Journal of Posthumanism

2025
Volume: 5, No: 6, pp. 787-802
ISSN: 2634-3576 (Print) | ISSN 2634-3584 (Online)
posthumanism.co.uk

DOI: https://doi.org/10.63332/joph.v5i6.2142

Safety Culture in Travel and Tourism within The Eastern Economic Corridor of Thailand

Jakkawat Laphet[1], Dultadej Sanvises[2], Waraphon Klinsreesuk[3]

Abstract

The research investigates the safety culture within Thailand's Eastern Economic Corridor (EEC) travel and tourist sector, emphasizing enhancements in infrastructure, technology, and human resources. The safety culture comprises a collective set of values, practices, and attitudes among governmental entities, travel enterprises, and local communities. The study, derived from interviews and observations, determined that a robust safety culture mitigates travel-related risks, enhances passenger trust, and promotes ecologically sustainable travel practices. Public awareness initiatives, community engagement, and technological incorporation are essential for improving safety measures. Collaboration among stakeholders, such as governmental entities, transportation agencies, tourism organizations, and local communities, is crucial for formulating and implementing robust safety laws. The research indicates that the sustained sustainability of the tourism sector in the EEC relies on establishing a strong safety culture via education, collaboration among stakeholders, and advancements in technology. It underscores the necessity for continual advancement and adaptability to emerging challenges, accentuating the beneficial influence of safety culture on the travel industry.

Keywords: *Safety Culture, Travel and Tourism, Tourism Safety, Eastern Economic Corridor, Thailand.*

Introduction

The Eastern Economic Corridor (EEC) of Thailand is a strategic effort designed to enhance the nation's economic growth via focused investments in infrastructure, technology, and human resources (Tontisirin. N., & Anantsuksomsri. S., 2021). The EEC, encompassing significant provinces like Chonburi, Rayong, and Chachoengsao, has emerged as a central hub for domestic and foreign investments, (Akishova S., 2025). especially in the travel and tourist sectors. As the region welcomes an inflow of visitors, prioritizing the safety and well-being of tourists is essential (Pyke, S. et al., 2015). In this context, cultivating a strong safety culture within the travel and tourist sector is crucial for creating a secure and inviting atmosphere that improves visitor experiences and encourages sustainable tourism (Aman N et al,. 2019. A safety culture denotes the shared attitudes, beliefs, and practices (Noort, M. C. et al., 2016) that emphasize safety in the operational conduct of individuals and organizations. A robust safety culture in travel and tourism can substantially reduce dangers linked to road travel, lodging, and leisure activities(Cheng T.-M., et al., 2022). It includes understanding and compliance with safety rules, community involvement, and the incorporation of technology to improve safety measures. In the EEC, where tourism is anticipated to thrive due to enhanced infrastructure and accessibility,

[1] College of Tourism and Hospitality, Sripatum University, Khon Kaen 40000, Thailand, Email: Jakkawat.la@spu.ac.th
[2] College of Tourism and Hospitality, Sripatum University, Khon Kaen 40000, Thailand, Email: Dultadej.sa@spu.ac.th
[3] Faculty of Logistics, Burapha University, Chonburi 20131, Thailand, Email: Waraphon.kl@go.buu.ac.th, (Correspondence author).

fostering a culture of safety is essential for the enduring success of the tourism sector and the sustainable development of local communities (Yazdi, M. (2025). A crucial element in fostering a safety culture within the EEC is the collaboration among many stakeholders (Salvioni, D. M., & Almici, A., 2020). Government officials are essential in formulating and implementing policies that promote safety standards throughout the region. By enforcing rigorous laws concerning road safety, lodgings, and tourist attractions, authorities can guarantee a secure environment for both residents and visitors. The participation of transport authorities is essential, as they supervise the building and maintenance of infrastructure that directly affects road safety (Outay. F et al., 2022). Integrating sophisticated safety technology, like tracking systems and real-time alert notifications, can improve situational awareness and provide travelers with critical information for informed decision-making.

Furthermore, tourism boards play a crucial role in advocating safety protocols designed for both domestic and international audiences (Morrison, A. M., 2023). They can formulate ways to distribute essential safety information via travel advisories, ensuring that tourists are apprised of guidelines and best practices while visiting the area. Community involvement is an essential element in cultivating a safety culture. Engaging local people and leaders in dialogues regarding safety issues and measures fosters a collective feeling of responsibility, motivating community members to embrace behaviors that prioritize the safety of all (Leung Y. F et al., 2018).Educational programs significantly contribute to establishing a safety culture within the tourism context(Kuo N.-T et al., 2020). Incorporating road safety education into school curricula can cultivate values that emphasize safety from an early age. Workshops and training programs for service providers, tour operators, and local enterprises can enhance the consistent application and adherence to safety rules. Utilizing technology, including smartphone applications that offer real-time information on road conditions and safety notifications, can enable tourists to make secure travel decisions during their stay (Dinkoksung S. et al., 2023).

The development of a robust safety culture in the EEC not only improves the visitor experience but also bolsters the region's resilience to possible challenges. By emphasizing safety and encouraging ethical tourism activities, the EEC can create an atmosphere that enhances traveler confidence, drives economic growth, and bolsters community welfare. (Ma H et al., 2020). This introductory examination of safety culture in travel and tourism within Thailand's Eastern Economic Corridor will address the essential elements, collaborative initiatives, and optimal practices that can be adopted to foster a safer and more sustainable tourism environment. As the EEC leverages its strategic advantages, prioritizing safety will be essential in realizing its aspiration to become a great destination for passengers (Kharazishvili Y. et al., 2023).

Research Background

Safety Culture in Travel and Tourism

The travel and tourism sector is vital to the global economy, significantly contributing to job creation and economic advancement while fostering intercultural relationships. However, the rapid growth of this industry raises increasing concerns about traveler safety (Sofronov, B.,2018). In this context, safety culture refers to the collective beliefs, practices, and principles that prioritize safety among stakeholders, including government bodies, tourism operators, and local communities. Developing a robust safety culture is essential for risk mitigation (Aven T., & Ylönen M., 2021), enhancing traveler confidence, and ensuring the sustainability of tourism experiences. A strong safety culture encompasses shared attitudes and practices that emphasize safety throughout the industry (Egila, A. E et al., 2025). It reflects a commitment to safeguarding

travelers' physical and mental well-being, influencing the formulation and implementation of safety regulations (Arora, M., 2024). Tourists are increasingly discerning regarding safety; their expectations have evolved, and destinations that demonstrate a commitment to safety are more likely to attract repeat visitors and positive recommendations. To cultivate a strong safety culture, stakeholders must collaborate to establish and enforce effective safety policies and standards (Claxton. G et al., 2022). Government authorities are crucial in developing safety regulations relevant to transportation, accommodations, and attractions(Haghighi. M et al., 2021). Transport authorities work to enhance road safety and public transportation efficiency, while tourism boards advocate for safe travel practices through public advisories that educate visitors on safety measures.

Travel industry professionals, including tour operators and hoteliers, significantly impact traveler safety. By prioritizing safety training and adopting best practices, these stakeholders foster an environment where safety is viewed as a collective responsibility (Akamavi. R. K et al., 2022). Local communities also play a vital role in nurturing a supportive safety culture by actively engaging in safety initiatives(Del Soldato, E. and Massari, S., 2024). Moreover, safety culture in travel and tourism is multifaceted, incorporating ecology, culture, and social behavior. Ecology pertains to the interaction between tourism activities and the environment, emphasizing ecological sustainability while ensuring tourist safety. This includes promoting eco-friendly transport options and protecting natural landscapes (Baloch, Q. B et al., 2023).

Culture encompasses shared values and beliefs that influence how safety is perceived. A strong safety culture encourages adherence to safety protocols among all stakeholders and enhances trust and confidence among tourists. Social behavior reflects individual and community actions related to safety practices, with local populations taking ownership of safety through community engagement(Sapkota, U. ,2024). In conclusion, integrating ecology, culture, and social behavior into the safety culture of travel and tourism is essential for safeguarding travelers and promoting sustainable practices that benefit both communities and the environment. By nurturing these interconnected elements, the industry can create safe and enjoyable experiences for all.

Eastern Economic Corridor of Thailand

The Eastern Economic Corridor (EEC) of Thailand is a strategic initiative launched in 2017 aimed at transforming the country into a regional hub for investment and sustainable development. Covering the provinces of Chonburi, Rayong, and Chachoengsao, the EEC leverages its proximity to major international markets and focuses on high-value industries (Tontisirin, N., & Anantsuksomsri, S., 2021). The Thai government actively promotes the EEC to attract both domestic and foreign investment, foster innovation, and develop human capital (Punyaratabandhu, P., & Swaspitchayaskun, J., 2020). One of the primary goals of the EEC is to stimulate economic growth by developing cutting-edge industries such as logistics, digital technology, and advanced manufacturing (Chermprayong. P. et al., 2022). This aligns with the Thailand 4.0 strategy, which intends to shift the economy from assembly-based to innovation-driven (Wongwuttiwat J., & Lawanna A., 2018). By concentrating on these sectors, the EEC aims to enhance productivity, generate quality jobs, and elevate the standard of living for Thai citizens (Le, L. T. N et al., 2025)

Infrastructure development is vital to the EEC's success(Bhrammanachote, W., 2019). Significant investments are being made in transportation networks and port facilities(Yanpisitkul, K., 2022), including the expansion of Laem Chabang Port and new high-speed rail links between Bangkok and the eastern provinces. These advancements aim to reduce

transportation costs and improve efficiency, making the EEC more attractive to international businesses (Chaobanpho Y et al., 2022).

The EEC is also committed to sustainability (Elshaer, I. A et al., 2024), integrating green technologies and eco-friendly practices into its development plans to prevent environmental degradation(Karatepe O. M et al., 2024). Human capital development is another core aspect, with initiatives aimed at upgrading vocational training and educational partnerships to ensure a skilled workforce(Suleman A. R et al., 2024). Tourism plays a key role in the EEC, with popular destinations like Pattaya and Koh Samet. The government is focused on enhancing infrastructure and cultural attractions to support diverse tourism markets, including eco-tourism (Thongsawang S., 2024).

Despite its potential, the EEC faces challenges such as competition from neighboring countries and the need for improved safety and security. Addressing these issues is vital for maintaining competitiveness and achieving sustainable growth. In conclusion, the EEC represents a strategic vision for Thailand's economic future(Chatys M. & Yodprathum W. 2025), with significant implications for regional development.

Methodology

Data Acquisition

This study employed a qualitative approach to collect data. The methodology was designed to evaluate the the travel culture for tourism safety in the Eastern Economic Corridor in Thailand, facilitating comprehensive data collection at various stages, while embedding the analysis in real-world contexts. By utilizing multiple sources of evidence, including field observations and semi-structured interviews, this study adopted an inductive approach (Azungah, 2018). Ethical approval for the study, titled " Development of Prototype Roads for Transportation Efficiency and Tourism in the Eastern Special Economic Corridor" (HU011/2568) was granted by the Burapha University Ethics Committee, following the

Belmont Report and Good Clinical Practice (GCP) standards in Social and Behavioral Research. The project team conducted field observations to monitor changes in tourism across Thailand. The study involved interviewing stakeholders, particularly engineers from the Ministry of Transport in Thailand, during the period of March to April 2025, to gain a comprehensive understanding of the tourism supply chain across all levels and sectors. The main stakeholders included those providing essential data, design information, and safety measures for road construction that facilitates tourism. The researcher utilized five civil engineers as key informants, guided by predetermined questions. The sample selection was performed using purposive sampling to synthesize the data obtained. The number of informants adhered to the criteria proposed by Thomas T. Macmillan (1971), The study indicates that having 1 to 5 experts can lead to an optimal reduction in error rates, ranging from 1.20 to 0.70 and stabilizing at 0.5. The interview phase, which spanned approximately two months from March to April 2025, featured face-to-face interviews at the respondents' locations to ensure convenience and build trust. Each interview was conducted within a controlled timeframe of 20 to 40 minutes to optimize efficiency and minimize disruption. Multilingual interviews were carried out to maintain accuracy and consistency in the questions posed. Key questions included inquiries about the appropriateness of current road safety measures, essential upgrades to enhance road user safety, the role of new technologies in improving safety, and methods for establishing a culture of road safety among the Thai population in relation to travel and tourism. Prior to the

interviews, written consent was obtained from key informants, and comprehensive written notes and digital audio recordings captured vital points and observations during the discussions. This approach aimed to ensure accurate interpretation and analysis of the data, thereby enhancing reliability and internal validity. Among the participants were various stakeholders: government officials who establish transport and tourism safety policies; transport authorities responsible for highway construction and maintenance; tourism boards that promote safety measures for travelers; travel industry professionals tasked with ensuring customer safety; and safety experts who assess risks and advise on best practices in travel and tourism. Together, these experts play a vital role in enhancing road safety measures and fostering a culture of safety within the tourism sector.

Data Analysis

The concept of Road Safety Culture of People in the Eastern Economic Corridor of Thailand. However, the safety culture requires interdisciplinary approaches and lacks relevant analytical tools, particularly when addressing safety measures in travel and tourism. This study employed qualitative research methods for data collection and analysis, specifically focusing on safety culture in travel and tourism within the Eastern Economic Corridor of Thailand. The analysis followed these procedures: (1) using semi-structured open questions to gather data on safety measures, important enhancements for road users, the role of new technologies, and cultural factors; (2) involving multiple researchers, including tourism and service experts as well as supply chain specialists, during the data analysis process until a consensus was reached; (3) appointing at least one inspector to review the findings and (4) categorizing data analysis units into core ideas, domains, and categories (Hill et al., 2005).

To address the interdisciplinary nature of Road Safety Culture Research and mitigate individual researcher bias, the research team comprised three transportation experts and 1 tourism expert with an interdisciplinary background. This diverse composition enriched perspectives and ensured consensus among researchers from different fields, especially regarding safety measures and cultural considerations in tourism. Additionally, two team members were assigned as inspectors, responsible for verifying and supplementing experiences shared by both researchers and participants to enhance the accuracy of the study's conclusions.

Data analysis followed the core idea, domain, and category phase sequences. Narrative analysis, a crucial technique employed in this study, was used to dissect the safety measures being evaluated. Narrative research explores the real-life experiences of individuals or groups through oral narration, weaving together stories to interpret specific social phenomena, such as perceptions of road safety in tourism (Sun et al., 2021). In this study, narrative analysis was applied to understand and interpret the respondents' insights shared during interviews about their involvement in the tourism supply chain and safety culture.

The researchers transcribed the collected data verbatim from digital audio recordings of the interviews focusing specifically on the following themes: the appropriateness of existing safety measures, essential enhancements for road safety in tourism, the impact of new technologies like safety tracking systems, and the establishment of a safety culture among the Thai population. The transcripts were read multiple times, with initial impressions noted and themes created based on the content related to the study's main questions.

For example, interviews with key informants addressed topics such as the effectiveness of current safety measures, recommendations for improving road user safety, the role of new

technologies, and strategies for fostering a safety culture. These interviews were carefully transcribed, capturing the core aspects of road safety measures within the tourism context. Researchers identified significant patterns and themes including effective safety strategies, technology integration, and cultural shifts toward safety awareness.

The analysis led to a better understanding of the current dynamics of safety culture in travel and tourism, emphasizing the importance of collaboration among stakeholders, resilience among road users, and sustainable practices. Document reviews created an initial framework for topics related to safety measures in the tourism supply chain. Semi-structured in-depth interviews confirmed the relevance of these topics, ensuring a comprehensive capture of the "as-is" situation of road safety measures within the Eastern Economic Corridor, with a focus on enhancing safety culture in travel and tourism.

Results

The program for safety culture in travel and tourism in the Eastern Economic Corridor of Thailand is illustrated in Figure 1, which is developed based on the diagram by Kokkhangplu et al. (2024). In this study, the components of the new framework were analyzed based on the period of each element, including information, physical, and financial aspects. The proposed framework for analyzing the new was developed from various related research sources.

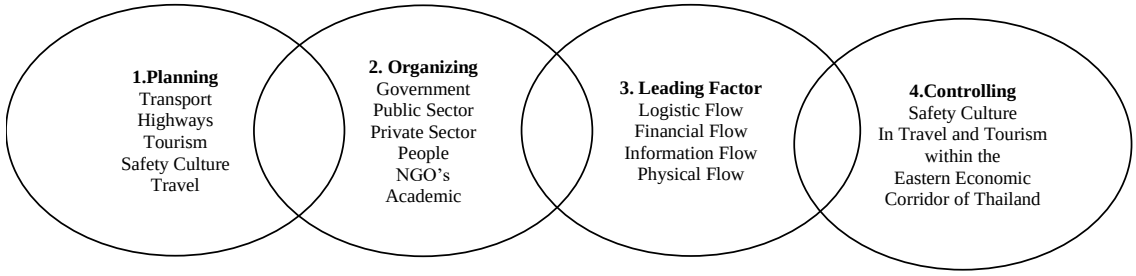

Figure 1. Analysis of the new Safety Culture in Travel and Tourism among Eastern Economic Corridor of Thailand.

The evolving safety culture within the travel and tourism sector of the Eastern Economic Corridor (EEC) in Thailand serves as a crucial visual representation of the collaborative efforts among various stakeholders. This includes government entities, the private sector, and local communities, all of which share a collective responsibility in creating a safe environment for tourists. By illustrating key components such as safety protocols, stakeholder contributions, communication flows, and the ecological context, the figure underscores the significance of a robust safety culture in fostering traveler confidence and promoting sustainable tourism.

The analysis depicted in the figure highlights how effective management of safety practices enhances the overall tourist experience while contributing to the resilience of the tourism sector against potential challenges. Additionally, it emphasizes the social behaviors that support safety practices, showcasing how community engagement and awareness can create a culture of responsibility among residents and travelers alike. The integration of ecological considerations into safety measures further enriches this culture, illustrating a commitment to preserving the natural environment while ensuring safe travel conditions. Moreover, the figure illustrates the

interconnection of safety measures with logistical and informational frameworks, reinforcing that a strong safety culture is foundational for attracting investments and fostering economic growth in the region. By prioritizing ecological sustainability, social responsibility, and effective communication, stakeholders can build a comprehensive safety culture that benefits all parties involved. Through this analysis, Figure 1 serves as a critical tool for stakeholders aiming to develop policies and practices that promote safety, enhance tourism competitiveness, and ultimately create a more resilient tourism landscape in the EEC. The synergy between safety, ecology, culture, and social behavior presents a holistic approach to ensuring that tourism in the region can thrive sustainably while prioritizing the well-being of both visitors and local communities.

Information flow management among Eastern Economic Corridor of Thailand

Information flow management inside Thailand's Eastern Economic Corridor (EEC) determines much of effective communication among those involved in travel and tourism. This study, applying a qualitative approach, collected data with an eye on how cooperative efforts among general critical information influences operational efficiency and travel safety. Together with thorough information on attractions, admission and exit policies, and service facilities, the framework offers eleven major features required to give value for tourists. This platform will enhance the complete travel experience and support competitive advantages for the EEC by letting stakeholders such as government agencies, the corporate sector, and local communities to appropriately transmit knowledge and best practices. Emphasizing the points of view of the stakeholders including Thai civil engineers from the Ministry of Transport field observations and semi-structured interviews were conducted during the data gathering period. Especially regarding safety concerns related to road construction and operation, this joint approach guaranteed a complete awareness of the tourism supply chain. Interview questions targeted at this goal investigate present safety processes, changes needed for road users, and the probable role of new technologies in boosting safety. This document underlines the safety culture of people on Highway No. 344 for travelers arriving to Chonburi and Rayong provinces. Those living in the EEC were observed to be wary and aware of their own life and property security as well as of their families. If one wants to travel safely, one must first follow the laws and policies. The findings underscore the benefits of tourism, which help local income, government revenue, employment generating, and foreign exchange earnings. Still, cooperation among the countries to follow world standards determines the successful implementation of tourism policies. This study addresses the multidisciplinary character of information flow management by involving not only transportation specialists but also tourist professionals to offer a complete view on safety precautions and cultural issues.

Safety Culture Travel and Tourism among Eastern Economic Corridor of Thailand

Within the travel and tourism industry, safety culture refers to the common attitudes, activities, and behaviors that give safety priority above conflicting objectives and demands. The degree to which safety is valued and included into an organization's activities usually reveals the strength of its safety culture. This proactive strategy is especially important in the transportation industry since companies who give road safety top priority actively include safety concerns into all facets of transportation projects and operations. While raising safety consciousness among colleagues, consumers, and contractors, employees are urged to include safety into planning, designing, and building roadways. Even if they are not specifically mentioned in their job descriptions, leadership is also very important since it promotes road safety and lets staff members implement

creative safety methods (García et al., 2023). In the travel and tourism sector, a strong public safety culture is also quite vital. Communities that understand the hazards related to transportation are more aggressive in doing responsibly to reduce these hazards. Road users are more likely to wear safety devices such helmets and seat belts, follow traffic rules, and avoid behaviors including drunk driving in such surroundings (World Health Organization, 2023).

Acknowledging zero road deaths and developing the Safe System approach this well-established safety culture fits two main FHWA priorities: Zero deaths call for a basic cultural change in public opinion as well as in transportation authorities. The Safe System method supports road infrastructure designs that stop fatal and severe injuries while acknowledging human mistakes (Bliss & Breen, 2023). A safety-conscious society and long-term road safety improvements inside the travel and tourism industry depend on this kind of thinking being implemented. Developing a strong safety culture is therefore crucial for improving the general safety of the travel and tourist scene, therefore boosting traveler trust, a more dependable travel environment, and sustainable practices benefiting the local population and the business.

Question 1: Do you believe that the implemented safety measures are appropriate? If so, what additional suggestions would you offer? This section discusses the elements of safety culture in tourism, focusing on three components: Ecology, Culture, and Social Behavior. Research indicates that tourists exhibit a high level of caution while traveling, particularly in the eastern region of Thailand

Question	Summary of Speech Points	Key informants
1) Do you believe that the implemented safety measures are appropriate? If so, what additional suggestions would you offer?	The appropriateness of safety measures implemented in various contexts, such as travel, depends on several factors, including the specific risks involved, the target audience, and the local environment. Generally, safety measures should be assessed based on their effectiveness in reducing risks and enhancing the overall safety of travelers.	5 , Government Official, Transport Authoritie, Tourism Board, Travel Industry Professional, Safety Expert

Tabel 1 Summary of Speech Points from Information Providers in Information Flow.

From Table 1, we can summarize the following, along with additional recommendations from the experts. The appropriateness of safety measures implemented in various contexts, such as travel, depends on several factors, including the specific risks involved, the target audience, and the local environment. Generally, safety measures should be assessed based on their effectiveness in reducing risks and enhancing the overall safety of travelers. In addition to this evaluation, interview respondents have provided several valuable recommendations to further improve safety in the tourism sector. Firstly, continuous training and education for both service providers and travelers on safety protocols and emergency procedures can ensure everyone is well-prepared to handle potential risks. Secondly, leveraging technology, such as mobile apps that offer real-time safety updates, emergency contact information, and location tracking, can

significantly enhance traveler safety and awareness. Community involvement is also crucial; engaging local communities in safety programs can help raise awareness and promote a more responsive approach to identifying and addressing potential risks. Furthermore, accessible information is essential; providing clear, multilingual details on safety measures and emergency procedures at popular tourist sites can empower travelers with the knowledge they need to stay safe. Effective communication channels between travelers, local authorities, and service providers are vital for quick reporting and response to safety concerns. Additionally, conducting regular emergency drills in tourist areas can prepare both staff and tourists for unexpected situations. Finally, implementing feedback mechanisms will allow tourists to share their experiences with safety measures, enabling continuous improvement and adaptation to evolving needs. These collective strategies can play a significant role in cultivating a robust safety culture within the tourism industry.

Question 2: In creating new roads or upgrading existing ones, the measures considered most important for reducing accidents and enhancing safety for road users in tourism?

Aspects	**Summary of Speech Points**
Financial Flow	Adequate funding is crucial for the development and maintenance of road infrastructure. Investment in advanced safety technologies, such as smart traffic systems and improved signage, can significantly enhance road safety. Additionally, budget allocation for regular road maintenance helps prevent deterioration that could lead to accidents
Information Flow	Efficient communication of road safety information is essential. This includes providing real-time updates about road conditions, traffic alerts, and safety guidelines for tourists. Utilizing digital platforms and multilingual resources can ensure that all road users are well-informed, thereby reducing the likelihood of accidents.
Physical Flow	The design of roads should facilitate safe movement for all users, including pedestrians, cyclists, and motor vehicles. Implementing features such as dedicated bike lanes, pedestrian crossings, and traffic calming measures can greatly enhance safety. Furthermore, improving road visibility through better lighting and signage is vital in tourist-heavy areas
Tourism.	Promoting a culture of safety in tourism involves educating tourists about road safety practices and the importance of adhering to local traffic laws. Collaborating with local tourism boards to develop safety campaigns can help raise awareness and encourage responsible behavior among visitors

Tabel 2 Summary of Speech Points from Logistic Flow and Tourism

Question 3: What role do you think new technologies, such as safety tracking systems or alert systems, will play in improving road safety measures in tourism? New technologies, such as safety tracking systems and alert systems, are poised to play a critical role in improving road safety measures in tourism, particularly on highways like Highway 344. Here's how each of the five key stakeholders can contribute to and benefit from these advancements:

Key informants	**Summary of Stakeholders**

Government Official	Government officials can leverage new technologies to enhance regulatory frameworks and improve compliance with safety standards. By overseeing the implementation of safety tracking systems along Highway 344, officials can analyze real-time data on traffic patterns and incidents, allowing them to make informed decisions for infrastructure improvements and emergency response strategies. This proactive approach can help ensure safer travel experiences for tourists.
Transport Authorities	Transport authorities can implement safety alert systems that provide real-time information to drivers on Highway 344 about road conditions, potential hazards, and traffic congestion. By integrating these technologies into the existing transport infrastructure, authorities can enhance situational awareness for all road users, leading to a decrease in accidents and improved safety for tourists traveling through the area.
Tourism Board	Tourism boards can promote the use of safety tracking and alert systems to boost tourist confidence and enhance the overall travel experience. By collaborating with transport authorities, they can disseminate information about the safety features available on Highway 344, such as real-time alerts for road conditions or accidents, thereby encouraging more tourists to visit the region, knowing that their safety is prioritized.
Travel Industry Professional	Travel industry professionals, including tour operators and transportation companies, can incorporate safety tracking systems into their services. For example, GPS tracking in vehicles can help monitor routes taken on Highway 344, ensuring that drivers adhere to safe driving practices and respond promptly to any emergency situations. This addition not only enhances the safety of tourists but also builds trust in the services provided.
Safety Expert	Safety experts can assess the effectiveness of new technologies in improving road safety on Highway 344. Their expertise can guide the implementation of best practices for safety tracking and alert systems, ensuring that they meet the unique needs of the area. By conducting studies and providing recommendations, safety experts can help foster a culture of safety and continuous improvement in road safety measures for the tourism sector.

Tabel 3 Summary of Government Official, Transport Authorities, Tourism Board, Travel Industry Professional, Safety Expert

Question 4: How do you think a culture of road safety can be established among the Thai population in relation to travel and tourism? For establishing a culture of road safety among the Thai population in relation to travel and tourism within the Eastern Economic Corridor of Thailand

1. Public Awareness Campaigns: Launching nationwide campaigns that emphasize the importance of road safety can effectively educate the public. Utilizing various media platforms, including television, social media, and billboards, will ensure that key messages focus on safe driving practices, pedestrian safety, and following traffic laws, tailored specifically for both

locals and tourists.

2. Educational Programs: Integrating road safety education into school curricula can instill good habits from a young age. Programs that include workshops, interactive sessions, and safety demonstrations can engage students and their families. Additionally, community workshops can be organized to raise awareness about road safety among adults.

3. Collaboration with Local Authorities: Forming partnerships with local government units, transport authorities, and law enforcement can enhance the enforcement of road safety regulations. By increasing enforcement of traffic laws, such as speed limits and seatbelt use, along key tourist routes, unsafe behaviors can be deterred, promoting compliance among both locals and tourists.

4. Involvement of Tourism Boards: Tourism boards can play a significant role in promoting road safety measures in travel advisories for tourists. By collaborating with local businesses, they can offer safety training for tour guides and transportation providers, ensuring that safe practices are emphasized in service delivery.

5. Engagement of Community Leaders: Involving local community leaders and influencers to advocate for road safety can have a significant impact. They can serve as role models and promote safe travel practices within their communities, creating a ripple effect that fosters broader societal change.

6. Use of Technology: Leveraging technology, such as apps that provide real-time traffic updates and safety alerts, can enhance awareness among road users. Integrating these technologies into daily routines can help normalize safe driving behaviors and improve communication regarding road safety.

7. Regular Safety Assessments and Training: Conducting regular assessments of road conditions and safety measures can highlight areas for improvement. Training programs for drivers, ride-sharing services, and commercial vehicle operators can reinforce the importance of safety in their daily operations.

Discussion

The safety culture in the travel and tourist sector of the Eastern Economic Corridor (EEC) in Thailand enhances the visitor experience and ensures the overall welfare of adjacent local populations. (Lee-Anant. C., & Rungreaung. P., 2024) This study evaluates the primary elements of safety culture. (Jasiulewicz-Kaczmarek. M et al., 2022) information flow management, stakeholder involvement, and technological integration that collectively contribute to a safer environment for both visitors and residents. (Warintarawej. P et al., 2022)

Public awareness programs are essential for cultivating a robust safety culture.(Solomon. B., 2015) The findings indicate that these initiatives are crucial for educating the public about road safety (Table 1). Stakeholders can effectively disseminate critical information regarding safe driving habits(Abedi. M et al., 2024), pedestrian safety, and adherence to traffic rules for both residents and visitors using various media platforms, including television and social media (World Health Organization, 2023). Such training can significantly enhance individuals' understanding of the safety measures necessary to mitigate risks while travel. Incorporating road safety education into classroom resources further reinforces this safety culture. This proactive strategy, which ensures that safety is a lifelong practice, cultivates healthy behaviors in younger audiences(Glagoleva. A et al.,2019) In addition to involving families and schools, seminars and

interactive workshops enhance community awareness of safety issues, thereby reinforcing a culture that prioritizes road safety.

It is essential to collaborate with local authorities. Local government institutions, transportation authorities, and law enforcement groups enhance the implementation of road safety regulations through collaboration(Canoquena, J., & King, M., 2024). This aspect is particularly evident along significant tourist routes such as Highway 344, where there is a more stringent enforcement of traffic regulations, including speed restrictions and seatbelt usage(Almatar. H et al.,2023) (Table 3). Collaborative initiatives mitigate hazardous behavior and promote adherence among both residents and tourists. Participation from tourism boards is also crucial. Through travel advisories and safety training for tour operators and transportation businesses, these agencies can enhance road safety policies. Tourism boards prioritize safe practices in service delivery to ensure that customers are educated and prepared to navigate the challenges of travel securely.(Paraskevas. A. ,2022) Moreover, altering public perceptions regarding road safety significantly relies on the engagement of local authorities.(Malik S. et al.,2020) By fervently promoting safe travel practices, community leaders can serve as role models and facilitate broader societal transformation (Engagement of Community Leaders). Their involvement may enhance local residents' comprehension of and adherence to safety measures. Incorporating technology into road safety initiatives yields significant advancements in enhancing communication and awareness (Torbaghan M. E., et al.,2022). Through applications providing real-time traffic updates and safety alerts, road users can equip themselves to make informed decisions about their routes, thereby reducing the likelihood of accidents (Use of Technology) (Parvez, M. S., & Moridpour, S. 2024). Furthermore, this type of technological integration aligns with contemporary visitor expectations, as they often rely on mobile technologies for navigation and information (Gindele T., et al 2015). Upholding robust safety standards ultimately relies on consistent safety assessments and training for drivers and other road users. This exercise highlights areas requiring improvement and underscores the importance of safety in routine operations (Daily Safety Assessments and Training) (Hysing, E., 2021). Engaging multiple stakeholders in these assessments ensures a comprehensive understanding of safety concerns necessitating collaborative solutions. The formation of a road safety culture in the Eastern Economic Corridor relies on the collaborative efforts of government officials, transportation authorities, tourism boards, community leaders, and residents. The EEC may establish a secure travel and tourist environment that benefits both visitors and the local community by prioritizing public awareness, education, collaboration, technology, and training. This comprehensive strategy is essential for executing sustainable tourism activities while safeguarding the safety and welfare of all road users.

Conclusion

The establishment of a strong safety culture in Thailand's Eastern Economic Corridor (EEC) travel and tourism sector is a strategic necessity that directly impacts the safety, confidence, and contentment of tourists and local people. This study has shown that efficient information flow management, stakeholder participation, and the incorporation of new technology are essential components in fostering a sustainable and resilient road safety environment. The findings indicate that enhancing public awareness via marketing and educational initiatives establishes a fundamental safety mentality among all age demographics, fostering enduring responsible travel practices. Similarly, community engagement, particularly the participation of local leaders and influencers, is crucial in transforming cultural norms towards safety-oriented behaviors.

Furthermore, collaboration among governmental entities, transportation authorities, and tourism stakeholders is crucial for enforcing regulations and developing infrastructure enhancements, especially along high-risk tourist corridors like Highway 344. The proactive implementation of intelligent technology, including real-time alarm systems and mobile safety applications, enhances risk management and meets contemporary visitor expectations. Moreover, constant safety evaluations and driver training initiatives facilitate the ongoing enhancement of standards, enabling prompt adjustments to new obstacles. These steps solidify safety as an intrinsic value integrated into daily travel operations, rather than merely a collection of reactive measures.

Limitations and Suggestions for Future Research

Although this research provides in-depth insights into the development of safety culture in the tourism sector of the Eastern Economic Corridor (EEC) in Thailand, there are still some limitations that should be considered for future studies. Firstly, this study primarily utilized qualitative research methods, such as interviews and field observations. While these methods offer detailed insights within a specific context, they may have limitations in generalizing findings to other areas or target groups. Additionally, the responses from key informants, which include government officials, tourism operators, and safety experts, may be biased or confined to their specific knowledge and experiences.

Another limitation is that the study area is primarily focused on Chonburi and Rayong provinces, which may mean the findings do not accurately reflect the overall situation in other tourist areas of Thailand that possess different infrastructure or social contexts. Furthermore, although the integration of smart technology to enhance safety has been mentioned at a conceptual level, there is a lack of clear quantitative assessment of the effectiveness of these technologies in reducing accidents or improving safety in real-world situations.

For future research suggestions, a mixed-methods approach should be employed, combining statistical analysis and behavioral modeling with qualitative data to increase reliability and expand the scope of the research findings. Additionally, comparative studies with other tourist areas, such as Chiang Mai or Phuket, should be conducted to identify best practices and success factors in each location. Long-term research is also needed to monitor the outcomes of safety policies after actual implementation, along with investigations into the effectiveness of safety technologies, such as real-time alert systems and safe travel applications. Furthermore, analyzing the behaviors and cultures of road users in each community will provide deeper insights into the challenges of behavior modification. Finally, systematic evaluation research of safety policies should be undertaken to measure the effectiveness of various measures and their alignment with international best practices.

Author Contributions: E-mail; Jakkwat.la@spu.ac.th (J.L.); Waraphon.kl@go.buu.ac.th (W. K.) ; Dultadej.sa@spu.ac.th (D. S.); Design research, J.L., D.S., and W.K; methodology, J.L. and D.S ; software, J.L. and W.K; validation, J.L. and W.K.; formal analysis, J.L. and W.K.,; investigation, J.L. D.S., and W.K.; data curation, J.L; writing - original draft preparation, J.L. and W.K; writing - review and editing, J.L., D.S., and W.K.; Project administration, J.L. D.S., and W.K. Summarize results J.L., D.S., Provide Recommendations D.S. All authors have read and agreed to the published version of the manuscript. and essentially intellectual contributor: D.S.

Funding: Not applicable.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study may be obtained on request from the corresponding author.

Conflicts of Interest: The authors declare no conflict of interest.

References

Abedi, M., Read, G., & Salmon, P. (2024). Understanding road transport system stakeholderrequirements for managing driver distraction. Social Science Research Network (SSRN), 5. https://doi.org/10.2139/ssrn.5044636

Akishova, S. (2025). Uzbekistan: The emerging hub for foreign investment in Central Asia. Innovative Technologica: Methodical Research Journal, 4(1), 7. https://doi.org/10.47134/innovative.v4i1.134

Almatar, H., Alamri, S., Alduhayan, R., Alabdulkader, B., Albdah, B., Stalin, A., & Almazroa, A. (2023). Visual functions, seatbelt usage, speed, and alcohol consumption standards for driving and their impact on road traffic accidents. Clinical Optometry, 15, 225–246. https://doi.org/10.2147/OPTO.S422635

Aman, N., Manomaiphiboon, K., Pengchai, P., Suwanathada, P., Srichawana, J., & Assareh, N. (2019). Long-term observed visibility in eastern Thailand: Temporal variation, association with air pollutants and meteorological factors, and trends. Atmosphere, 10, 122. https://doi.org/10.3390/atmos10030122

Arora, M. (2024). Fostering resilience through travel: Prioritising well-being, accessibility and sustainability. In The Emerald Handbook of Tourism Economics and Sustainable Development (Building the Future of Tourism) (pp. 211–232). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83753-708-220241011

Aven, T., & Ylönen, M. (2021). How the risk science can help us establish a good safety culture. Journal of Risk Research, 24(11), 1349–1367. https://doi.org/10.1080/13669877.2020.1871056

Baloch, Q. B., Shah, S. N., Iqbal, N., & et al. (2023). Impact of tourism development upon environmental sustainability: A suggested framework for sustainable ecotourism. Environmental Science and Pollution Research, 30, 5917–5930. https://doi.org/10.1007/s11356-022-22496-w

Canoquena, J., & King, M. (2024). Road safety coordination between government and community: Analysis and insights from selected OECD countries. Journal of Road Safety, 35(3), 53–67. https://doi.org/10.33492/JRS-D-24-3-2337457

Chatys, M., & Yodprathum, W. (2025). Comparative analysis of Chinese government and Thai media narratives. https://www.uni.lodz.pl/fileadmin/Jednostki/Osrodek_Spraw_Azjatyckich/CAA_Papers/2025/CAA_Papers_MC_WY_January_2025.pdf

Claxton, G., Hosie, P., & Sharma, P. (2022). Toward an effective occupational health and safety culture: A multiple stakeholder perspective. Journal of Safety Research, 82, 57–67. https://doi.org/10.1016/j.jsr.2022.04.006

Chermprayong, P., Hongkarnjanakul, N., Rouquette, D., Schwob, C., & Mezeix, L. (2021). Convolutional neural network for Thailand's Eastern Economic Corridor (EEC) land cover classification using overlapping process on satellite images. Remote Sensing Applications: Society and Environment, 23, 100543. https://doi.org/10.1016/j.rsase.2021.100543

Dinkoksung, S., Pitakaso, R., Boonmee, C., Srichok, T., Khonjun, S., Jirasirilerd, G., Songkaphet, P., & Nanthasamroeng, N. (2023). A mobile solution for enhancing tourist safety in warm and humid destinations. Applied Sciences, 13(15), 9027. https://doi.org/10.3390/app13159027

Egila, A. E., Kamal, M. M., Kumar Mangla, S., Rich, N., & Tjahjono, B. (2025). Highly reliable organisations and sustainability risk management: Safety cultures in the Nigerian oil and gas supply chain sector. Business Strategy and the Environment, 34(2), 2680-2701. https://doi.org/10.1002/bse.4091

Federal Highway Administration. (2023). Promoting a safety culture in transportation organizations. U.S. Department of Transportation. https://www.fhwa.dot.gov/safetyculture

García, E., Miller, M., & Johnson, L. (2023). Workplace safety and leadership engagement in road safety culture. Journal of Transportation Safety & Security, 15(2), 120-136. https://doi.org/10.1080/19439962.2023.124567

Gindele, T., Brechtel, S., & Dillmann, R. (2015). Learning driver behavior models from traffic observations for decision making and planning. IEEE Intelligent Transportation Systems Magazine, 7(1), 69–79. https://doi.org/10.1109/MITS.2014.2357038

Haghighi, M., Bakhtari, F., Sadeghi-Bazargani, H., & Nadrian, H. (2021). Strategies to promote pedestrian safety from the viewpoints of traffic and transport stakeholders in a developing country: A mixed-method study. Journal of Transport & Health, 22, 101125. https://doi.org/10.1016/j.jth.2021.101125

Kharazishvili, Y., Bugayko, D., Lyashenko, V., Sokolovskiy, V., & Baranov, V. (2021). Strategizing for sustainable development of transport systems in the safety dimension. In IOP Conference Series: Earth and Environmental Science, 915(1), 012025. https://doi.org/10.1088/1755-1315/915/1/012025

Karatepe, O. M., Rezapouraghdam, H., Hassannia, R., Karatepe, T., & Kim, T. T. (2025). Test of a moderated mediation model of green human resource management, workplace spirituality, environmental commitment, and green behavior. International Journal of Hospitality Management, 126, 104010. https://doi.org/10.1016/j.ijhm.2024.104010

Kokkhangplu, A., Onlamai, W., Koodsela, W., & Yujiao, W. (2024). The Resilience of Entrepreneurship in the New Era of the Tourism Supply Chain: A Case Study of the Economic Corridor of Thailand, China, and Laos. Journal of China Tourism Research, 1–31. https://doi.org/10.1080/19388160.2024.2423290

Kuo, N.-T., Cheng, Y.-S., Chang, K.-C., & Ying, W.-H. (2020). Establishing a measurement scale for safety culture in the hotel industry. Journal of Hospitality and Tourism Management, 42, 12-28. https://doi.org/10.1016/j.jhtm.2019.11.007

Le, L. T. N., Jeenanunta, C., Ueki, Y., Intalar, N., & Komolavanij, S. (2025). The role of managerial competencies in driving Industry 4.0 adoption: A comparative study of Thailand and Vietnam's manufacturing sectors. Sustainability, 17(1), 77. https://doi.org/10.3390/su17010077

Lee-Anant, C., & Rungreaung, P. (2024). Guidelines for the service quality development of small boutique hotels that attract domestic workcation tourists: The case of Pattaya City, Thailand. Geo Journal of Tourism and Geosites, 55(3), 1028-1038. https://doi.org/10.30892/gtg.55305-1277

Malik, S., Swapan, M. S. H., & Khan, S. (2020). Sustainable mobility through safer roads: Translating road safety strategy into local context in Western Australia. Sustainability, 12(21), 8929. https://doi.org/10.3390/su12218929

Ma, H., Chiu, Y.-H., Tian, X., Zhang, J., & Guo, Q. (2020). Safety or travel: Which is more important? The impact of disaster events on tourism. Sustainability, 12(7), 3038. https://doi.org/10.3390/su1207303

Morrison, A. M. (2023). Marketing and managing tourism destinations. Routledge. https://doi.org/10.4324/9781003343356

National Academies of Sciences, Engineering, and Medicine. (2023). Building a strong safety culture in transportation agencies. National Research Council. https://doi.org/10.17226/27231

Noort, M. C., Reader, T. W., Shorrock, S., & Kirwan, B. (2016). The relationship between national culture and safety culture: Implications for international safety culture assessments. Journal of Occupational and Organizational Psychology, 89(3), 515-538. https://doi.org/10.1111/joop.12139

Outay, F., Mengash, H. A., & Adnan, M. (2020). Applications of unmanned aerial vehicle (UAV) in road safety, traffic, and highway infrastructure management: Recent advances and challenges. Transportation Research Part A: Policy and Practice, 141, 116-129. https://doi.org/10.1016/j.tra.2020.09.018

Paraskevas, A. (2022). Cybersecurity in travel and tourism: A risk-based approach. In Z. Xiang, M. Fuchs, U. Gretzel, & W. Höpken (Eds.), Handbook of e-Tourism (pp. 1-13). Springer, Cham. https://doi.org/10.1007/978-3-030-48652-5_100

Parvez, M. S., & Moridpour, S. (2024). Application of smart technologies in safety of vulnerable road users: A review. International Journal of Transportation Science and Technology. https://doi.org/10.1016/j.ijtst.2024.07.006

Pyke, S., Hartwell, H., Blake, A., & Hemingway, A. (2016). Exploring well-being as a tourism product resource. Tourism Management, 55, 94-105. https://doi.org/10.1016/j.tourman.2016.02.004

Salvioni, D. M., & Almici, A. (2020). Transitioning toward a circular economy: The impact of stakeholder engagement on sustainability culture. Sustainability, 12(20), 8641. https://doi.org/10.3390/su12208641

Sofronov, B. (2018). The development of the travel and tourism industry in the world. Annals of Spiru Haret University. Economic Series, 18(4), 123–137. https://doi.org/10.26458/1847

Solomon, B. (2015). Developing a robust safety culture. Professional Safety, 60(8), 50–52. https://www.jstor.org/stable/48690844

Thongsawang, S., & Anantsuksomsri, S. (2021). Economic development policies and land use changes in Thailand: From the Eastern Seaboard to the Eastern Economic Corridor. Sustainability, 13(11), 6153. https://doi.org/10.3390/su13116153

Torbaghan, M. E., Sasidharan, M., Reardon, L., & Muchanga-Hvelplund, L. C. W. (2022). Understanding the potential of emerging digital technologies for improving road safety. Accident Analysis & Prevention, 166, 106543. https://doi.org/10.1016/j.aap.2021.106543

Warintarawej, P., Thongsri, N., Seksan, J., & Marchoo, W. (2025). MICE city ecosystems: Building collaboration through information systems – A case study from Thailand. Cogent Business & Management, 12(1). https://doi.org/10.1080/23311975.2025.2460627

World Health Organization. (2023). Global status report on road safety 2023. WHO Publications. https://www.who.int/publications/detail/global-status-report-on-road-safety-2023

Yazdi, M. (2025). The impact of leadership on fostering a safety-oriented organizational culture. In M. Yazdi (Eds.), Safety-centric operations research: Innovations and integrative approaches (Studies in Systems, Decision and Control, vol 232). Springer, Cham. https://doi.org/10.1007/978-3-031-82934-5_2

Yanpisitkul, K. (2022). Impacts of the Thai canal on liner shipping container network [Unpublished doctoral dissertation]. Chulalongkorn University.

Zarei, S., & Khorasani, R. (2023). Understanding the impact of safety culture on organizational performance in transportation: A systematic review. Journal of Transport Safety & Security.