

## THAI DISTILLED SPIRIT AS CULTURAL PRODUCT FOR LOCAL TOURISM DEVELOPMENT IN THAILAND

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### ABSTRACT

Legalizing community liquor production in Thailand could boost tourism. Improving products derived from agricultural resources benefits the economy despite strict regulations imposed by large capitalists. Thailand should focus on product diversity, adding value to agricultural products, and promoting cultural items to preserve native farming products and promote sustainable development. This research article investigates the development of tourist attractions centered around community-produced spirits in Thailand, using case studies as research guidelines. It delves into the critical success factors of the Thai distilled spirits business. The current Thai alcohol market needs more community spirits due to capitalist monopoly. The Thai alcoholic beverage market was analyzed, noting the lack of community spirits due to the monopoly held by capitalist spirit production. The literature focuses on agri-tourism and cultural tourism, emphasizing the need for applied knowledge management. The result recommends amending the community liquor production law to generate income for community members by utilizing local agricultural products. The paper also addresses problems related to alcohol crisis management in Thailand's destination management and suggests that government officials should adopt a more flexible legal approach. The focus of destination management for development lies in utilizing locally distilled spirits to promote tourism. However, government support and inadequate understanding

of health impacts hinder the Thai distilled liquor market. Future measures include conducting a market survey and amending the law.

**Keywords:** Distilled Spirits, Destination Management, Cultural Product, Crisis Management, Tourism

## Introduction

The alcoholic beverage industry in Thailand is subject to government regulations, with a projected market share of 532 billion Baht in 2023 (Atthasuwan, 2023). In contrast, only a few big producers can control a significant market share, and one community distillery has a market share of less than 1% among major corporations. Development is necessary to expand the market for distilled spirits companies in Thailand, according to the (Ministry of Finance, 2022). These local spirits are made by fermenting agricultural products and raw materials, giving them unique aroma, color, and taste characteristics, as stated by (The Excise Department, 2017). Despite the negative reputation of distilled spirits for being harmful to health, promoting greater flexibility in liquor production through policy adjustments and addressing related alcohol issues is necessary to encourage tourism growth. Therefore, legalizing the production of community liquor would allow young entrepreneurs to improve their products, boost tourism, and benefit the economy of Thailand.

Although Thailand's distilled liquor sector experienced a 42% (Yongpisanphob, 2019) growth in alcohol sales, with a forecast for annual consumption growth of 2-3%, strict legal requirements and licensing regulations limit distilled spirits' production. These regulations cover everything from location and packaging to horsepower and taxes. Unfortunately, due to monopolization by big capitalists, the economic contributions of community-produced distilled spirits are often ignored.

The Farm Tourism Development Act (FTD) aims to increase awareness of farm tourism through marketing campaigns and funding opportunities for farm tourism projects. The potential of tourism combined with agriculture can contribute to the economic and cultural development of the country and provide additional income for farmers and fishermen (Nawal, 2013). Thai agriculture focuses on product diversity by offering value-added items and receiving government support through training programs and workshops. It also provides policies, incentives, and

funding programs should be provided to promote farm tourism and cultural products from local wisdom. Successful agritourism can provide various experiences and contribute to changing agricultural cultural values (Gramm et al., 2019).

Moreover, tourists can taste the culture, experience the local society or community, support the local economy, and build personal relationships with farmers (Musa & Chin, 2021). The agricultural sector must engage in product development activities to preserve local food, promote sustainable farming practices, and maintain traditional food knowledge. Support local farmers and promote sustainable practices. It is also a direct gateway for farmers to sell agricultural raw materials and for consumers to purchase and handle without third-party intervention. Due to increased value, Thai agricultural products become more competitive in the global market.

Thailand can use the expanding creativity and culture in various tourist sites to increase industrial production and economy. People can easily understand the community's culture by utilizing local culture through products, leading to increased trading and economic value and a global cultural industry transformation. The globalization of the cultural products

industry also involves cooperation, joint ventures, and creative cooperation between different production centers that facilitate the expansion of the global constellation of production centers (Scott, 2004).

This study focuses on case studies and distilled spirits to analyze the impact of spirit tourism on rural economic growth in Thailand. It emphasizes the importance of service and highlights concerns related to the industry. Processing agricultural products and producing high-quality products are essential. The potential development of Thai distilled spirits requires attention. Nowadays, Thai distilled spirits are more well-known in the market. Therefore, the industrial sector must increase the value of Thai agricultural products. Improving cultural awareness through effective communication of agricultural products' cultural significance can reduce the volume of imported alcohol and better manage cost variations.

### **Research objectives**

To study guidelines for developing tourist attractions from community-distilled spirits using case studies as guidelines and study the critical success factors for the Thai distilled spirits business.

## Literature review

### Distilled spirit relates to community product.

Distilled spirits are edible alcohol obtained by soaking spirits produced from grains, plant roots, sugar products, or fruits, then distilled. Some of them are aged to have a good taste and smell, such as Whiskey, Vodka, Rum, Brandy, and Tequila. Community products, crafted using local wisdom and natural materials, offer diverse and satisfying customer options. Implementing OTOP can help communities develop their potential for creating unique products, supporting sustainable businesses, and creating a market for their products. The product does not mean the product only but also the thought, Thai wisdom, tourism, extension of local wisdom, and exchange of knowledge to become quality products consistent with culture. That has distinctive selling points widely known throughout the country and worldwide (Wathi, 2013). Thai agriculture products can produce distilled spirits, with a potential market value of at least 30 billion baht. This initiative could encourage farmers and villagers to become small and medium-sized enterprises, fostering competition in the alcohol sector and promoting equitable distribution of funds. Liquor packaging competitions

could promote regional product growth, and guided excursions could teach about the intricacies of producing indigenous alcoholic beverages. (Chaiyong, 2023).

### Agritourism

Agricultural tourism can educate visitors about traditional farming practices in rural areas, fostering a connection between agriculture and tourism (Department of Tourism, 2009). Five key components include suitable accommodation, opportunities for non-agricultural employment, access to high-quality food products, proper landscape maintenance, and designated areas for services and activities. Farmers can maximize their sales by utilizing local supply chains and providing lodgings directly linked to agricultural activities. Turning communities' grown farm produce into high-end food and beverage products increases the value of locally produced goods. Renovating facilities with public health or government funds is a viable option. Properly managing land use is crucial to connect agricultural plantations with tourism seamlessly. Agriculture and tourism positively impact the area's structure, supporting the local economy, maintaining rural communities' stability, conserving traditional ways of life, and raising public awareness of the

agricultural sector (Fleischer & Tchetchik, 2005).

### **Cultural Tourism**

Marketing communication for tourism helps manage how culture affects consumer behavior and expresses culture in four ways (Hofstede, 1997). Values such as freedom, joy, inner harmony, and happiness (Rokeach, 1973) emphasize the anthropology of culture. Cultural principles like strength, refinement, and spontaneity influence intellectual ideas. Consumer behavior processes, such as innovation diffusion, are built on invention (Arnould, 1989). A hero can change consumer behavior by associating them with a specific brand or product (Hofstede, 1997). Rituals such as rituals, manage cultural meanings for communication purposes and collective classification (Rook, 1985). Consumer goods are considered ritual objects with cultural significance (Solomon & Anand, 1985). Problems related to Thai spirits include local drinking culture, authentic Thai distilled liquor culture, different benefits of drinking alcohol, Buddhist culture, unique cultural traditions in each region, and consumption based on socialization and socialization - values significantly impact culture, including the social meaning of distilled spirits.

### **Community-Based Tourism (CBT) and Destination Management**

Community-based tourism is a sustainable tourism model that includes host communities' participation in the planning, maintaining, and promoting sustainable business practices. (Blackstock, 2005). This strategy entails engaging local communities in the implementation of projects (Tamir, 2015). Wang & Wal (2005) explained the fair distribution of benefits within the economic system, addressing excessive control from outside operators and investors. Cultural heritage conservation and sustainable environmental practices are crucial for community-based tourism development and implementation. This article discusses the use of Sustainable Cultural and Environmental Factors in designing and implementing CBT projects in Rural Romania (Nagy & Seguí, 2020).

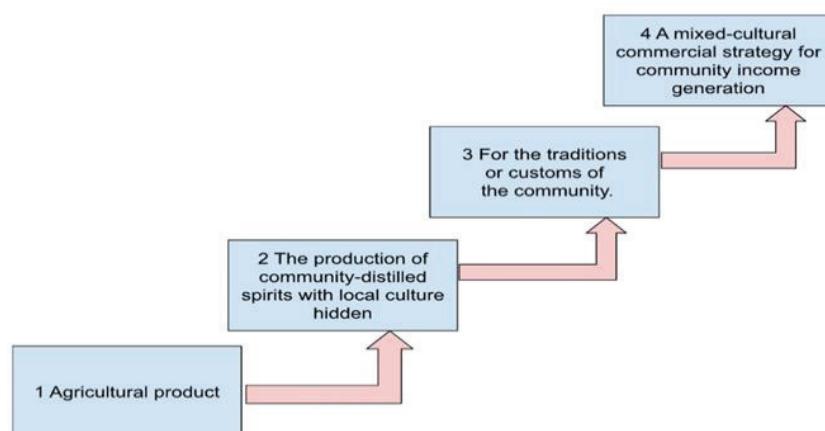
### **Cultural product**

Cultural products are intangible products created for specific consumers, often for aesthetic or expressive purposes (Hirsch, 1972). They are valued differently from other goods due to their unique characteristics and how individuals perceive and interact with them (Lawrence & Phillips, 2002). Yin & Phillips (2020) said the evaluation process involves identification,

decision, and certification, with the selection system being crucial for organizations producing and marketing cultural products. Professionals and market participants must identify the product concurrently to locate and implement products quickly. Identifying and monitoring cultural trends is vital to creating and managing cultural products' value. The market will decide on the final valuation, and organizations must manage their selection process and industry dynamics effectively to maintain a competitive edge. Cultural products must remain relevant to society and remembered. People need to have confidence in Thai spirits and their values.

**Cultural tourism interacts with the environment concerning community-distilled spirit tourism.**

The authors established the positive benefits of linking spirits to tourism in various areas from their theoretical analysis. Every type of tourism has unique capabilities while providing the same benefits and goals; ecological agri-tourism promotes adaptation to distilled spirits by using agricultural goods as a guideline. Local farmers can use the produce they already have in the community to make distilled spirits to generate money and decrease the risk of low-value agricultural items that are not worth the cost of production. Cultural tourism is a well-organized industry that emphasizes artistic content and consumer behavior (Luna & Gupta, 2001). By contrast, it reflects that region's traditional cultural values, symbols, meanings, and rituals. Villagers

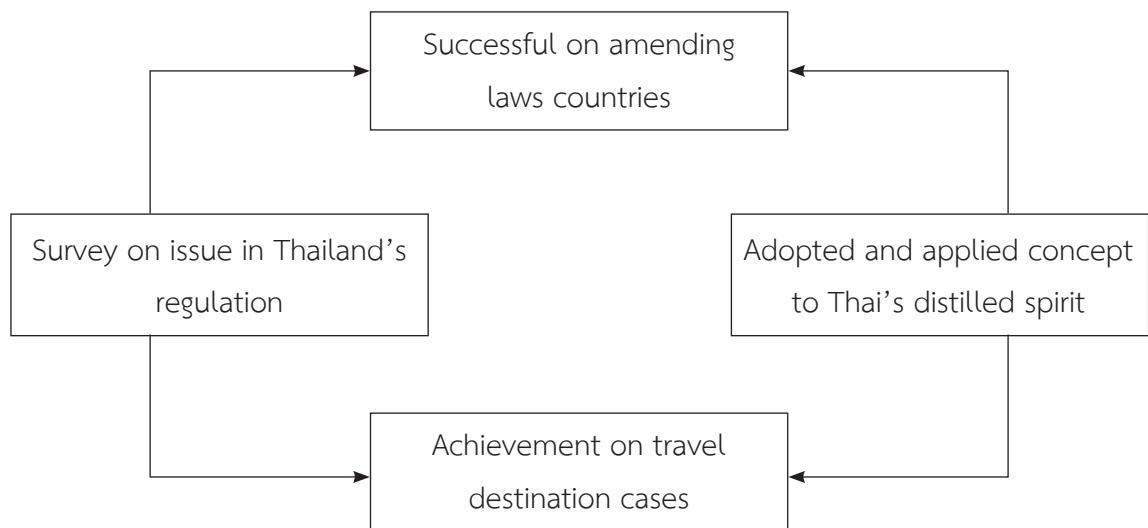


**Figure 1** The authors demonstrated the patterns the students received in the diagram above, representing four components.

should observe travelers' emotions and consumption patterns using their knowledge of their culture.

liquor laws. The study also explored whether there is a relationship between distilled spirits and local tourism. The main context of the study is the success of distilled

## Conceptual Framework



**Figure 2** Conceptual Framework

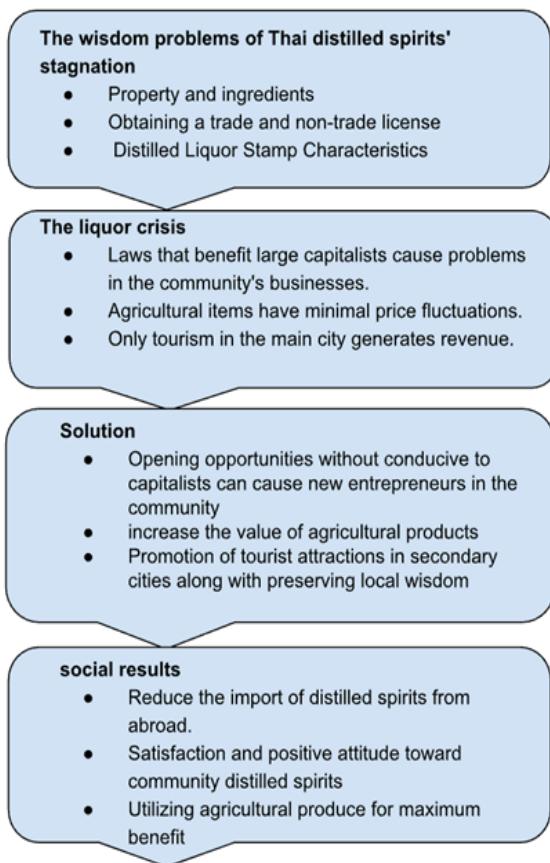
## Methodology

This research is a documentary using journals and web media. It reports as secondary sources for the case studies as they provide reliable and well-documented information on the Distillery Laws from public and private documents that the research has already published. It was conducted by researchers and collected as data for analysis to examine the future of Thailand concerning distilled

spirits in promoting tourism. This study examines the Thai alcoholic beverage market and highlights the lack of community spirits due to a monopoly on capitalist spirit production. It emphasizes the need for applied knowledge management and recommends amending the community liquor production law to generate income for community members using local agricultural products. The case study highlights alcohol crisis management issues in Thailand's destination management

and suggests flexible legal approaches to address the problem. The study also highlights the importance of understanding and managing the liquor tourism industry's benefits for all parties involved.

### Finding



**Figure 3** Thailand's community distilled spirits crisis.

Figure 3 shows the problems with the local distilled spirits wisdom through the government. The investigation shows how the community responds to the crisis by implementing policies

to control the economic downturn in community output. The results are as follows:

The Royal Gazette (2022) has published guidelines for producing liquor in Thailand, aiming to reduce legal restrictions and use locally sourced raw materials. The industry relies on horsepower, with small industrial plants having machines with at least five horsepower equivalent power or employing fewer than seven workers. Central industrial plants have a total strength of five horsepower but at most fifty horsepower, employ seven workers but less than fifty persons, and are separated from dwellings and public water sources. The Excise Department's approval is required for commercial and non-commercial liquor production, with certain documents needed for non-commercial production.

The law on distilled liquor manufacturing imposes numerous limitations on the community producing it, leading to low-quality and unofficially made locally made liquor. The Ministry of Finance regulates the quality and safety of liquor from small producers, but the law does not support community businesses. Economic hardships arise when prices of farm commodities drop, and farmers are taken advantage of by the market in terms of their bargaining power for pricing.

The Progressive Liquor Act aims to liberalize the law by allowing small producers and community liquor to produce high-value agricultural goods. This approach requires a mixed strategy involving both the public and private sectors. It is crucial to educate and support farmers in enhancing their production and increasing the value of agriculture to tackle the unpredictability of prices in the industry. Local leaders should promote agricultural and cultural attractions while preserving traditional knowledge.

The rise of community distilleries can lead to cultural and professional exchanges, bringing profits to the community. The improved quality of locally produced liquor may reduce the need for imported liquor from foreign countries and open new consumer options. Brand building is crucial in the globalization era (Torelli & Stoner, 2015), as local alcohol producers must prioritize offering benefits and symbols that resonate with people to maximize profits and prevent decline. This approach encourages the use of agricultural products within the community, allowing the district to rival big business capitalists and become a significant player in the global liquor market. Thailand aims to boost tourism and local economies by offering unique souvenirs, activities, and perishable

food samples, promoting local wisdom and cultural messages, and addressing agricultural price issues.

**International distilled spirits laws that generate economic value are compared.**

The study suggests that changes to spirit laws could enhance the connection between spirits and global economic value. Four countries, including Thailand, demonstrate how such changes benefit nations. Adjusting the law would allow small producers to enter the market, increase consumer choices, and boost the agricultural industry's value, promoting economic growth.

Due to Australia's relaxed liquor licensing regulations, bars and nightclubs can now differentiate themselves by offering distinctive products. Cafes and restaurants can directly market and sell locally-made items to a broader audience (Sammartino, 2018). This growth suggests that government regulations have played a role in influencing the craft beer industry. New brewers now have more opportunities to enter the alcohol market and seek advice on selecting raw materials.

In 2014, South Korea allowed small breweries to expand their market reach and increase sales by selling their products in retail stores, restaurants,

and pubs (Fit & Antoine, 2017). This change aims to cater to diverse tastes and offer unique flavor profiles while providing new brewers more opportunities to enter the alcohol market and seek advice on selecting raw materials. The number of microbreweries in Korea has significantly increased from 58 establishments in 2014 to 100 businesses in 2018. Local products dominate the beer and soju markets, while imported products dominate the distilled spirits and fruit wine markets.

The Brewers of Europe (2020) conducted research that found that beer plays a significant role in the European economy. However, there is a need for more regulatory measures in Germany regarding alcohol production limits. The tax rate on beer is relatively low, with an alcohol content of 4 to 8% per bottle, which is about 1-2 baht. Germany's craft beer industry thrives, with over 900 producers and 1,500 breweries distributing 5,500 brands. The German government generates over 6.5 billion euros in revenue from beer industry taxes, benefiting the trading and hospitality sectors. Technological advancements and community involvement have created a more equitable environment for smaller brewers, enabling them to compete successfully. The beer market in Germany has consistently grown, with employment,

value-added, and government revenue increasing..

A Forecasts predict that Vietnam will quickly rebound, achieving a growth rate of 7.5% by 2023. Over the years, the craft beer market has become increasingly popular, thanks to microbreweries' establishment, the middle class's expansion, and tourism. Initially introduced in the early 21st century, craft beer gained significant attention in 2017 due to the emergence of new flavors and innovative beers (KPMG,2020). Since 2014, the domestic craft beer market in Vietnam has been growing, catering to local and international consumers. Experts predict that from 2021 to 2025, the beer market will see a compounded annual growth rate of approximately 6.44%. This growth will result in a market worth around US\$9.5 billion by 2025. The increase in demand for craft beers that cater to health-conscious consumers and the country's globalization are the main reasons for this surge in growth.

The study's findings suggest that modifying the Community Distilled Spirits Law could enhance the efficacy of differentiating community products by introducing diverse forms. The state of community-led liquor has a notable impact on product pricing, so small industrial distilleries focus on local production.

Local imagery can positively influence the likelihood of a purchase and contribute to a sense of community identity. Legalizing the production of community spirits can enhance the value of agritourism, boost the economy, and attract more tourists to a case study conducted by (He & Wang, 2015). The study emphasizes the importance of ongoing research and development in the local liquor industry to improve product quality, ensure consumer safety, and minimize environmental impact. By maintaining high-quality standards, local liquor producers can sustain and grow their businesses in the future.

**The destination management for development lies in the utilization of locally distilled spirits to promote tourism.**

Destination management emphasizes increasing tourism's value while promoting local advantages and sustainability (Carter & Nevil, 2022). It is essential to seamlessly integrate various crucial elements to craft exceptional experiences that foster cultural comprehension and harness traditional knowledge to produce exclusive drinks. These components encompass all aspects of the venture, such as attractions, facilities, transportation, workforce, branding,

and pricing, and are essential to ensuring success. Martins et al.(2021) are involved in the tourism industry to achieve this. They aim to educate, support, and facilitate the community by bringing community-distilled spirits as an attraction to places that attract tourists. Their goal is to amend the law with a local focus to generate income for the community and farmers while ensuring the success of community distilled liquor attractions. In addition, the location of the destination has changed, and societies have recommended using public transportation. Available lodging and dining options showcase the agricultural products and culture of the region. This unique environment, atmosphere, culture, and regional cuisine make Thailand stand out, offering a combination of relaxation and cultural immersion..

Distilled Spirits Travel Destination aims to boost tourism value, benefit local communities, and ensure long-term sustainability. It targets specific visitors and maximizes benefits while preserving local income. Thailand and wine tourism countries will collaborate to showcase unique physical geography, natural wonders, and cultural experiences, promoting cultural understanding and knowledge about the origin or production.

## Conclusion

Despite its favorable raw materials and skilled population, Thailand's distilled spirits market has not grown due to negative perceptions and lack of knowledge about alcohol's health effects. To promote the industry, the government should support it by making licensing requirements less strict and conducting a market survey to understand community-based practices. This will help identify demand and economic impact and preserve cultural heritage. Appropriate legislation can support this industry.

## Recommendation

The success of distilled spirits in countries like Australia, Korea, Germany,

and Vietnam relies on government support. Thailand could relax the law on distilled spirits, allowing small producers and community liquors to produce high-value agricultural products. This would help small companies become significant players in the global liquor market. Proper licenses for distilled spirits producers can improve standards and ensure consumer safety. The government can also enhance agritourism by encouraging entrepreneurs to offer unique products with unique features, attracting tourists interested in distilled spirits. Open marketing for Thai spirits can also benefit consumers by providing more options and enabling small breweries to compete with larger establishments.

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