

# Promotion of the Charm Indonesian-Thai Culture to Attract Tourists

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**Abstract.** In the era of digitalisation, the abundant cultural diversity in the world can be seen visually, so the charm of culture can stimulate tourists' interest in visiting. One of the cultural charms that always attracts tourists is Thailand, which is different from Indonesia. The cultural charm of each country has socio-cultural differences and becomes an adventure field for tourists. The Faculty of Economics and Business UGJ Cirebon Indonesia (FEB UGJ) and Thai Global Business Administration Technological College Thailand (TGBC Thailand) jointly conducted this International Service to recognise Thailand's cultural heritage. This international service was attended by six lecturers from Indonesia, five lecturers from TGBC, and 15 students. This global service was carried out from June 30 to July 2, 2024, at TGBC to educate and introduce the cultural charm of their respective countries to students and visit the cultural charms of Thailand, namely The Grand Palace, Buddha Mountain (Khao Chi Chan), Wat Phra Kaew Museum, Temple of the Emerald Buddha, and Samutprakarn Learning Park and Tower Museum. This international service aims to educate and introduce Thailand and Indonesian cultures to attract tourists.

**Keywords:** Cultural Charm; Interest in Visiting; Tourists; Thailand.

## INTRODUCTION

Cultural heritage is very diverse throughout the world. The charm of different cultural heritages is a tourist attraction [1]. In the digital era, it is easy for everyone to see the differences in the cultural charm of each country. However, the differences in cultural charm remain a unique attraction for tourists to visit [2]. Indonesia and Thailand are two countries that have diverse and distinctive cultural charms that are a unique attraction for tourists. Indonesia has terrific natural wealth, various living traditions, the beauty of temples with their uniqueness, the magnificent Borobudur temple, historical sites, and the warmth of friendly people and their closeness to nature [3]. Meanwhile, Thailand has a cultural charm with towering golden temples, charming butterfly dances, and a culture full of stunning elegance, and people are fascinated by the excellence of unique dance art [4].

The socio-cultural differences between Thailand and Indonesia continue to fascinate and attract tourists to visit [5]. However, behind the differences, all have rich characteristics that give the world its colour. With this different cultural charm, a bridge has been built between the two countries' cultures that have become beautiful, and people can enjoy the diversity of people's lives and respect each other's uniqueness. The difference in cultural charm remains an attraction for tourists to visit amid the digitalisation era. Thailand and Indonesia are Southeast Asian countries with diverse histories and cultures [6]. However, although they are in the same region, these two countries have different socio-cultures.

The majority of Thailand's population is Theravada Buddhists, which is more than 95% of the population is Buddhist. Meanwhile, in Indonesia, most of the population is Muslim, with more than 88% of the population being Muslim. Although

Buddhism and Indonesia dominate Thailand, which Islam dominates, other religions have also developed in both countries. In addition, the cultures of Thailand and Indonesia also have different cultural systems. Thailand is known as the "Silk Country" because of its cultural centre, kingdom, and traditions, which differ from other Southeast Asian countries. These various traditions make Thailand unique.

Meanwhile, Indonesia has a more heterogeneous culture. Indonesia's diverse culture is based on the culture of their respective regions [7]. Indonesia has a variety of regional cultures, such as Javanese, Sundanese, Batak, Sumatran, Kalimantan, and others [8].

The daily language of the people of Thailand is Thai, which is one of the Austronesian languages. Meanwhile, the population of Indonesia uses the Indonesian language, Malay-Polynesian, which comes from Malay and several Polynesian languages. In addition, the taste image of Thai and Indonesian cuisine is very different. Thailand is famous for its sour and spicy food. Meanwhile, in Indonesia, the image of renowned cuisine uses coconut milk, which is rich in spices. In addition, Thailand is famous for its traditional music, which comes from several regional cultures. This music focuses on different melodies and instruments.

On the other hand, Indonesia has many types of music, including traditional, modern, and mixed music [9]. There are many other differences between Thailand and Indonesia. This diversity of differences causes the two countries to have cultural and social characteristics with a unique and exciting cultural charm [10]. This difference also makes these two countries unique and attractive to tourists.

## METHOD

The activity is one of the international community service activities carried out in collaboration with the Faculty of Economics and Business, University of Swadaya Gunung Jati University, Indonesia, with Thai Global Business Administration Technological College Thailand (TGBC Thailand). The implementation time is June 30 to July 2, 2024. Six lecturers from Indonesia attended this international community service, five lecturers from TGBC, and 15 TGBC students. The organisers chose this activity to educate and introduce Thailand and Indonesia's cultures, aiming to attract tourists. Lecturers from FEB UGJ and lecturers from TGBC carried out this service. Each gave

a brief presentation to TGBC students about the charm of Indonesian culture and the charm of Thai culture. After the education of the two cultures, the activity continued by visiting several Thailand cultural charms, namely The Grand Palace, Buddha Mountain (Khao Chi Chan), Wat Phra Kaew Museum, Temple of the Emerald Buddha, and Samutprakan Learning Park and Tower Museum.

## RESULTS AND DISCUSSION

This international community service activity aims to educate and introduce Thailand and Indonesia cultures to attract tourists to TGBC Thailand. It involves participants consisting of students and lecturers from Thai Global Business Administration Technological College Thailand (TGBC Thailand) and the Faculty of Economics and Business, University of Swadaya Gunung Jati Cirebon Indonesia, with a total of 26 participants consisting of 6 lecturers from Indonesia, five lecturers from TGBC, and 15 students.

This activity began with the presentation of activity material, namely presentations from FEB UGJ Lecturers and TGBC Lecturers to educate and introduce the culture of each country to TGBC students.

TGBC students were very enthusiastic in educating cultural charm materials presented by each presenter. The purpose of the presentation is that participants in themselves can grow to love the country's cultural heritage and can tell others so that the person becomes interested in making a tourist visit to the government. The participants carried out the service activity by visiting Thailand's cultural tourism sites, including The Grand Palace, Buddha Mountain (Khao Chi Chan), Wat Phra Kaew Museum, the Temple of the Emerald Buddha, and Samutprakan Learning Park and Tower Museum.

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Figure 1 – Opening of the International Community Service Event



Figure 2 – Presentation Educating and Introducing the Charm of Indonesia Culture

The central role of Thailand's culture is religion. The population of Thailand is mostly Theravada Buddhism, which is strongly influenced by daily life. The religious centre of Thailand is built by beautiful and powerful Buddhist temples, such as Wat Phra Kaew Temple of the Emerald Buddha and Wat Arun. Apart from being a religious centre, the temple is also the centre of spiritual activities such as the celebration of Songkran (Thai-

land New Year), Wai Khru (respect for teachers), and Tak Bat (feeding the monks). These religious celebrations are an essential part of life in Thailand. In addition to Buddhism, there are Thailand also Muslim, Christian, and Hindu minorities living in the country.



Figure 3 – Visiting Palace Thailand Culture



Figure 4 – Education and Introduction to the Charm of Thailand's Cultural Tourism

The king and the royal family play an essential role in the culture of Thailand. The king in Thailand is revered and considered a symbol of the country's unity and stability. Respect for the king and the symbols of the monarchy are highly emphasised and highly esteemed by the people of Thailand. Thailand's society also has a familial attitude towards the king and his family authors. In Indonesia, most of the population is Muslim. However, some people adhere to Buddhism, Christianity, and Hinduism, which are also developing in Indonesia, but the number is much smaller compared to Thailand. Indonesia adheres to a democratic system led by a President.

The differences in beliefs of the people of Thailand and Indonesia are practised in peaceful community life and provide rich religious diversity in these two countries. Thailand's culture is respected and appreciated by its people, and its



traditional and cultural values have been in place for a long time in the country's rites and culture. Thailand is heavily coloured by traditions and rituals related to religious beliefs and culture.

This culture and tradition are still well-preserved and robust, especially in rural and inland areas. Indonesia has a more advanced and moderate culture. The country is more open to the influences of modernity and technology, and its traditional culture has undergone evolution. Indonesia has a more flexible culture and accepts the influence of foreign cultures, especially Western culture. The Indonesian community has also become more inclusive towards those who differ from them in terms of religion, ethnicity, and sexual orientation. On the other hand, Indonesia's modern culture still respects traditional culture.



Figure 5 – Closing of International Community Service Collaboration Activities

Thailand and Indonesia are countries with a strong history, culture, and traditions. One of the main differences people can observe between Thailand and Indonesia is their form of religion and tradition. In Thailand, the dominant religion is Mahayana Buddhism. It is a form of Buddhism that flourished in Southeast Asia and is more potent in Thailand than in any other country. As a result, Buddhism strongly influences Thailand's culture and traditions, which is evident in everything from religious rituals to daily Buddhist values.

On the other hand, Indonesia has several different religious traditions. Although the majority of Indonesia's population is Muslim, Indonesia also has various forms of religion and other spiritual traditions, including Hinduism, Buddhism, Christianity, and Traditional Beliefs. As a result, Indo-

nesia's culture and traditions are more varied than Thailand's.

## CONCLUSIONS

Based on these findings, it can be concluded that the international community service activities at TGBC Thailand, which involve students and lecturers from several universities, aim to get to know and know the culture of Indonesia and Thailand, which is very interesting as the cultural heritage of their respective countries. Participants were very enthusiastic about listening to explanations about Indonesia and Thailand's diverse and colourful cultural charms in this event. Loving the country's cultural heritage can foster a love for a country, and it is hoped that the next generation can continue to preserve the culture.

This activity also shows the benefits of community service collaboration, such as learning about a country's culture. Through these efforts, students are expected to develop a high sense of concern for the country's cultural heritage, help preserve the cultural heritage, and create innovations

while preserving cultural heritage. Thus, this activity is a positive step in building awareness of the importance of protecting the country's cultural heritage and joint efforts to safeguard and preserve cultural heritage as a tourist attraction.

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