RESEARCH ARTICLE

Development of Gastronomy Tourism Management Model

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ABSTRACT

This study is a mixed method research. The document research is used as qualitative method to summarize the current situation of gastronomy tourism management in Thailand as well as problems and threats. The quantitative method is applied through questionnaire survey in order to explore need assessment of Thai tourism for gastronomy tourism.

According to results of the documentary research, there are seven aspects of gastronomy tourism management: activities, services, price, hygiene, public relations, community and supporting organizations. The questionnaire survey revealed that Thai tourists prioritized hygiene as the most important aspect of gastronomy tourism and following by activities, supporting organizations, public relations, price and community respectively. The findings enable better understanding of current situation of Thai gastronomy tourism, problems and threats. As well, the further development guideline of Thai gastronomy tourism are noted.

Key words: Gastronomy tourism, Tourism management

INTRODUCTION

The tourism situation in 2018 has been improved due to the world economic growth and recovery of Chinese and Russian tourists, which is considered as the tourists and creating revenues of hundreds billion baht annually (Ministry of Tourism and Sports, 2017). Moreover, according to the World's 50 best foods of the well-known news agency like CNN, Thai food has become popular among people all over the world. Of all over 50 menus, food is one of the menus from countries around the world with Tom Yum Kung ranked No. 8 and the menu getting an impression from people who have tried as No. 1 is Massaman. The variety of Thai food and perfect integration of raw materials' uniqueness with specific flavors enable them to be popular and tasty among people around the world and named as "Emphatically the king of curries, and perhaps the king of all foods" (Cable News Network (CNN), 2017).

Tourism Authority of Thailand had opportunities to cooperate with MICHELIN GUIDE to survey, select and rate the restaurants of Thailand to make tourism public relations. 98 restaurants of Thailand were selected by MICHELIN inspectors, which are the recommended restaurants in MICHELIN GUIDE, but only 17 restaurants got MICHELIN STAR. According to the MICHELIN GUIDE Bangkok 2018, 3 restaurants got 2 stars, consisting of Gaggan (Indian food), Le Normandie (French food), and Mezzaluna (European/Japanese food). However, the interesting point is not the restaurant with luxurious atmosphere but instead it is the Street

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Food restaurant getting 1 MICHELIN STAR by the female chef owner (Jay Fai) with the recommended dishes including crab omelet, stir-fried crab curry, dried porridge, and noodles in thick gravy. This restaurant creates the trend because food price ranged from hundreds to ten thousand (Michelin Company, 2017)

The above statement interested the researchers because Thailand is considered the country with a variety of tourism resources, potential human capital, and food uniqueness. Therefore, it should be promoted the outstanding features of food as the marketing media to create tourism motivation among Thai and foreign tourists for increasing revenues from overall tourism and distributing to the local community equally though process and approach of good management.

2. Objectives

1. To study the actual condition, problems and obstacles of Thailand's gastronomy tourism
2. To study and rank in order of priority of variables in terms of Thailand's gastronomy tourism management

3. Materials and Methods

This research was done through the mixed methods and the qualitative research applied the document research, that is, surveying the actual condition of gastronomy tourism, including problems and obstacles as the guideline to develop the gastronomy tourism management model. The quantitative research would respond to the objectives for the opinion of tourists giving importance to the gastronomy tourism management model. A number of populations were unknown, so the research calculated from the formula of (Robert V. & Daryle W, 1970) at 95% confidence level. As a result, it obtained a sample group of 385 Thai people. Questionnaires were used to collect data for this research. The data analysis used descriptive statistics including frequency and percentage to analyze the significance of respective aspects of the gastronomy tourism management

4. Literature Review

"Gastronomy tourism" and Food consumption during travelling are very different. In case of the gastronomy tourism, food is the principal motivation of the tourists for travelling, such as, travelling to visit exhibition or food festival to try the local famous food (Hall, 2003). The tourists always search for the local food information before travelling (Bendegul Okumusa, 2007). Therefore, the gastronomy tourism is not only visiting to try food during travelling, but it is more important, that is, the tourists realize the importance of culture in the local community they have participated (Hall, 2003)

Gastronomy Tourism in France

Robert J. Harrington and Michael C. Ottenbacher (2010) studied the gastronomy tourism in France which is the land famous for cultures, especially for diversity and colors of food, wine and cheese. The main three reasons that enable France to be famous for gastronomic culture are 1) techniques of producing excellent wine with the story retold for a long time, 2) recipes of food and sauces inherited from generation to generation, and 3) techniques of advanced gastronomy of France. The gastronomy tourism in France also has interesting outstanding features and is considered as a guideline to provide food and beverage services to other countries. This practice is inserted together with services in the hotels or high-class restaurants, such as, setting tables and providing French services, matching wine with food, using high-priced raw materials to reveal elaboration of cooking and eating food, including etiquettes and steps of eating food (Designated Areas for Sustainable Tourism Administration (Public Organization), 2016).

Gastronomy Tourism in Hong Kong

Hong Kong is another country in which the tourism industry plays important roles to country's economy. Also, one of the important tourism factors leading fame to the country apart from shopping is food. Once Hong Kong had the largest number of restaurants in the world (Au & Law, 2002) and was famous for diversity of Chinese, Asian, and western foods. Especially, Chinese food, "Dim sum," is mentioned as No. 1, followed by the variety of fresh seafood, as well as dried food. Besides, there are beef, pork, Peking Duck, rice, noodles, and tofu menus. Also, Chinese tea and wine of China are mentioned and China uses "food" as the important strategy in building tourism competitive advantage. Hong Kong tourism also organizes food festivals and cooking competition regularly, food image, as well as excellent services of smiling and professional staff. These restaurants have to be certified by Quality Tourism Services (QTS) first and they will be listed in the country's tourism programmes (Bendegul Okumusa, 2007).

Gastronomy Tourism in the Republic of Korea

Korea is an good example of tourism management with food as the main destination by combining with gastronomic culture according to original, using various online channels to present good image of Korean food especially through famous Korean series like Dae Jang-geum, which creates the tourists' desires to have

participation in cooking Korean food (Designated Areas for Sustainable Tourism Administration (Public Organization), 2016) Hae-Kyung , Hye Jeong, Dayeon, & Kyung Rhan (2559) studied aesthetics of Korean food symbolizing Korean cultures. For example, “Kimchi” is the necessary side dish showing health concerns of Korean people, “Bibimbup” cooking from various vegetables and eggs makes food colorful, useful, tasty, and unique, which are the outstanding features of presenting food and traditional cultures

Gastronomy Tourism in Japan

Food of Japanese people reveals living culture of people in the nation. Japanese food consists of cooking processes focusing on freshness of raw materials through simple processes with umami's mellow taste, decorating food elaborately, such as, tea ceremony. In case of gastronomy tourism, Japan has tourism places using food as the destination, such as, Nagoya food tour, especially the unique menus of the local food, Hitsumabushi. The tourists can learn how to make Sake, tea, or sushi from the community or cooking schools which have been provided more and more at present (Designated Areas for Sustainable Tourism Administration (Public Organization), 2016)

Gastronomy Tourism in Thailand

Studie creation (2015) Pattaraporn Punturee of food tourism activities through tourist experience in Thailand. The food tourism is a form of tourism with the “special interest” of food as the main factor in creating experience through tourism activities. Creating tourists’ experience in terms of food perception can be done through five senses, that is, sight, taste, smell, sound and touch. This was different from the notion of Hall and Mitchell (2000) which stated “gastronomy tourism” and “food consumption” during travelling are very different. In case of the gastronomy tourism, food is the principal motivation of the tourists for travelling This research applied the notion of Schmitt (1999) which could create “total experience” leading to good impression among the tourists. According to the synthesis of creating food tourism activities, the contents used in the research consisted of 7 areas, i.e., visiting, tasting food, trying to cook food, buying products or souvenirs, presenting things to know about food and culture, participating in local people’s lifestyle, and creating impression towards food tourism activities. The result of using the notion of five senses showed that creating other impressions towards food tourism activities was ranked the first position and trying to cook food among the tourists was ranked the last position illustrating that the tourists did not actually realize importance of Thai food uniqueness including cooking processes, condition of the local community, and raw materials for cooking (Pattaraporn, 2015).

5. Results

Studying documents and related research in accordance with the document research approach acquired several analysis results of the actual condition, problems and obstacles of gastronomy tourism management. The researcher divided the results into 7 areas to be a guideline for developing the gastronomy tourism management model with the details as follows:

- 1) Activities** are involved with experience during eating food, cooking demonstration, cooking food on-site or in the local community, visiting places producing food in the local community.
- 2) Services** refer to knowledge on traditions and food cultures, cooking process, as well as raw materials of service providers or people in the community, sometimes popularity of the tourists wanting to travel for learning food culture not only found in Thai people.
- 3) Price** is the important factor in choosing to buy products and services. From the tourists’ viewpoint, price of products and services is often higher than usual with the catchword as “the tourist price,” especially for food price in tourism places.
- 4) Cleanness** is considered as the most important. Food should be free from biological, physical, toxic, and chemical hazards. Cleanness is very important because it can be a cause of foodborne disease and food image of tourists’ memory greatly affect tourists’
- 5) Public Relation** perception because food image through online media the tourists use for searching information on tourism places is very efficient in developing the contents for communication and creating motivation among the tourists.
- 6) Community** is considered a center for learning culture, tradition, and lifestyle which the tourists should have interaction with to exchange knowledge, especially for food, cooked food from the local people, using raw

materials, and processes inherited for a long time. It is considered uniqueness of that local food, using uniqueness of Thainess and generosity in welcoming visitors, maintaining local cultures to show the differences among the tourists, create charm and uniqueness

7) Supporting Organization Support from related agencies both government and private sectors is very important to tourism including academic support to provide knowledge for people in the community, using language for communicating cleanness of cooking processes, creating added values of tourism products, mediating between the local community and the tourists, as well as public relations of international gastronomy tourism

The results from order-type questionnaire which the tourists ranked the priority of respective aspects of the gastronomy tourism management, totally consisting of 7 aspects, were shown in the table below as follows:

Table: Frequency, Percentage, and Order of Gastronomy Tourism Management

Aspect	Frequency	Percentage	Order
Activities	114	29.6	2
Services	93	24.2	4
Price	76	19.7	7
Cleanness	152	39.5	1
Public Relations	82	21.3	5
Community	75	19.5	6
Supporting Organization	99	25.7	3

The research results from the table of frequency, percentage, and order of gastronomy tourism management collected data from 385 Thai tourists through questionnaires showed that Thai tourists ranked cleanness as the first order (39.5%), activities as the second (29.6%), supporting organization as the third (25.7%), services as the fourth (24.2%), public relations as the fifth (21.3%), price as the sixth (19.5%) and community as the last (19.5%).

6. Discussion and Conclusion

The data obtained from document analysis and literature review were discussed by order of importance as follows: in case of cleanness, people cooking food or touching food, including places producing food to provide knowledge for people related to food have good food sanitation. This is consistent with Neranchara (2014) (stating that there existed obstacles in terms of cleanness standards, safety, product price, and services of Thai food which affected development of Thailand's gastronomy tourism as the tourists' destination. Also, it agreed with the theories and practices of providing food services which Bureau of Food and Water Sanitation, the Department of Health : Ministry of Public Health conducted on "food handlers" to publicize to food entrepreneurs or food handlers because food handlers are important for supplying food, cooking, providing food services with cleanness, safety, and nutritional values. The three main points stating dangers from contaminated food are 1) physical danger from foreign objects contaminated in food, such as, glass splinters, pebbles, scrap metal, and staple, 2) chemical danger from food contaminated from toxic chemicals probably occurring from raw materials or prohibit substances, such as, borax, bleaching powder, and formalin, and 3) biological danger from pathogen, such as, bacteria, virus, and parasites.

Activities are creation of activities interacting between the tourists and the local community, as well as providing knowledge on food and cultures during gastronomy tourism, which is consistent with Sarita, Songkoon, and Marisa (2018) studying Thai Culinary Tourism : An Approach to the Development and Troubleshooting for Tourism Management in Watershed Provinces of Thailand Central Region Based on Creative Economy and stating that the tourism using food as an attractive point has become more popular and can be developed into new form of tourism, that is, Thai food tourism, with the activities supporting food tourism mainly organized by the local community. This is consistent with Pimrawee (2013) who studied Importance and Communicative Learning Activities through Food Tourism for International Women Market Tourists of Thailand and found that the activities communicating food very well were from tasting food, visiting food festivals, and attending cooking classes.

Supporting organization stated that support from agencies both government and private sectors is necessary because tourism is the overview of the country and is required the management in the policy level. The gastronomy tourism has obstacles in terms of cleanness image probably due to lack of knowledge and understanding of cooking process and sanitation. The governmental agencies should take a field trip to the community or conduct an academic service project, including training language and communication in case that the foreign tourists are interested in food and want to learn from people in the community. This agreed with

Kinganok and others (2018) who stated that the government sector should provide training and knowledge in sanitation to the community, food entrepreneurs, including street food to create reliability among the tourist

Services refer to the aspects of gastronomy tourism integrating from several sectors including community cooperation and support from related agencies. This is consistent with Sarita, Songkoon, and Marisa (2018) according to potential of each community which changes by food of each region. When knowing potential of each community, how can it be used to develop tourism? After that, create activities of tourism services and try to organize tours according to the studied areas.

Public relations stated that gastronomy tourism in many countries has become more popular due to the use of a variety of channels and forms of public relations media to convey cultural image of the nation internationally. This lead to the development of strengthening tourism which is consistent with the study of Patcharaporn (2013) studying The International Cultural Hybridization on Television and stating that media is the cross-cultural channel from the trend of Korean series Dae Jang-geum as the starting point of Korean food popularity. Also, it agreed with Noppadol, Prit, Wiroon, and Surapone (2012) studying Korean drama series: A case study of Korean culture fever wave in Thai society context which tourism of the country becomes very popular from tracing several series due to liking actors or iconization, and beauty of the locations. These enable Korea to succeed in bringing the tourists into the country very much from using public relations media efficiently.

Community showed that each community has uniqueness and specific culture to attract the tourists for visiting. The community should present cultural image to support tourism places of the community so that it can better respond to the tourists' needs (Thitirat, Aunchalee, and Yupin, 2016) which conforms to Poonpon (2013) studying Power negotiation and the changing meaning of Pad-thai: From nationalist menu to popular Thai national dish and stating that food is a representation of people in the country. Also, it agreed with Kinganok and others)2018 (who studied A Comparative Study in Gastronomy Tourism Potentiality between Mizusawa Udon, Mizusawa District, Gunma Prefecture, Japan and Khao Soi, Muang Chiangmai District, Chiangmai Province, Thailand and acknowledged the stories of two national food in absolutely different context by applying the strong point of Mizusawa to the prototype of maintaining community uniqueness interestingly. Mizusawa is considered the city promoting Udon gastronomy tourism by maintaining over 400 years of traditional process and using raw materials from the local community including wheat flour and mineral water in producing specific Udon of Mizusawa, as well as maintaining uniqueness of traditional architecture of the city.

Price is the marketing factor to show demands of cultural products, such as, food. Food price for the tourists whether Thai or foreign tourists is higher than normal price depending on the context area of the tourism places and it was consistent with the research of Hathaichanok and Rakpong (2015 (studying Potential of Local Food and Guidelines for Tourism Promotion through Local Food of Nan Province with the objectives to study tourists' behavior and satisfaction Nan province local food and find the guidelines for Tourism Promotion through local food of Nan Province. The results showed that Nan province local food is high potential product

7. Research Recommendation

In case of public relations of Thai local food to international level, the foreign tourists are interested in Thai food but they cannot reach it easily. Another obstacle is that intercultural communication of people speaking different languages, limiting communication between the community and the tourists. Building the body of knowledge in communication, transferring or knowledge of Thai food to Thai people is also important.

Image of Thai food in the eyes of foreigners is delectable and well-known. Sometimes when the tourists see how to cook, providing services, or price, it probably makes them to change their thought. Food safety is more important than tastiness or sanitation during cooking makes the food harmful. The food handlers should have good skills in cooking to avoid and prevent foodborne diseases including physical, biological, toxic and chemical aspects.

Support from the government and private sectors should be done seriously and continuously by using public relations media to encourage motivation like the countries succeeding from using the media including Korea, Japan, and Hong Kong. Moreover, it should give importance to cooperation with the local community to develop and enhance hosting to both Thai and foreign tourists.

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