

Development of Gastronomy and Creative Tourism Routes in Thasala District: An Initial Stage

Core SDGs

SDG 1

No Poverty

1.4.1 – Local startup assistance

1.4.3 – Programs for services access

Related SDGs

SDG 2

Zero Hunger

2.5.3 – University access to local farmer and food producers

SDG 17

Partnerships for the Goals

17.2.1 – Relationships with regional NGOs and government for SDG Policy



Mr. Sunthorn Boonkaew (50%)



Dr. Witthaya Hoap (50%)

Outreach and Engagement : Thasala Tourism Club

This project supports “Thasala Tourism Club or TTC”, consisting of local business and community representatives in Thasala District, Nakhon Si Thammarat Province, to work with local governments and other organizations in developing and promoting Thasala as a creative tourist destination. A number of tourists and visitors to Thasala significantly increased after TTC and Walailak University had pioneered the first phases of street arts / graffiti since September 2021.

After meeting/consulting with TTC; we have seen a possible opportunity that visitors/tourists should spend more time and money in local community. Also, TTC members could be proudly engaged with creative tourism routes or gastronomic tourism. The outcomes for this phase of development are 1) creative tourism routes - including local produces (i.e. farmers, fishermen), middle stream (i.e. local & fishermen markets, communities), and service providers (i.e. restaurants and café); and 2) creative street foods market – including traditional and contemporary foods and products. We invited the experts from Phetchaburi - Creative Gastronomy City Network by UNESCO, to inspire and do the workshops with TTC members, local government bodies, and undergraduate students.

Initial Development Stage of Gastronomy and Creative Tourism Routes in Thasala District



มหาวิทยาลัยวลัยลักษณ์ขับเคลื่อน
โครงการคืนสีสันให้ท่าศาลา เมืองแห่ง
การท่องเที่ยว เรียนรู้ และสร้างสรรค์
Creative Thasala District ภายใต้
โครงการวิชาการรับใช้สังคม (WU-
Social Engagement)

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11/07/2023 15:23



09.09.2023: THASALA STREET FOODS
(STAY TUNED)

Links:

<https://cas.wu.ac.th/archives/21945>

<https://www.facebook.com/thasalacreativity>

<https://www.facebook.com/thasala80160>

<https://www.facebook.com/profile.php?id=100057372222887>