastronomy Tourism and City of Gastronomy: A New Wave of Tourism for Phetchaburi Province

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Abstract

Gastronomy tourism represents an emerging trend within the tourism sector, emphasizing the creation of gastronomy experiences intricately connected to local wisdom, culture, and daily life. This trend is frequently aligned with the concept of the creative economy. Phetchaburi province exemplifies this approach, having been acknowledged by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as part of the Creative Cities Network in the domain of gastronomy. This article seeks to examine the developmental framework of Phetchaburi as a creative gastronomy city and explore strategies to enhance gastronomy tourism within the region. The focus is on augmenting the value of local products, generating income for the community, fostering pride in culinary identity, and achieving sustainable international recognition.

Keywords: Gastronomy Tourism, Gastronomic Tourism Experience, City of Gastronomy, Creative Economy, Phetchaburi

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A Study on Booking Behavior through OTAs in the Modern Era

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Abstract

The online hotel booking service, also known as an Online Travel Agency (OTA), has long been a popular tool for travellers. The growing enthusiasm for travel has propelled OTAs into a period of sustained growth, particularly as the industry adapts to the changing era. Interestingly, travellers still demonstrate diverse preferences in their choice of booking platforms. This academic article aims to study the behaviour of tourists booking hotel rooms through online intermediaries in the current era. It was found that tourists prioritise convenience and affordability when booking rooms through OTAs. In addition, tourists are increasingly considering hygiene factors as well when choosing accommodations. This article provides valuable insights for online hotel booking companies and accommodation service businesses to effectively plan their marketing strategies for tourists.

Keywords: OTA, Behavior of Tourists, Accommodation Services Businesses

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