

The
14th *Thailand*
TOURISM AWARDS 2023



Background

The Tourism Authority of Thailand (TAT) organized the 14th Thailand Tourism Awards in 2023 to honor outstanding Thai tourism enterprises for their excellence in tourism and hospitality operations. The awards recognize achievements in safe, sustainable, and responsible tourism, aligning with Thailand's commitment to high-value and sustainable tourism.

TAT has been organizing the biennial Thailand Tourism Awards since 1996, and it is now globally recognized as a prestigious accolade in the Thai tourism sector. The current edition marks the 14th installment of this esteemed award.

Kinnari



Kinnari is a renowned mythical creature in Thai literature, symbolizing beauty and purity. The creature depicted holding a lotus flower, representing purity and elegance, and accompanied by a pigeon, symbolizing peace and fraternity. These symbolic elements reflect the tourism industry's commitment to serving society and the environment.

Designed by Distinguished Scholar Nontiwat Chantanapalin, a National Artist.

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THAILAND TOURISM GOLD AWARDS

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HALL OF FAME



Category: Attraction

Branch: Historical & Culture



PHETCHABUN INTRACHAI ARCHAEOLOGY HALL, PHETCHABUN

◆ Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.

The Phetchabun Intrachai Archaeology Hall was originally built in 1962 as Phetchabun City Hall. When a new City Hall was constructed in 2007, the Municipal Office initiated the renovation of the old building to establish a museum showcasing the history, archaeology, culture, traditions, and lifestyles of the people of Phetchabun using modern mixed media. Named 'Phetchabun Intrachai,' the museum honors His Royal Highness Prince Chudadhuj Dharadilok, Prince of Bejraburna, the 72nd son of His Majesty King Chulalongkorn (Rama V).



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📍 Phetchabun Intrachai
Archaeology Hall

Category: Attraction

Branch: Learning & Doing



DHANABADEE CERAMIC MUSEUM, LAMPANG

◆ Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.

The Dhanabadee Ceramic Museum is a historical destination that traces the origin of the famous 'Cham Gai' or rooster-pattern bowls of Lampang. Within its premises, the museum narrates the journey of the pioneer who discovered Kaolin (white clay), the main raw material for producing ceramics. This pioneer established the first ceramic factory, producing the renowned 'Cham Gai' of Lampang. The legacy is carried on by the present-day second-generation heir, who has successfully revived the popularity of 'Cham Gai' and the ceramic industry. The factory continues to produce hand-painted 'Cham Gai' and a variety of small confection cups. The museum takes pride in preserving the oldest traditional dragon kiln, registered as a national heritage site. Visitors can engage in various ceramic painting activities, relax in the museum's café, and purchase quality ceramics and home décor items as souvenirs.



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- (66)-5482-1558-59,
(66)6-1273-3344
- [dhanabadee.com/museum/
discover-us](https://dhanabadee.com/museum/discover-us)
- Dhanabadee Ceramic Museum



KHON KAEN ZOO, KHON KAEN

◆ **Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.**

Khon Kaen Zoo: The Good Adventure Park & Camping is a captivating destination nestled in the Thung San Kwang Highlands of Khao Suan Kwang district, Khon Kaen province. Featuring natural rock formations dating back approximately 140 million years to the Cretaceous period, the zoo is dedicated to wildlife conservation, research, and breeding. Open daily, it serves as both a natural learning hub and a serene retreat. The zoo offers educational programs with an annual participation of over 100,000, captivating shows featuring seals and a copybara parade, and feeding sessions with various animals, including deer, giraffes, elephants, sun conures, and penguins. Notable attractions include the Stone Gaden Tour, the country's longest

skywalk (the giraffe-patterned Skywalk), and the Glass Bridge providing panoramic views of African wildlife. Enhancing the immersive experience, the zoo provides accommodation services within its natural surroundings.

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- ☎ (66)8-6459-4192
- 🌐 khonkaen.zoothailand.org
- 📱 KhonKaen Zoo



ROYAL PARK RAJAPRUEK, CHIANG MAI

◆ Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.

With its slogan 'Fascinating Flora, An Oasis of Learning, Toward Sustainable Tourism,' Royal Park Rajapruek embraces the philosophy that learning is a lifelong journey. This expansive botanical garden has crafted a variety of tourism activities for visitors of all ages. It offers dynamic experiences with diverse plant species and various activities related to agriculture, arts and culture, as well as the conservation of natural resources and the environment. These initiatives aim to stimulate the thinking process, instill an appreciation for nature, encourage environmental stewardship, and contribute to sustainable climate mitigation.



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- 📍 334 Moo 3,
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- ☎ (66)-5311-4110-2
- 🌐 www.royalparkrajapruek.org

Category: Attraction

Branch: Nature & Park



CHAE SON NATIONAL PARK, LAMPANG

◆ Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.

Chae Son National Park is a unique natural attraction, where the hot springs and Chae Son Waterfall are closely situated, creating a harmonious blend of natural wonders. The park offers a variety of activities for visitors, including boiling eggs, soaking in water, exploring nature education trails, enjoying traditional Thai massages, and indulging in mineral baths. Additionally, the park features several captivating attractions such as Kew Fin Viewpoint, Kew Hin Viewpoint, the Pha Ngam Cave, Mae Piak Waterfall, Mae Khun Waterfall, and Mae Mon Waterfall. These diverse attractions collectively draw a significant number of both Thai and international tourists each year.



CONTACT INFORMATION

- 📍 343 Moo 11,
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Mueang Pan District,
Lampang 52240
- ☎ (66)8-9851-3355
- 🌐 npv-app.dnp.go.th/front/home/83/23?lang=th
- 📌 Chae Son National Park



Category: Accommodation

Branch: Resort



DUSIT THANI KRABI BEACH RESORT, KRABI

◆ Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.

Nestled on a lush white-sand beach, Dusit Thani Krabi Beach Resort is a haven offering a complete range of amenities. From dining and beverage outlets, fitness facilities, various activities and water sports to a spa, Kids Club, meeting and banquet venues, wedding services, an information center, shuttle service, car rental, and a tour counter, the resort caters to diverse guest needs. Visitors can choose from a wide range of activities to enjoy their favorites or simply unwind in their preferred corner. The convenient location makes exploring other attractions in Krabi, whether on land or by sea, a breeze, encouraging guests to return. With its beautiful landscape and environmentally friendly design, the resort ensures accessibility for guests with mobility challenges.



CONTACT INFORMATION

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- ☎ (66)-7562-8000
- 🌐 www.dusit.com/dusitthani-krabibeachresort
- 📍 Chae Son National Park

Category: Accommodation

Branch: Design Hotel



ACE OF HUA HIN RESORT, PHETCHABURI

◆ Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.

Ace of Hua Hin is a boutique-inspired lifestyle beachfront resort designed for travelers seeking a stylishly cool escape. With distinctive architecture and a unique landscape, the resort offers an Instagram-worthy stay that encourages guests to share their stylish lifestyle on social media. The four deep blue swimming pools, extending from the center of the hotel to the white sandy beaches of the Gulf of Thailand, provide stunning spots to laze around. Enhancing the stay is the 'Ace of Cool Experiences,' allowing guests to immerse themselves in the local fishing community's way of life or indulge in the delectable local cuisine of Cha-Am, Hua Hin, and Phetchaburi.



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🌐 www.aceofhuahinresort.com

📌 Ace of Hua Hin Resort

Category: Health and Wellness Tourism

Branch: Spa



ZIRA SPA, CHIANG MAI

◆ Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.

Zira Spa, a winner of numerous national and international awards, offers a luxurious spa experience with a Lanna colonial-style backdrop in the heart of Chiang Mai. Reflecting the prosperity of the late Lanna era, the spa provides traditional Lanna Thai massage, mineral baths, and herbal baths. Inspired by the captivating northern dance and the legend of Her Highness Princess Dara Rasmi, Zira Spa offers unique spa experiences, including the Royal Thai Lanna Massage (Fon Leb) featuring the 'Snake Eats Finger Massage.' This distinctive finger-pulling and stretching massage uses a bamboo woven tool to release finger tension. The Lanna dance serves as a tool to assess the body balance of the guest.

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- 🌐 www.dusit.com/
dusitthani-krabibeachresort
- 📍 Chae Son National Park

Category: Health and Wellness Tourism

Branch: Wellness & Spa Retreat



KAMALAYA SPA, SURAT THANI

◆ Recipient of the Gold Award for three consecutive years in 2019, 2021, and 2023.

Kamalaya Ko Samui is a holistic wellness center dedicated to lifelong well-being. Integrating traditions from both Eastern and Western holistic medicine, the center facilitates guests' reconnection with their inner selves, fostering rejuvenation of the mind, body, and spirit for life-enhancing results. Kamalaya provides a comprehensive health and wellness experience, imparting knowledge and guidance, including expert advice on self-care. To reach a diverse international audience, Kamalaya creates and shares online health-related content through collaborations with various experts. Topics encompass exercise, meditation, nutrition, lifestyle, and more.



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- 🌐 www.kamalaya.com
- 📍 Kamalaya Koh Samui



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