

# INTERNATIONAL TOURIST BEHAVIOR TOWARD KHAO SOI (NORTHERN THAI CURRY NOODLE) CONSUMPTION FOR PROMOTING SOFT POWER OF THAILAND

Thitiworada Y AISUMLEE<sup>1</sup>, Saowalak KANJINA<sup>1</sup>, Anong JAINAN<sup>1\*</sup>,  
Sureeporn THANYAKIT<sup>1</sup> and Pannee SUANPANG<sup>1</sup>

<sup>1</sup> Suan Dusit University, Thailand; thitiworada\_yai@dusit.ac.th (T. Y.);  
saowalak\_kan@dusit.ac.th (S. K.); anong\_jai@dusit.ac.th (A. J.) (Corresponding  
Author); sureeporn\_tha@dusit.ac.th (S. T.); pannee\_sua@dusit.ac.th (P. S.)

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## ABSTRACT

This quantitative research explored international tourist behavior toward Khao Soi consumption and approaches to promote the soft power of Thailand. Data on those tourists was collected. Qualitative data was collected by interviews and behavioral observation in restaurants. Four hundred sets of questionnaires were distributed. The results revealed that international tourists were interested in and hugely undertook Khao Soi consumption. They believe Khao Soi was tasty and a new, memorable experience. Most were interested in learning about the background, how to make Khao Soi, Lanna culture, and their way of life. Introducing Khao Soi to the menu and teaching how to make it at tourist attractions could increase tourists' interest and participation. Furthermore, Khao Soi can advance Thailand's soft power by promoting Khao Soi through marketing media and Thai food activities. Presenting the variety and charm of Thai culture through local food can help create good images and increase international acceptance. Promoting Khao Soi consumption creates income for local communities and strengthens the relationship between Thai culture and international tourists. The research mainly focuses on the significance of gastronomy as a tool to develop soft power and promote Thai culture for international recognition and acceptance.

**Keywords:** Behavior, Tourist, Khao Soi, Soft Power

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