

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

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ABSTRACT

This research aimed to explore tourist attitudes toward Khao Soi consumption and approaches to promote the soft power of Thailand. Khao Soi is a northern local dish with unique characteristics. This qualitative study used interviews with Thai and international tourists, behavioral observation in restaurants, and data analysis based on related documents and literature. The results revealed very positive attitudes toward Khao Soi consumption. They considered Khao Soi delicious and distinctive, providing them with a sense of connection to Lanna culture and a completely new experience. Most tourists were also interested to learn the background and how to make Khao Soi, including Lanna's culture and way of life. Promoting Khao Soi on the menu and providing instructions on making it at tourist attractions could boost tourists' interest and engagement. Presenting interesting information about the background and significance of Khao Soi in the context of Lanna culture created feelings of perceived value and pride in this cultural heritage. According to the results, Khao Soi can enhance Thailand's soft power by promoting it through marketing media and Thai food activities. Besides, the variety and charm of Thai culture shine through its local cuisine, which fosters positive perceptions and enhances global embrace.

Keywords: Attitude, Tourist, Khao Soi, Soft Power

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