

ENHANCING GASTRONOMY TOURISM IN THAILAND THROUGH GIS-BASED CULTURAL MAPPING

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ABSTRACT

This research aims to 1) create a comprehensive database by integrating gastronomy tourism information from Southern Islands, Songkhla Lake Basin, Rattanakosin, Mekong Basin, Chachoengsao, Ayutthaya, and Lampang using Geographic Information System (GIS) and Cultural Mapping; and 2) present the research findings to the public. The database development involved a mobile survey and data recording system, enhancing convenience, speed, and accuracy in data collection. The cultural maps were designed to reflect the food culture of the seven areas, using dishes and their elements to connect history, stories, places, and people through three dimensions: 1) local food identity, 2) cultural aspects, and 3) socio-geographical context. Key findings include: 1) The Southern Islands' gastronomy cultural map emphasizes unity, with ocean colors and coconut imagery highlighting the region's culinary reliance on coconut milk; 2) The Songkhla Lake Basin map balances land and water areas, using vibrant spices and herbs to represent diversity and abundance; 3) The Rattanakosin map incorporates historical patterns and brown tones, with the Chao Phraya River symbolizing its geographical significance; 4) The Mekong Basin map uses blue and orange to depict the provinces along the life-giving Mekong River; 5) The Chachoengsao map highlights mango orchards prominently; 6) The Ayutthaya map features fish and agricultural symbols to represent its port city heritage; and 7) The Lampang map presents a contemporary design with local vegetables and the iconic rooster bowl. The research findings were also disseminated through three episodes of the television program "Baan Baan" to raise public awareness and stimulate interest in gastronomy tourism across the country.

Keywords: Gastronomy Tourism, Geographical Information System, Cultural Mapping

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