

Spiritual Folklore Tourism: Tourists' Experience at Naga Cave in Thailand

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Abstract

In this research, the authors have shown that social media is becoming an important platform for the dissemination of information among the younger generation who are looking for new tourist related experiences. The focus of the younger generation in Thailand has shifted toward spiritual experiences which are close to nature, especially during the difficult and stressful time of Covid19. We have presented the case of the Naga Cave which is a new pilgrimage site gaining immense popularity among spiritual seekers via social media platforms. Most of the earlier studies in a similar field have focused on cultural tourism in Thailand. However, the emergence of this new spiritual site has not been studied yet.

Keywords: Naga; Thailand, Spiritual Tourism, Pilgrimage, social media