

Daftar Pustaka

Book

- Anholt, S. (2007). *Competitive identity: The new brand management for nations, cities and regions*. Palgrave Macmillan.
- Bakry, U. S. (2016). *Metode penelitian hubungan internasional* (Cetakan ke-1). Pustaka Pelajar.
- Jackson, R., & Sørensen, G. (2013). *Introduction to international relations: Theories and approaches* (5th ed.). Oxford University Press.
- Mukhyi, M. A. (2023). *Metodologi penelitian: Panduan praktis penelitian yang efektif*. PT. Literasi Nusantara Abadi Grup.
- Nye, J. S., Jr. (2004). *Soft power: The means to success in world politics*. PublicAffairs.
- Nye, J. S. (2023). *Soft power and great-power competition: Shifting sands in the balance of power between the United States and China*. Routledge.
- Rosyidin, M. (2022). *Teori hubungan internasional: Dari perspektif klasik sampai non-Barat* (Edisi ke-2). Rajawali Pers.
- Shimko, K. L. (2010). *International relations: Perspectives and controversies* (3rd ed.). Cengage Learning.
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Wendt, A. (1992). Anarchy is what states make of it: The social construction of power politics. *International Organization*, 46(2), 391–425.
<https://doi.org/10.1017/S0020818300027764>
- Wendt, A. (1999). *Social theory of international politics*. Cambridge University Press.

Report

- Tourism.co.th. *THAILAND TOURISM REPORT*. Retrieved December 1, 2025, from <https://tourismanalytics.com/uploads/1/2/0/4/120443739/thailand-tourism-report-2024.pdf>

Journal / Articles

- Sophia, E., Simanjuntak, J., Prabhawati, A., & Molasy, H. D. (2025). Strategi Pariwisata Thailand Pada Masa Pandemi Covid-19. In *Journal of Mandalika Literature* (Vol. 6, Issue 1).
- Klinsrisuk, R., & Pechdin, W. (2022). Evidence from Thailand on Easing COVID-19's International Travel Restrictions: An Impact on Economic Production, Household Income, and Sustainable Tourism Development. *Sustainability (Switzerland)*, 14(6). <https://doi.org/10.3390/su14063423>
- Khemthong, S., Luenam, P., Frank, T. D., & Ingsrisawang, L. (2024). Identifying the determinants of tourism receipts of Thailand and relevant determinant-determinant interactions. *PLoS ONE*, 19(8 August). <https://doi.org/10.1371/journal.pone.0308153>
- Lertputtarak, S., & Samokhin, D. (2023). *Adapting Soft Power in Tourism Management in Thailand*.
- Jason, N., Indra, ;, Wibisono, W., & Suwartiningsih, S. (2025). *Comparative Study of Post-Marriage Nationality Of Women in Legal Systems of Different Countries International Journal of Multicultural and Multireligious Understanding Muay Thai as Thailand's Soft Power Strategy in Increasing Tourism Post Covid-19*. <https://doi.org/10.18415/ijmmu.v12i6.6864>
- Goretti, Manuela., & Leigh, Lamin. (2021). *Tourism in the post-pandemic world : economic challenges and opportunities for Asia-Pacific and the Western Hemisphere*. International Monetary Fund.
- Aryatama, Y. F., Damayanti, C., & Hatmini, S. S. (2025). Analisis Strategi Tourism Authority of Thailand dalam Meningkatkan Pariwisata Nasional Thailand pada Tahun 2015-2019. *JMA*), 3(6), 3031–5220. <https://doi.org/10.62281>
- Dortona, M. P. D. C. (2021). *Marketing strategy analysis of Thailand's tourism during covid-19 Marketing strategy analysis of Thailand's tourism during covid-19 pandemic: a case study on Phuket Sandbox pandemic: a case study on Phuket Sandbox*. <https://digital.car.chula.ac.th/chulaetd>

- Maarif, S. D. (2023, September 23). *Konsep Teori Konstruktivisme dalam Hubungan Internasional*. <https://tirta.id/konsep-teori-konstruktivisme-dalam-hubungan-internasional-gPwQ>
- Rizkiyah, F., Legowo, E., Ras, A. R., Widodo, P., Juni, H., & Saragih, R. (2023). *Nusantara: Jurnal Ilmu Pengetahuan Sosial Konstruktivisme sebagai pendekatan untuk memahami politik dunia 1*. <https://doi.org/10.31604/jips.v10i3.2023.1389-1395>
- Pramono, S., & Purwono, D. A. (2010). *Konstruktivisme Dalam Studi Hubungan Internasional: Gagasan dan Posisi Teoritik*.
- Rachmawati, I. (2016). Pendekatan Konstruktivis dalam Kajian Diplomasi Publik Indonesia. *Jurnal Hubungan Internasional*, 5(2). <https://doi.org/10.18196/hi.5290>
- Uzoma Ogbajie, M., Janet Oyedele, O., Mnena Anita, C., Edunna Daniel, N., Ohine Ohis, A., Mobolaji Oreoluwa, I., Oluwadamilola Toyin, A., Olatunji Marvellous, A., Chidozie Gerald, N., Grace Ifraimu, M., Phina Uchenna, U., & Author, C. (2023). Constructivism's Impact on International Relations: Shaping a New World Order. In *Int. j. adv. multidisc. res. stud* (Vol. 3, Issue 6). www.multiresearchjournal.com
- Bangun, B. H. (2019). *Konstruksi mekanisme ASEAN dalam penanganan pengungsi Rohingya*. *Arena Hukum*, 12(2), 235-252.
- Canyurt, D. (2025). Soft power from the perspective of Internasional realtions Theories. *Yönetim ve Ekonomi Araştırmaları Dergisi*, 23(1), 196–212. <https://doi.org/10.11611/yead.1365339>
- GÜCÜ, G. K. Y. (2020). *The Soft Power of South Korea*. <https://doi.org/10.31455/asya.615427/Year>
- Buitrago R, R. E., Rajasekar, J., & Alcaraz, J. (2023). Soft Power in emerging economies: A partial least squares – structural equation modeling exploratory analysis of the effects on outward foreign direct investment. *International Area Studies Review*, 26(3), 211–234. <https://doi.org/10.1177/22338659231152397>
- White, J. (2024). Soft Power vs. Hard Power: Analyzing the Effectiveness of Different Strategies in International Influence. In *International Journal of New Media Studies (IJNMS): Vol. ISSN*.

- Jiménez, A., & Garai-Artetxe, E. (2025). The Catalan Digital Republic: Between Nation Branding and Nation Building. *Ethnopolitics*, 24(1), 75–93. <https://doi.org/10.1080/17449057.2023.2275883>
- Mohib, A. A., & Carroll, C. (2024). Nation branding as a tool to attract foreign direct investments: a case study of Qatar. *Place Branding and Public Diplomacy*, 20(3), 363–377. <https://doi.org/10.1057/s41254-024-00326-9>
- Storm, E., & Quiroga, A. (2025). Selling the fatherland: Spanish nation branding and soft power in the twentieth century. *European Review of History*, 32(2), 139–158. <https://doi.org/10.1080/13507486.2025.2468283>
- Phob-udom, P., Zao, Y., Chummanont, C., Yaiyong, A., & Chutipongdech, T. (2024). Comparative Analysis of Tourism Policies Among ASEAN Member Countries : A Documentary Research Approach. *Asia Social Issues*.
- Imam, M., Edwin, D., Yusra, A., Bahri, S., & Muhyidin, A. (2024). *Perbandingan kebijakan di sektor pariwisata selama pandemi di 5 negara ASEAN*. *Jurnal Intervensi Sosial*, 2(2), 54-70. <https://doi.org/10.32734/intervensisosial.v2i2.15525>
- Sorthong, K., Katekao, V., Chirinang, P., & ManKan, W. (2024). แผนยุทธศาสตร์การพัฒนากการท่องเที่ยวไทย พ.ศ. 2566 - 2570 Thai Tourism Strategy 2023-2027 and Ecotourism. *Journal of MCU NakhonDhat (JMND)* .
- Abubakar, H. R. (2021). *Pengantar Metodologi Penelitian* (Cet. 1). SUKA-Press UIN Sunan Kalijaga. ISBN 978-623-7816-25-6.
- Lim, W. M. (2025). What Is Qualitative Research? An Overview and Guidelines. *Australasian Marketing Journal*, 33(2), 199–229. <https://doi.org/10.1177/14413582241264619>
- Rusandi, & Muhammad Rusli. (2021). *Merancang penelitian kualitatif dasar/deskriptif dan studi kasus*. *Al-Ubudiyah: Jurnal Pendidikan dan Studi Islam*, 2(1), 48–60. <https://doi.org/10.55623/au.v2i1.18>
- Siregar, A. Y., & Murhayati, S. (2024). *Metodologi studi kasus dalam penelitian kualitatif: Kajian konsep, desain, dan manfaatnya*. *Jurnal Pendidikan Tambusai*, 8(3), 45305–45314.
- Thaicharoen, S., Meunrat, S., Leng-Ee, W., Koyadun, S., Ronnasiri, N., Iamsirithaworn, S., Chaifoo, W., Tulalamba, W., & Viprakasit, V. (2023). How Thailand’s tourism industry

- coped with COVID-19 pandemics: A lesson from the pilot Phuket Tourism Sandbox project. *Journal of Travel Medicine*, 30(5). <https://doi.org/10.1093/jtm/taac151>
- He, Z. (2023). The Impact of Falling Tourism Industry Caused by Covid-19 on Thai Currency and the Thai Baht's Prospects. In *Business, Economics and Management MSIE* (Vol. 2022).
- Fadhil Aryatama, Y., Damayanti, C., & Santi Hatmini, S. (2025). Analisis Strategi Tourism Authority of Thailand. *JMA*, 3(6), 3031–5220. <https://doi.org/10.62281>
- Khetjenkarn, S., & Suwannakul, E. (2024). Lessons from COVID-19: How the pandemic shaped tourists' travel intentions and willingness to fly. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2401150>
- Li, Y., & Nuangjamnong, C. (2023). Investigating Tourist Perceived Quality and Safety Measures for Sustainable Tourism Destination Image Effect on Satisfaction and Revisit Intentions among Chinese Travelers. *International Journal of Contemporary Research and Review*, 14, 20259–20280. <https://doi.org/10.52845/rrijcrr/2023/14-12-2>
- Zou, Y., & Yu, Q. (2022). Sense of safety toward tourism destinations: A social constructivist perspective. *Journal of Destination Marketing and Management*, 24. <https://doi.org/10.1016/j.jdmm.2022.100708>
- Chaiprasert, N., Nantapirat, S., & Phuripinissant, T. (2021). องค์การปกครองส่วนท้องถิ่นกับทางรอดการท่องเที่ยวไทยในสถานการณ์วิกฤติ COVID-19 กรณีศึกษา: ภูเก็ต แซนด์บ็อกซ์.
- Zou, Y., & Yu, Q. (2022). Sense of safety toward tourism destinations: A social constructivist perspective. *Journal of Destination Marketing and Management*, 24. <https://doi.org/10.1016/j.jdmm.2022.100708>
- Wongmonta, S. (2021). *Post-COVID 19 Tourism Recovery and Resilience: Thailand Context*. <https://doi.org/10.14456/ijmmt.2021.12>
- Vongstapanalert, W., Jandum, S., & Teppimol, S. (2024). อำนาจละมุน (Soft Power) กับจุดขายทางวัฒนธรรมไทย Soft Power and Thailand's Cultural Selling Points. In *Journal of Arts Management* (Vol. 8, Issue 1).

- Thanapotivirat, P., Sangwan, N., Khampheng, P., Sirimongkolwiwat, W., Choeychom, J., Tangpraneet, S., & Namsang, W. (2024). Trends in Five Soft Power Affective Thai Tourists' Travel Decisions in Phra Nakorn Si Ayutthaya Province. *Journal of Liberal Arts RMUTT*, 5(2), 37–48. <https://doi.org/10.60101/jla.2024.5.2.4690>
- Kaewsiya, P. (2023). *Soft Power (5F) Type for Various Apply Affecting Decision Making to Travel to Nakhon Si Thammarat Province*.
- Choosri, C. (2024). SOFT POWER AWARENESS ON PERCEPTIONS OF INTERNATIONAL TOURISTS VISITING SAMUI ISLAND, SURAT THANI PROVINCE. *Journal of Social Science and Cultural*, Vol.8 No.7.
- Jason, N., Wibisono, I. W., & Suwartiningsih, S. (2025). *Muay Thai as Thailand's Soft Power Strategy in Increasing Tourism Post Covid-19*. <https://doi.org/10.18415/ijmmu.v12i6.6864>
- Cheng, J., & Jiang, S. (2024). Exploring Thailand as a gastronomic tourism destination: A structural equation model approach. *Journal of Infrastructure, Policy and Development*, 8(11). <https://doi.org/10.24294/jipd.v8i11.8214>
- Thanapotivirat, P., Sangwan, N., Khampheng, P., Sirimongkolwiwat, W., Choeychom, J., Tangpraneet, S., & Namsang, W. (2024). Trends in Five Soft Power Affective Thai Tourists' Travel Decisions in Phra Nakorn Si Ayutthaya Province. *Journal of Liberal Arts RMUTT*, 5(2), 37–48. <https://doi.org/10.60101/jla.2024.5.2.4690>
- Lapcharoensap, T. (2022). *Factors Affecting Brand Loyalty of Foreign Tourist Destinations in Thailand*.
- Kheawmai, M., Thanitbenjasith, P., & Kamkankaew, P. (2024). Impact Factors of the Marketing Mix in Deciding Whether Thai Tourism Travel to Chiang Dao District, Chiang Mai Province. *International Journal of Sociologies and Anthropologies Science Reviews*, 4(5), 601–612. <https://doi.org/10.60027/ijssr.2024.5068>
- Muntaha, N. G., & Amin, A. (2023). *Difusi Inovasi, Diseminasi Inovasi, Serta Elemen Difusi Inovasi* (Vol. 5).
- Purnomo, D., Wicaksono, F., Dante, P., Chandra Purnama, A., & Ayulinda, D. (2025). *Memahami Instrumentasi Inovasi Kebijakan Studi Policy Hackathon pada Program*

Cimahi Innovathon Days di Kota Cimahi. 8(2), 159–171.
<https://doi.org/10.21787/mp.8.2.2024.159-171>

Putri, L. D. M., & Mutiarin, D. (2018). *Efektifitas Inovasi Kebijakan Publik; Pengaruhnya pada Kualitas Pelayanan Publik di Indonesia.*

Sururi, A. (2016). *INOVASI KEBIJAKAN PUBLIK (TINJAUAN KONSEPTUAL DAN EMPIRIS).*

Sururi, A. (2017). Inovasi Kebijakan dalam Perspektif Administrasi Publik Menuju Terwujudnya Good Public Policy Governance. *Spirit Publik*, 12(2).

Miftah, A. N., & Mayarni. (2020). *INOVASI KEBIJAKAN TAPPING-BOX DALAM MENINGKATKAN PENDAPATAN PAJAK HOTEL DI KOTA PEKANBARU* (Vol. 2, Number 2). <http://ejournal.stia-lk-dumai.ac.id/index.php/japabis>

Website

Jonathan. (2020, Maret 18). Virus Corona : Pariwisata Thailand anjlok karena Covid-19.
<https://www.bbc.com/indonesia/majalah-51909637>

Ngoc, M. (2023). *Pemulihan yang Kuat dari Pariwisata Thailand.* <https://vovworld.vn/id-ID/rumah-asean/pemulihan-yang-kuat-dari-pariwisata-thailand-1240765.vov>

Thailand Tourism Statistics. Tourist Arrivals from 2000 till 2024. Influence of Epidemics (including Covid-19), Political Events (Military Coup), Floods and Environmental Factors, Economic Downturn. (2024). <https://www.thaiwebsites.com/tourism.asp>

Amazing Thailand. *Tentang Tourism Authority of Thailand (TAT) - wisatathailand.id.*
 Retrieved September 20, 2025, from <https://wisatathailand.id/contact-us>

“No Quarantine” Phuket Sandbox | *ThaiEmbassy.com.* (2021). Retrieved August 30, 2025, from <https://www.thaiembassy.com/travel-to-thailand/no-quarantine-phuket-sandbox-plan>

TAT launches new guidelines to promote Thailand’s 5 soft powers. (2023).
<https://www.nationthailand.com/thailand/policies/40024272>

Amazing Thailand. (2023, January 20). *TAT Perkuat Kampanye 'Visit Thailand Year 2023'.*
 Retrieved from [wisatathailand.id](https://www.wisatathailand.id): <https://www.wisatathailand.id/page/blog/tat-perkuat-kampanye-visit-thailand-year-2023-#>

- Sabri, H. A. (2024, May 8). *Amazing Thailand Meluncurkan Kampanye “Your Stories Never End” di Arabian Travel Market 2024 - Bisniswisata*. <https://bisniswisata.co.id/amazing-thailand-meluncurkan-kampanye-your-stories-never-end-di-arabian-travel-market-2024/>
- Thailand Launches “Amazing Thailand” Initiative to Boost Tourism*. (2024). <https://thailand.prd.go.th/en/content/category/detail/id/52/iid/296029>
- Jumlah Kunjungan Wisatawan Mancanegara per bulan Menurut Kebangsaan - Tabel Statistik - Badan Pusat Statistik Indonesia*. (2020). <https://www.bps.go.id/id/statistics-table/2/MTQ3MCMY/jumlah-kunjungan-wisatawan-mancanegara-per-bulan-menurut-kebangsaan--kunjungan-.html>
- Noncie. (2019). *Integrasi Pariwisata di Asia Tenggara - Kompasiana.com*. <https://www.kompasiana.com/sinondangsimangunsong/5d21ffe20d82301d6e3a3f43/integrasi-pariwisata-di-asia-tenggara>
- Berty, T. T. S. (2020). *Pembatasan Kunjungan Warga Negara Asing ke Indonesia Resmi Dimulai 20 Maret - Global Liputan6.com*. <https://www.liputan6.com/global/read/4206302/pembatasan-kunjungan-warga-negara-asing-ke-indonesia-resmi-dimulai-20-maret>
- Efek COVID-19 pada Sektor Pariwisata Indonesia*. (2021). <https://travel.detik.com/travel-news/d-5620331/efek-covid-19-pada-sektor-pariwisata-indonesia>
- Fazaalloh, A. M., Asna Prestianawati, S., Asyrof, R. A., & Fawwaz, M. (2024). *Apakah Wabah Covid-19 Mempengaruhi Pariwisata Internasional di Indonesia?* <https://doi.org/10.23887/jippg.v3i2>
- Explore Siam. *The Impact of the COVID-19 Pandemic on Tourism in Thailand*. Retrieved December 2, 2025, from <https://exploresiam.com/covid-19-pandemic-in-thailand/>
- TAT News.org. (2021, July 23). *TAT’s extended ‘Phuket + Surat Thani/Krabi/Phang Nga Sandbox’ model gets in-principle approval-TAT Newsroom*. <https://www.tatnews.org/2021/07/tats-extended-phuket-surat-thani-krabi-phang-nga-sandbox-model-gets-in-principle-approval/>
- Barus, H. (2021, August 5). *Destinasi Sandbox “Daftar Hijau” untuk Menggerakkan....* <https://www.industry.co.id/read/90556/destinasi-sandbox-daftar-hijau-untuk-menggerakkan-pemulihan-pariwisata-global>

- Liern, J. (2026). *What is SHA & its certificates? SHA+ vs. SHA++? And much more.*
<https://sonasia-holiday.com/sonabee/what-is-sha-and-its-certificates>
- TAT News.org. (2021, August 17). *Thailand confirms “Phuket Sandbox 7+7 Extension” now in effect - TAT Newsroom.* <https://www.tatnews.org/2021/08/thailand-confirms-phuket-sandbox-77-extension-now-in-effect/>
- timeout.com. (2025). *What are SHA, SHA Plus and SHA Extra Plus hotels?*
<https://www.timeout.com/bangkok/travel/sha-and-sha-plus-hotels>
- Ichsan, I. R. (2022, January 12). *Wisata Phuket Sandbox Diperluas Ke 9 Destinasi Thailand Berikut Ini.* https://lifestyle.bisnis.com/read/20220112/224/1488377/wisata-phuket-sandbox-diperluas-ke-9-destinasi-thailand-berikut-ini#goog_rewarded
- TAT News.org. (2022, January 7). *Thailand reopens 3 more Sandbox destinations from 11 January 2022 - TAT Newsroom.* <https://www.tatnews.org/2022/01/thailand-reopens-3-more-sandbox-destinations-from-11-january-2022/>
- Bowerman, G. (2022, June 29). *The timeline of Thailand’s tourism recovery.*
<https://www.asiamediacentre.org.nz/news/the-timeline-of-thailands-tourism-recovery>
- The nation. (2022, December 15). *Phuket the top tourist destination for foreigners in 2022.*
<https://www.nationthailand.com/thailand/tourism/40023102>
- The Phuket News. (2022, February 4). *Sandbox, Test & Go generate B32bn for economy, reports Phuket officials.* <https://www.thephuketnews.com/sandbox-test-go-generate-b32bn-for-economy-reports-phuket-officials-82965.php>
- Bangkok Post. (2022, February 23). *Bangkok Post - Phuket sandbox revenue tops B43bn.*
<https://www.bangkokpost.com/business/2268347/phuket-sandbox-revenue-tops-b43bn>
- Kontan.co.id. (2023, January 24). *Thailand Beats 2022 Tourism Target with 11.15 Million Foreign Arrivals.* <https://english.kontan.co.id/news/thailand-beats-2022-tourism-target-with-1115-million-foreign-arrivals>
- TAT News.org. (2023a, January 12). *TAT strengthens “Visit Thailand Year 2023” towards a meaningful travel direction - TAT Newsroom.* <https://www.tatnews.org/2023/01/tat-strengthens-visit-thailand-year-2023-towards-a-meaningful-travel-direction/>

- TAT News.org. (2023c, August 10). *TAT holds 'Write Your Own Amazing New Chapters' in Thailand - TAT Newsroom*. <https://www.tatnews.org/2023/08/tat-holds-write-your-own-amazing-new-chapters-in-thailand/>
- TAT News.org. (2023b, March 9). *'Visit Thailand Year 2023: Amazing New Chapters' showcased at ITB Berlin 2023 - TAT Newsroom*. <https://www.tatnews.org/2023/03/visit-thailand-year-2023-amazing-new-chapters-showcased-at-itb-berlin-2023/>
- New Desk. (2024, January 2). *Thailand welcomed over 27 million foreign tourists in 2023 - Thailand Business News*. <https://www.thailand-business-news.com/tourism/120190-thailand-welcomed-over-27-million-foreign-tourists-in-2023>
- The Nation. (2024, January). *Thailand tops ASEAN tourism market, with 28 million-plus arrivals in 2023*. <https://www.nationthailand.com/thailand/tourism/40035063>
- TAT News.org. (2023c, August 10). *TAT holds 'Write Your Own Amazing New Chapters' in Thailand - TAT Newsroom*. <https://www.tatnews.org/2023/08/tat-holds-write-your-own-amazing-new-chapters-in-thailand/>
- TAT News.org. (2024a, May 7). *Amazing Thailand Launches "Your Stories Never End" Campaign at Arabian Travel Market 2024 - TAT Newsroom*. <https://www.tatnews.org/2024/05/amazing-thailand-launches-your-stories-never-end-campaign-at-arabian-travel-market-2024/>
- Tourism International. (2024, May 8). *Thailand amplifies tourism at Dubai's Arabian Travel Market 2024 - The Tourism International*. <https://thetourisminternational.com/thailand-amplifies-tourism-at-dubais-arabian-travel-market-2024/travel-tourism/>
- TAT News.org. (2024b, September 16). *TAT to host Amazing Thailand Road Show in three Indonesian cities - TAT Newsroom*. <https://www.tatnews.org/2024/09/tat-to-host-amazing-thailand-road-show-in-three-indonesian-cities/>
- TAT News.org. (2024c, December 28). *Thailand Welcomes Over 35 Million Visitors in 2024: A Milestone Paving the Way for 2025 - TAT Newsroom*. <https://www.tatnews.org/2024/12/thailand-welcomes-over-35-million-visitors-in-2024-a-milestone-paving-the-way-for-2025/>
- PRD. (2025, January 6). *Thailand Tourism Ends 2024 on a High Note*. <https://thailand.prd.go.th/en/content/category/detail/id/52/iid/353158>

- The Pattaya News. (2021, October 27). *“Thailand Pass” system to launch upon country reopening in November, more details explained - The Pattaya News.* <https://thepattayanews.com/2021/10/27/thailand-pass-system-to-launch-upon-country-reopening-in-november-more-details-explained/>
- TAT News.org. (2022a, May 20). *‘Thailand Pass’ registration eased for international arrivals from 1 June 2022 - TAT Newsroom.* <https://www.tatnews.org/2022/05/thailand-pass-registration-eased-for-international-arrivals-from-1-june-2022/>
- TAT News.org. (2022b, June 17). *‘Thailand Pass’ registration scheme to be lifted from 1 July 2022 - TAT Newsroom.* <https://www.tatnews.org/2022/06/thailand-pass-registration-scheme-to-be-lifted-from-1-july-2022/>
- Sawasdee Thailand. (2024, March 11). *TAT Survey Reveals Rises in Tourist Spending street food/Café hopping becoming increasingly popular as well as online travel bookings - THAILAND.GO.TH.* <https://thailand.go.th/issue-focus-detail/tat-survey-reveals-rises-in-tourist-spending--street-foodcaf-hopping-becoming-increasingly-popular-as-well-as-online-travel-bookings>
- Travel World. (2024, June 17). *TTM+ 2024 showcases new “Amazing Thailand: Your Stories Never End” campaign.*
- RBSO. (2024, June 6). *TAT – “Your Stories Never End” – RBSO.* <https://www.rbsothailand.com/news/tat-your-stories-never-end/>
- VietNam News. (2025, January 13). *Thai tourism ends 2024 on a high note.* <https://vietnamnews.vn/world/1690524/thai-tourism-ends-2024-on-a-high-note.html>
- TTR WEEKLY. (2024, June 7). *Travelling Thailand: Your Stories Never End - TTR Weekly.* <https://www.ttrweekly.com/site/2024/06/travelling-thailand-your-stories-never-end/>
- Utami, S. (2024, June 18). *THAILAND TRAVEL MART PLUS (TTM+) 2024 - YOUR STORIES NEVER END - InClover Magazine.* <https://inclovermag.com/2024/06/18/thailand-travel-mart-plus-ttm-2024-your-stories-never-end/>
- News ITB. (2023, January 19). *HOW THAILAND’S “AMAZING NEW CHAPTERS?” CAMPAIGN IS SET TO BOOST TOURISM SECTOR IN 2023 – Travel Industry News.* <https://news.itb.com/regional-spotlight/asia/thailand/>

- Travel Weekly Asia. (2023, January 13). *Thailand menunjukkan kekuatan yang lebih besar dalam Visit Thailand Year 2023: Travel Weekly Asia*. <https://www.travelweekly-asia.com/Destination-Travel/Thailand-flexes-bigger-muscles-in-Visit-Thailand-Year-2023>
- WTOF. (2023, January 16). *Thailand's Tourism Authority Aims to Build on Success of "Visit Thailand Year 2022" Campaign*. <https://en.wtcf.org.cn/20230116/2b046116-ad3f-3e81-fd90-721ebae3bcf.html>
- Zzest.com. (2023, February 15). *Visit Thailand: High-Value And Sustainable Tourism*. <https://zeezest.com/travel/visit-thailand-2023-a-campaign-boosting-high-value-and-sustainable-tourism-3185>
- Sawadhee. (2024, January 5). *Thailand welcomed over 28 million foreign tourists in 2023 - THAILAND.GO.TH*. <https://thailand.go.th/issue-focus-detail/thailand-welcomed-over-28-million-foreign-tourists-in-2023>
- PRD. (2023a, May 10). *Thailand welcomes 8.6 million tourist arrivals in January-April 2023*. <https://thailand.prd.go.th/en/content/category/detail/id/2078/iid/180395>
- Magennis, C. (2024, December 29). *54+ Thailand Travel & Tourism Statistics*. <https://www.dreambigtravelfarblog.com/blog/thailand-travel-tourism-statistics>
- ANTARA. (2023, September 20). *19 juta wisman sambangi Thailand hingga pertengahan September 2023 - ANTARA News*. <https://www.antaranews.com/berita/3736209/19-juta-wisman-sambangi-thailand-hingga-pertengahan-september-2023>
- PRD. (2023b, June 2). *TAT organizes "Amazing Thai Taste Festival" in 3 major cities to attract tourists*. <https://thailand.prd.go.th/en/content/category/detail/id/52/iid/186642>
- Amazing Thailand. (2023a, July 28). *Amazing Thai Taste Festival 2023*. <https://www.tourismthailand.org/Events-and-Festivals/amazing-thai-taste-festival-2023>
- Discover Thailand. (2023b, May). *Bangkok International Food Festival 2023 Thailand*. <https://www.discoverythailand.com/events-bangkok-international-food-festival-2023>
- Abhasakun, T. (2023, May 26). *Bangkok International Food Festival 2023 starts today | Thaiger*. <https://thethaiger.com/guides/best-of/lifestyle/bangkok-international-food-festival-2023-starts-today>

- The nation. (2023, May 26). *TAT, Film Federation organise “Amazing Film Festival Experience”, affirming Thailand as the world’s best film destination.* <https://www.nationthailand.com/lifestyle/entertainment/40028015>
- TourismThailand. (2023, May 30). *Amazing Film Festival Experience.* <https://www.tourismthailand.org/Articles/amazing-film-festival-experience-2>
- Discover Thailand. (2023a, February). *Amazing MuayThai Festival 2023 Thailand.* <https://www.discoverythailand.com/events-amazing-muaythai-festival-2023>
- Amazing Thailand. (2022, December 16). *Thailand Promosikan MuayThai melalui “Amazing MuayThai Festival 2023”* -. <https://wisatathailand.id/page/blog/thailand-promosikan-muaythai-melalui-amazing-muaythai-festival-2023->
- WBC. (2023, February 7). *Amazing Thailand Muay Thai Festival 2023 - World Boxing Council.* <https://wbcboxing.com/en/amazing-thailand-muay-thai-festival-2023/>
- ทีมข่าวคอร์ปอเรท-การตลาด กรุงเทพธุรกิจ. (2023, July 22). “ซีรีส์สวย” นำขบวนซอฟต์แวร์พาวเวอร์5F
 ฟันตลาด “ญี่ปุ่น” เจนใหม่เที่ยวไทย.
<https://www.bangkokbiznews.com/business/business/1079860>
- TAT News.org. (2023a, January 12). *TAT strengthens “Visit Thailand Year 2023” towards a meaningful travel direction - TAT Newsroom.* <https://www.tatnews.org/2023/01/tat-strengthens-visit-thailand-year-2023-towards-a-meaningful-travel-direction/>
- TAT News.org. (2023b, March 9). *‘Visit Thailand Year 2023: Amazing New Chapters’ showcased at ITB Berlin 2023 - TAT Newsroom.* <https://www.tatnews.org/2023/03/visit-thailand-year-2023-amazing-new-chapters-showcased-at-itb-berlin-2023/>
- Amazing Thailand. (2024, September 25). *Amazing Thailand Road Show 2024 Sukses Digelar di Tiga Kota Indonesia* -. <https://www.wisatathailand.id/page/blog/amazing-thailand-road-show-2024-sukses-digelar-di-tiga-kota-indonesia>
- Xinhua. (2025, January 7). *Thailand receives over 35.5 mln foreign tourists in 2024-Xinhua.* <https://english.news.cn/asiapacific/20250107/2f9d26a9818448a3ab545c5c716cb082/c.html>
- InThailand.Travel. (2021). *Thailand Tourism Statistics for 2021 [by country].* <https://www.inthailand.travel/thailand-tourism-statistics-for-2021-by-country/>

Riadi, M. (2023, April 16). *Inovasi (Pengertian, Ciri, Jenis, Komponen dan Proses)*.
<https://www.kajianpustaka.com/2020/07/inovasi-pengertian-ciri-jenis-komponen-dan-proses.html>

IDNtrepreneur. (2025, April 10). *Apa Pengertian Inovasi? Definisi, Contoh dan Implikasi Bisnis - IDNtrepreneur*. <https://idntrepreneur.com/apa-pengertian-inovasi-definisi-contoh-dan-implikasi-bisnis>

Glosarium

TCC (*Thai Chamber of Commerce*) : Kamar Dagang Thailand yang berperan sebagai organisasi perwakilan sektor bisnis dan industri, serta menjadi mitra pemerintah dalam perumusan kebijakan ekonomi dan perdagangan nasional.

TAT (*Tourism Authority of Thailand*) : Lembaga pemerintah Thailand yang bertanggung jawab dalam perencanaan, promosi, dan pengembangan sektor pariwisata, baik di tingkat domestik maupun internasional.

SHA (*Safety and Health Administration*) : Skema sertifikasi kesehatan dan keselamatan yang diterapkan pemerintah Thailand untuk memastikan standar kebersihan, keamanan, dan protokol kesehatan pada fasilitas pariwisata selama dan pascapandemi COVID-19.

RT-PCR (*Reverse transcription polymerase chain reaction*) : Metode pemeriksaan laboratorium untuk mendeteksi virus COVID-19 melalui identifikasi materi genetik virus, yang digunakan sebagai standar utama dalam pengujian kesehatan internasional.

ASQ (*Alternative State Quarantine*) : Kebijakan karantina resmi pemerintah Thailand yang mewajibkan pendatang internasional menjalani isolasi di fasilitas akomodasi yang telah ditunjuk dan diawasi negara.

PDB (Produk Domestik Bruto) : Indikator ekonomi yang mengukur total nilai barang dan jasa yang dihasilkan suatu negara dalam periode tertentu, dan digunakan untuk menilai tingkat pertumbuhan serta kondisi perekonomian nasional.