

# ท่องเที่ยววิถีใหม่ในรูปแบบวิถีท่องเที่ยวไทย

## The New Way of Thailand New Normal Tourism

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### บทคัดย่อ

สถานการณ์การแพร่ระบาดของ โควิด-19 ก่อให้เกิดผลกระทบอย่างกว้างขวางในหลายภาคส่วน โดยเฉพาะอย่างยิ่งในภาคการท่องเที่ยวที่มีสาเหตุหลักมาจากการปิดประเทศและการดีดตัวของเศรษฐกิจโลก ทำให้สถานการณ์การเดินทางโดยมาตรฐานเดิมที่ต้องเดินทางต่อเนื่องกันต่อเนื่องต้องถูกยกเลิก รวมถึงมีการจำกัดการเดินทาง แต่เมื่อสถานการณ์ภายในประเทศเริ่มดีขึ้น จึงเริ่มมีการเปิดให้บริการโดยสารและเที่ยวบินภายในประเทศที่ทำให้ประชาชนสามารถเดินทางไปยังสถานที่ต่าง ๆ ได้อย่างสะดวกมากขึ้น ซึ่งเป็นที่น่าสนใจว่ารูปแบบการเดินทางภายหลังจากการแพร่ระบาดจะเป็นแบบวิถีใหม่ซึ่งแตกต่างจากการเดินทางแบบเดิม แสดงให้เห็นว่าการแพร่ระบาดของโควิด 19 ส่งผลกระทบต่อชีวิตของผู้คนส่วนใหญ่โดยเฉพาะในเรื่องของกิจกรรมการเดินทางและการท่องเที่ยวที่ต้องมีการปฏิบัติตามมาตรการการรักษาความปลอดภัยจากการแพร่กระจายของเชื้อไวรัส มีการจำกัดจำนวนนักท่องเที่ยวที่เข้าเยี่ยมชมในแต่ละสถานที่อย่างเหมาะสม และเทคโนโลยีการท่องเที่ยว 3 รูปแบบ คือ การท่องเที่ยวแบบนิวนอร์มอล ไม่เดลิเวอรี่ แบบนิวนอร์มอลที่เป็นไปได้ และสนุก และ 5 เทคโนวิถีท่องเที่ยวฉบับมือโปรตอบรับวิถีชีวิตปกติใหม่ จะช่วยให้การท่องเที่ยวเป็นไปอย่างน่าสนใจและปลอดภัยยิ่งขึ้น

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## Abstract

The COVID-19 outbreak had major impacts for many sectors, particularly in the tourism industry due to the closure of the country and the travel suspension. Measures launched during March to May 2020 prohibited people to travel as well as traveling restrictions. However, after the situation was getting better, the policy of bus transportations and domestic flight services opening that made traveling more convenient was announced. It was interesting to see a new normal way of traveling model occurred after the pandemic, which differed from the past. It could be assumed that the COVID-19 spreading affected people's everyday life; especially, a scheme of travel and tourism that had to follow security measures such as number of tourist restrictions. This article suggests three models of tourism techniques to make tourism activities more interesting and safe: Travel in a New Normal, Possible new normal tourism model for fun, and five techniques for traveling like pro through a new normal way.

**Keywords:** New Normal, COVID-19, Thailand Tourism

## Introduction

Covid-19 outbreak has caused an unprecedented loss to tourism economic activity around the world. In the first half of 2020, the number of tourists around the world lost more than 439 million compared to the same period last year and when considering the value Tourism around the

world has lost revenue of at least \$600 billion (Kasikorn research center, 2020).

From the latest information, The United Nations World Tourism Organization (UNWTO) found that in the first of six months of 2020, the number of international tourists traveling around the world was only 233 million or a decrease of more than 65%, and during April-June 2020 global tourists travelling was just 18 million, a contraction of more than 95% due to the closure of airspace and international borders in many countries. (UNWTO, 2020).

As for the direction of global tourism for the rest of 2020, continuing until the first half of 2021, there are still many restrictions. The Covid-19 situation in many countries has not improved although many countries have flexibility measures for immigration of foreigners and many countries under consideration are open to foreign tourists to help generate cash flow in the heavily impacted tourism sector (Tourism Authority of Thailand, 2020).

In addition, flexibility measures are adjusted according to the epidemic situation in various countries. In the past, the UK has lifted the non-quarantine measures for foreigners traveling from Spain, France and Belgium, etc. while some countries have already implemented the Travel Bubble program for example in the Baltic countries between Latvia-Lithuania-Estonia. Latvia has revised its rules for tourists arriving from Estonia to be quarantined for 14 days as Estonia has seen an increase in the number of COVID-19 cases making international travel still unacceptable (Kasikorn research center, 2020).

The direction of international tourism around the world has recovered and has entered the pre-COVID-19 epidemic condition. It is likely that will happen in 2024. The situation reflects the direction of Thai tourism which is in the same direction as in the world market. Thai authorities are still cautious in flexibility measures for foreign tourists to travel in the country. If looking ahead, the tourists group will recover before becoming a leisure trip in the middle-upper segment because traveling during this period has a high cost for general tourists and MICE groups may still take time (Kasikorn research center, 2020). That makes the government afraid to unlock all because it sees many examples. A country that was thought to have succeeded but still came back like China had to lock down again and had to be careful like this for a long time. The vaccine will take about a year or two to arrive and be approved by the World Health Organization. (WHO, 2020). During that time, tourism needs to be adjusted as either party wants to receive tourists but is afraid of contracting the virus again. If it is too strict, no one wants to travel in New Norm. How do the governments see nothing to say they are ready to accept and adapt to New Normal (Oxford, 2020). The public sector saw the options that were initiated during this crisis, but they had not yet seen a new conceptual system, romantic or like an exception, but the wrinkles of a realistic and expandable choice if governments have political will, because the main content of most people's New-Normans choice is

“sufficiency economy”. While the People's Congress of China at the last meeting recently made it clear that China had to be “self-reliant” as much as possible. Produce for “self-sufficiency” domestic consumption, Sufficiency Economy, believe that this is the most suitable New-normal for Thai society because it will not only change the form but also the content and process of the New Norm. If the government understood and sincerely, reorganized the system, the economic system, the social system, built a new legal foundation, drafted a new constitution, repealed or revised thousands of obstacles but that would be a dream. Today, Thailand has a narrow choice that is not governmental. It is opposition. There is no public forum for people to exchange, has concluded lessons, offered new options, and has developed a new consciousness to build a new normal.

### **Travel in a New Normal, a new trend in the Covid-19 era**

Until now COVID-19 outbreak situation in Thailand was getting better and more measures have begun to relax with tourist attractions, hotels and resorts gradually starting to open again (Manger online, 2020). This is causing the atmosphere of tourism to start to become more active but in an era where things have to be “New Normal” like this, it may cause the traditional tourism to change. We will show you the changes as follows (Ministry of Tourism & Sport, 2020).

**Travel in the country first:** Tourism activities around the world had to be stopped because of the COVID-19. Foreign tourists are almost gone. Thai people are unable to travel abroad. Therefore, until the epidemic situation gradually recovers the stimulation of tourism in this early stage relies mainly on domestic travel during this period. The hotels are offering attractive price cut promotions. Most of them can choose to stay on both weekdays and weekends, and can book until the end of 2020 or until 2021. This is a golden time for tourists who still have purchasing power and also help stimulate the tourism economy in the country (AI PEEM, 2020).

**Cleanliness and safety comes first:** Train yourself to eat hot food, use a serving spoon, wash your hands, and stay spaced for a few months until you get used to it. If you are going out anywhere, please be clean and safer than or equal to at home. Therefore, the cleanliness and hygiene standards of hotels, restaurants and tourist attractions must be greater. This makes tourists feel confident and safe to travel outside the home to eat, travel, rest and relax whether increasing the distance or social distancing in the hotel lobby, in the restaurant, adjusting the standard of ventilation and disinfection systems or may choose to use materials that do not adhere to germs. Try to reduce exposure, such as paying via smart phones, etc. (AI PEEM, 2020).

**Sit at a distance:** because social distancing measures have forced airlines, buses, or trains to sell tickets by distance. Leave space in the seats or rows, so the ticket sales will be reduced for the same number of seats. Therefore, the ticket price may be more expensive including more difficult

to reserve because there must be more conflict. If you want to travel during this period, be sure to plan and book your tickets early.

**Reserve a queue to enter the park and Limit people:** In order to control the tourist attractions, there are too many people that cause congestion, cannot keep distance and make the risk of infection. Some locations plan to use a way to limit the number of people to make it easier to manage. In particular “National park”. Thailand has also planned to limit tourist arrivals, requiring online reservations or advance ticket purchases to help manage the number of tourists that each area can accommodate (AI PEEM, 2020).

**Quality tours have smaller groups:** After this, the large tour groups’ focus on the large number of people and the price will be gone. Because it is contrary to Social Distancing principles, there may still be a small number of quality tour groups that can be taken care of thoroughly, reliable, and safe. Make the tour operators have confidence in the safety and hygiene. They may need to screen the health of the tour as suring other customers that everyone is healthy and free of contagious illnesses or may be able to arrange tours only for groups that come together (AI PEEM, 2020).

**Safety symbol:** Finally, in order to build confidence for tourists Tourism Authority of Thailand (TAT), Ministry of Tourism, Ministry of Public Health, Thai Chamber of Commerce and entrepreneurs in the Thai tourism industry have jointly made a project on sanitary safety guidelines Amazing Thailand Safety & Health Administration or SHA. The TAT will grant the SHA badge to certify the quality and service standards of the establishment,

which can build confidence with tourists and visitors in the future and also raise the standard of hygiene safety for the Thai tourism industry (Manger online, 2020).

### **A New-normal model that is possible and fun**

Following the latest travel trends from the Bureau of Travel Behaviour Forecasts, it has been found that in addition to the convenience of booking, paying, and traveling with just mobile phone, many people also pay more attention to value, safety and conserve the environment with a responsible travel model for nature and surroundings with travellers wanting more eco-friendly travel options and taking part in helping save the planet while traveling. Forty percent of the respondents said they would like to travel in their own country more and 35% would like to travel abroad more (Patcharin, 2020).

When the survey results are like this plus the COVID-19 situation that has not improved, even a hundred percent reliable, the tourism and service business group Dusit Thani Public Company Limited in collaboration with a conservation music group the Sounds of Earth (SOE), Tourism Authority of Thailand (TAT), Thailand Convention and Exhibition Bureau (Public Organization) and the Thai Chamber of Commerce. Tourism activities have a new way of organizing an event called “Listen to the Earth in Silence” between Friday 2<sup>nd</sup> and Saturday October 3, 2020 that occurs on the way from Hua Lamphong Railway Station to the destination at Dusit Thani Hua Hin (Booking.com, 2020). This is in line with the concept of quality tourism that focuses on pollution-free, friendly to nature,

experience with community activities, tasting healthy food, and using technology to enhance conferences and events to be more interesting and effective to respond to the new way of life in the post-COVID era and to show the potential of industrial groups that are ready to help stimulate and drive the domestic economy (Patcharin, 2020).

**Slow Travel with Train Travel Trends:** We know that just traveling from Bangkok to Hua-Hin, if you travel in a group of more than a hundred people and everyone traveling by private car, how much carbon footprint will be left on the planet. But traveling by “train” is ideal to help reduce your impact on the environment. It also provides a slow travel feel where you can fully immerse yourself in the atmosphere, local ways and stories about the railway along the way. More importantly, anyone who catches the same train will not be able to secretly stop in the middle of the way. It's the advantage of a new type of travel that is best suited for team building events or mobile conferences.

Recently, the State Railway of Thailand (SRT) has also launched a first-class bogie rental, “SRT Prestige” or a Thai train honor set. That is ready to offer a unique travel experience, slow life style throughout Bangkok - Hua Hin with bogies that are fully furnished and equipped with equipment for the meeting. The dining room bogie or the dining car is divided into a hot and cold kitchen. This trip is also very special with the Dusit Event team who are in charge of the food and beverage services, which are carefully designed. The ingredients of each province that is travelled through are specially prepared and served to be delicious throughout the trip.

**Travel in a caring way, returning the life of the crab to the embrace of the sea:** The “Blue Swimming Crab Bank” project is getting more and more attention. Following the success of solving marine and aquatic life problems in the Listen to the Earth in Silence trip. There was a small time for the traveling companions to expand the project by releasing a child crab to the sea at Hua Hin Beach to increases the number of crabs in the sea by a natural method, enabling fishermen to earn more income from crab catching, and also help to create a social-friendly ecotourism that improves their quality of life and the environment that will create a balance of marine ecology and enable people to live in harmony with nature as well.

**Work from anywhere, Travel and work can connect the world even by the sea:** Anyone who is bored with the trend of Work from Home can still step into a new trend that breaks all the limits of work on a trip to work with the support of the Thailand Convention and Exhibition Bureau (Public Organization) that opened the project “Thailand meeting is safer.” In addition, the tour showcase through the activity Listen to the Earth in Silence this time “Not giving up” and returning with readiness and turning the crisis into new opportunities of the tourism and service industry in tackling new travel patterns after COVID-19 (Patcharin, 2020).

“Even if the coronavirus situation disrupts travel, for example, Dusit Thani Hua Hin has to be closed in accordance with the measures to seek cooperation from the government for a full month, until this resumption of service (TAT news Official, 2020). The hotel has also put in place new strategies to come back ready again, when it will increase the

flexibility of the customers, the convenience of the guests, and enhance the new travel experiences for customers still receiving special services such as shopping assistant services, local famous food products for customers to eat in the room (Ministry of Tourism and Sports, 2020). In addition, it also introduces new technology to help increase peace of mind and security, whether it is contactless technology or innovation to support a virtual meeting so that every customer can stay with us with confidence (Stay with Confidence)."

#### Five professional travel techniques for a new era in the New Normal style

Thailand's policy of lockdown measures has resulted in Thai people becoming brighter and more energetic because people can leave their homes and start planning domestic travel again. (Sentangsedtee online, 2020).

**1. Choose a destination based on safety:** Anyone who's out and about should be updated with the local news and situation of your destination before and during your trip which in the current situation, traveling in small groups with a private car, is a more appropriate option if safety is the primary concern. The driving destinations are a top priority over other popular destinations but do not worry that we will not have any place to travel because Thailand is full of interesting and beautiful attractions all over the country. Take this opportunity to escape the crowds and explore lesser-known destinations. You might even discover great attractions just a few hours away from your home.

**2. Change the atmosphere of a “Workstation” day:** Always leave early to avoid the congested traffic on the long weekend, even if you're flying by plane, you should arrive at the airport earlier to allow more time for additional health checks. Try to take extra leave before or after a long weekend to avoid crowds of holiday makers for people who can work from home now is the time for you to get all the privileges and the full atmosphere of the tour by changing the style of workstation. Consider booking accommodation on an island or in the countryside and work in that accommodation so you can enjoy a work environment that is more refreshing and natural than ever which working under new atmosphere surrounded by nature; it enhances work efficiency and creates happiness after months of lockdown at home.

**3. Choose accommodation for the best value:** Accommodation selection is extremely important, especially during this time, to avoid meeting large numbers of people. You should consider accommodation that best meets all needs, such as choosing accommodation that is fully equipped with amenities and activities or accommodation with beautiful views or accommodation in a romantic atmosphere. You can choose from a new type of accommodation that offers more space for you to relax such as pool villas, beach front bungalow or a mountain resort.

**4. Always safety first:** It is common practice to wear a mask in public places for Thais, but make sure to bring alcohol gel, disinfectant wipes, thermometers, and personal medicine with you on every trip. Try to minimize the risk of infection by means of avoiding eating at popular stops on road trips. Also, check the venue's opening hours because some places

have restrictions on opening and closing times as well as the number of people visiting each time; and eating at the property is safer because you are aware of the food safety measures used by the property including measures for transporting food to the room already.

#### **5. Choose to do outdoor activities outside the building:**

Keeping distance can be easier outdoors due to the tropical climate of Thailand with sunshine and wind blowing all year round. As a result, areas outside the building are at lower risk of infection than indoor areas. Fortunately, Thailand has many outdoor activities for tourists to choose from whether relaxing by the beach, diving or enjoying a hike in the national park, including extreme activities like zip lining, ATV riding and rock climbing.

#### **New knowledge found in this article**

The New Normal in the context of the COVID-19 epidemic during the end of 2019 to 2020 can be described as a rapidly occurring situation and so severe that it spread in countries around the world. So many people got sick and died that it turned into another great loss for humanity. Humans need to protect themselves in order to survive by changing lifestyle habits that go beyond the old ways. For adapting to a new way of life to be safe from infection, through efforts to preserve and restore economic and business viability leads to the creation of new inventions. New technology has adjusted the concept, vision, management method. As well as routine behaviors that deviate from familiarity that are common in many dimensions of food, dress, hygiene, education,

communication and business. These new things have become the new normal until the familiarity becomes part of the normal way of life of people in society.

## Conclusion

Thailand's flexible lockdown policies have made Thai people more active and energetic because people can leave their homes and start planning their trips in the country again. In each place the number of visitors is limited by travel measures, leading to smaller groups. Safety is also a top priority and personnel from all walks of life are working hard to reduce the risk of contracting COVID-19. The transition to the new normal may change the style and process of individual visits. However, Thailand is still considered comfortable travel and tourism that must comply with security measures such as limiting the number of tourists. This article suggested three models of tourism techniques to make tourism activities more interesting and safe: Travel in a New Normal, Possible new normal tourism model for fun, and Five techniques for traveling like pro through a new normal way, but may must be a little strict in measures because the situation in our country is improving because of the cooperation of everyone. Don't forget to travel to Thailand together to help restore the tourism business in the country.

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