

# PROMOTING KHAO SOI (NORTHERN THAI CURRY NOODLE) AS A VALUE ADDED PRODUCT TO INHERIT LANNA FOOD IDENTITY AND TO PROMOTE THAI GASTRONOMY TOURISM FOR BECOMING SOFT POWER

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## ABSTRACT

This research aimed to explore and suggest guidelines on using the path of Khao Soi as a tool to promote cultural tourism to become a soft power of Thailand. Qualitative methods were used, i.e., interviews with involved persons, food experts, Khao Soi entrepreneurs, gastronomic technical officers, field study, observations, and document analysis. The study findings indicate that the development course of Khao Soi has the potential to enhance cultural tourism by linking it with its history and culture. This includes renowned Khao Soi eateries, markets that provide ingredients for Khao Soi, and Khao Soi educational facilities. Tourists get a hands-on experience to make and eat Khao Soi. They also learn about related activities and the background of Khao Soi. Khao Soi festivals have increased tourists' interest and participation. Using online and social media to promote Khao Soi can broaden perception and reach the target audience more effectively. "The Khao Soi dish can enhance Thailand's soft power. It can help showcase the significance of Khao Soi and the charm of Thai culture through its culinary heritage. Collaboration with relevant agencies and establishments can expand the international market and improve perception. This research mainly focuses on the significance of using gastronomy to create soft power to promote Thai culture for global recognition and acceptance and to promote Lanna gastronomy tourism for sustainable progress.

**Keywords:** Folk Wisdom of Khao Soi, Lanna Food Identity, Gastronomy Tourism, Soft Power

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