

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 Covid-19. 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 : folklore tourism, spirituality, naga cave, thailand, pilgrimage

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