



## Types of Food to Promote the Activities Gastronomy Tourism in the Western Region

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**Abstract:-** Due to the current state of tourism that comes from the trend of changing tourist behavior tourists combined with the trend of creative tourism found that tourists who travel to Thailand, there is still interested in trying local food to gain an appreciation of the culture. And with food tourism as an approach that opens opportunities for tourists to come in and experience and learn the culture as well the popularity of local food is culturally rooted and adapted for tourism in Characteristics of food culture are made into tourism products. (Commodification of Local Food), such as the Michelin Guide Thailand ranking To recommend restaurants for those traveling to Bangkok, Chiang Mai, Phuket, Phang Nga, and other cities to reflect their distinct identity and diversity. Of food culture and Thai tourism. This paper aimed to study Types of Food to Promote Activities of Gastronomy Tourism In the western region of Thailand with the quantitative method, the questionnaire covered 400 samples of Thai Tourists in Western Region Gastronomy Tourism In the western region of Thailand with non-probability and accidental sampling. Then, the data were analyzed with descriptive statistics for the respondent's information and with the correlation and multiple regressions to find out any concordances between the Types of Food and Activities Gastronomy Tourism In the western region of Thailand. The research indicated that Types of Food to Promote Activities Gastronomy Tourism In the western region affected the success of Activities Gastronomy Tourism. The Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand as a whole were Types of Food ( $\beta = 0.325$ ,  $\alpha < .01$ ) and Activities Gastronomy Tourism ( $\beta = 0.417$ ,  $\alpha < .05$ ) with a statistically significant effect, respectively. They could jointly describe the variance of the Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand by 72.1% ( $R^2 = 0.721$ ) and the forecasting equations for the Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand. Among Thailand on the whole in standardized form was  $Zy = 0.325Z+0.417$ . Results of analysis of Types of Food to Promote Activities Gastronomy Tourism In the western region Thailand increased income from other channels.

**Keywords:** Types of Food; Activities; Gastronomy Tourism

### Introduction

Gastronomy tourism is an interesting and emerging tourism trend. In 2012, the United Nations World Tourism Organization (UNWTO) published a report titled Global Report on Food Tourism, addressing the phenomenon. Food tourism that over the years, research has shown that overseas tourists spend relatively high on food and beverages, accounting for one-third of the total expenditure. And nowadays tourists tend to try exotic local food. In each place, traveled Food is considered part of the travel experience. As people today began to change the value of eating, there are more and more popular varieties. Make tourists or travelers there are different dietary requirements. 13 types of food tourists are considered as another potential target group. because besides food being the main factor in life Food can also convey the environment and local traditions, such as Khao Soi, Khanom Jeen Nam Ngiao. Influenced by ethnic minorities in the North fermented fish or fermented fish is food preservation for Isan people who can catch a large number of small fish during the flood season. Or the main ingredient of Isaan food, usually frogs, chives, and Mangkut Chi that can be found in the fields. Which is mainly



the terrain in the region Northeastern Kaeng Tai Pla, Budu sauce is derived from a mixture of marine fish sourced from both sides of the sea. Southern (Vungsai, C 2017)

Due to the current state of tourism that comes from the trend of changing tourism behavior of tourists, combined with the trend of creative tourism, found that tourists traveling in Thailand are still interested in trying local food until they appreciate the culture. And with food tourism as an approach that opens opportunities for tourists to come in and experience and learn the culture as well the popularity of local food is culturally rooted and adapted for tourism in Characteristics of food culture are made into tourism products. (Commodification of Local Food), such as the Michelin Guide Thailand ranking To recommend restaurants for those traveling to Bangkok, Chiang Mai, Phuket, Phang Nga, and other cities to reflect the different identities and diversity of food culture and Thai tourism.

The total income from food and beverages of foreigners in the year 2014-2016 was found to increase steadily in 2014 as total revenue from food and beverages was valued at 220,177.01 million baht. 2015 Total revenue from food and beverages increased by 28.09 percent to a value of 282,010.29. million baht and an increase of 43.21% compared to the year 2014, valued at 315,225.72 million baht. At the same time, food tourism in Thailand is supported by government policies. The National Economic and Social Development Plan No. 12 B.E. 2560- 2021 Office of the Economic Development Board and National Society (2017) has goals To enhance the competitiveness of the country's economy through the restructuring of agricultural production with a smart farm under the developmental plan. Thailand Economy 4.0 Food tourism is promoted together with the experience and local atmosphere through agricultural production methods and food tourism is promoted environmentally friendly, such as organic agriculture and promoting healthy food, etc.

Thai food is an important cultural heritage with a long history from the Sukhothai period to the Rattanakosin period, with evidence mentioning food. Thailand through stone inscriptions various records and archives, including important royal thesis, such as the royal thesis on Klai Ban, etc. (Nitiwarakorn, S.2014), which illustrate the important characteristics of Thai food in each era, including its diversity. of Thai food that is unique and has a unique taste, However, the current situation is more advanced in science resulting in the cultural link If considered positively, it can be said that today's Thai food has been a mix of cultures from generation to generation. The application of modified food to be more modern, from the data of WTO (2012) found that nowadays Thai food is more popular. The Thai restaurant business in foreign countries has grown, even more, resulting in the industry. Thai food is expanding. In addition, some types of Thai food are known to foreign tourists.

The trend of tourism in the western region is growing more the number of tourists and what will be Added to the tourists is the amount of food. Because food is one of the factors in attracting attention to Travel, including something that must be eaten every day at the same time, tourists at present still pay attention to more important and interested in health Food is, therefore, an income source for entrepreneurs and their communities. Gathering information on healthy local food To promote a nutritious diet as a representative of the way of conducting lifestyle of people in the past as well as conveying the wisdom of food from the search for raw materials, preparation, and cooking, it also talks about the importance of the community as a cultural selling point combined with nutrition education in Thai health tourism Thai food is one item that has a point for sale. The highlight that attracts the attention of tourists with the smell and unique taste and is also a healthy food many countries have experienced it was highly successful in bringing to bring food as a supplement to tourism (Trakulthiwakorn, K.2014)

Therefore, gastronomic tourism is a new alternative that plays a greater role in stimulating tourism. and food will be a product is the main tourism destination that is popular with tourists. At the same time, food tourism is also a corner that reflects the culture and way of life of Thailand in each area and also distributes income to various communities in Local tourism, including food tourism, will be an important tool that will help drive the tourism industry to have the potential to develop sustainable tourism.

From problems, the research team is interested in Gastronomy Tourism. Culinary tourism is a form of tourism in which tourists are traveling and have a genuine interest in food. Besides getting the



experience of tourism, tourists also participate in eating local food. Local food or famous food of that area by surfing culinary tourism is considered a form of alternative tourism and is a specific form of tourism for interested tourists. Currently, there are factors affecting food tourism and resulting in the trend of food tourism becoming more popular.

### Research Objectives

This research aims to study the Types of Food to Promote Activities of Gastronomy Tourism In the western region.

### Research Methodology

**Population and sample group:** The population was Types of Food to Promote Activities Gastronomy Tourism In the western region. The sample group consisted of 400 respondents by non-probability sampling and accidental sampling. The number was obtained by calculating the formula without the population at a 95% confidence level, and the sample size was set as follows

$$n = \frac{Z^2 P(1-P)}{E^2}$$

Where:

n = Size of the sample group

Z = Reliability level

P = Proportion of the population

E = Highest error value which will happen

The acceptance level was under the statistical significance level at 0.5

$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{(0.05)^2}$$

$$= 384.16$$

The sample size was 385 respondents. However, 400 questionnaires were gathered by using a probabilistic sampling method between January 2021 - March 2021.

**Research Instrument:** The research tool was a questionnaire where the samples were asked individually to provide information about Types of Food to Promote Activities Gastronomy Tourism In the western region. The content consisted of 3 parts as follows.

Part 1: General Information of the respondents, namely gender, age, and average monthly income

Part 2: Types of Food to Promote Activities Gastronomy Tourism In the western region.

Part 3: Information on the concordance between the Types of Food and the set of results to Activities Gastronomy Tourism.

**Data analyses:** The data were collected by distributing questionnaires in the form of filling in information online to provide convenience and speed to comply with the situation of the COVID-19 outbreak. The quantitative data were analyzed with descriptive statistics for the concordance between Types of Food and the set of results for Activities Gastronomy Tourism. By analyzing the correlation coefficient and stepwise multiple regression.

## Results

Regarding general data of the respondents, the following was found:

**Table 1** General data

General information	Frequency	Percentage
Sex		
Female	220	60%
Male	180	40%
<b>Total</b>	<b>400</b>	<b>100%</b>
Age		
20-30	187	43.50%
31 - 40	137	18.50%
41-50	35	17.50%
51-60	28	14%
61 over age	13	6.50%
<b>Total</b>	<b>400</b>	<b>100%</b>
Income		
10,000 - 20,000 baht	183	41.50%
20,001- 30,000 baht	40	10%
30,001 – 40,000 baht	128	20%
40,001 - 50,000 baht	21	10.5%
Over 50,001 baht	7	3.0%
<b>Total</b>	<b>400</b>	<b>100%</b>

For the general information of the respondents, it was found that 220 respondents, 60%, were female, and 180, 40%, were male. 187 respondents were between 20-30 years old, 43.50%. 137 of them were 31 – 40 years, 18.50%. There were 35 respondents aged 41-50 years, 17.50%, and 28 respondents aged 51-60 years, 14%. The aged 61 and over, there were 13 respondents, 6.50%.

Most of the informants, For average monthly income, most of them had an average monthly income of 10,000 - 20,000 baht, 183, 41.50%. There were 40 respondents, 10%, who got 20,001- 30,000 baht or more average monthly income. For 30,001 – 40,000-baht average monthly income, 128, respondents, 20%, were involved. There were 21 respondents, 10.5%, who got 40,001 - 50,000-baht average monthly income. For the respondents who got less than Over 50,001 average monthly income, it was 7, 3.0%.

### The results of the analysis Types of Food to Promote Activities Gastronomy Tourism in the western region.

Types of Food to Promote Activities Gastronomy Tourism In the western region that affected the success of Activities Gastronomy Tourism. The Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand as a whole were Types of Food ( $X_2$ ) ( $\beta = 0.325$ ,  $\alpha < .01$ ) and Activities Gastronomy Tourism ( $X_3$ ) ( $\beta = 0.417$ ,  $\alpha < .05$ ) with a statistically significant effect, respectively. They could jointly describe the variance of the Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand by 72.1% ( $R^2 = 0.721$ ) and the forecasting equations for the Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand. Among Thailand on the whole ( $Y$ ) in standardized form was  $Zy = 0.325ZX^2 + 0.417ZX^3$  Results of analysis of Types of Food to Promote Activities Gastronomy Tourism In the western region Thailand increased income from other channels.

Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand was found that Activities Gastronomy Tourism ( $X_3$ ) ( $\beta = 0.317$ ,  $\alpha < .01$ ) affected the Types of Food to

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Promote Activities Gastronomy Tourism In the western region Thailand with statistically significant. It could jointly explain the variance of the Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand that affected the  $s$  by 72.1% ( $R^2 = 0.721$ ), and the equation for forecasting Types of Food to Promote Activities Gastronomy Tourism In the western region Thailand term of cost retardation (Y) in standardized form was  $ZY_2 = 0.721ZX_3$ .



**Figure 1** Coconut plantation, Ratchaburi province [Khaosod Online June 2021 2018]



**Figure 2** The Best Of Nakornpathom [Post today September 2020]

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**Figure 3** Black Tofu Photharam Ratchaburi [Travel Ratchaburi.COM 2022]

## Discussion

The results revealed that overall Types of Food to Promote Activities Gastronomy Tourism In the western region affected the success of Activities Gastronomy Tourism. The Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand as a whole were Types of Food ( $X^2$ ) ( $\beta = 0.325$ ,  $\alpha < .01$ ) and Activities Gastronomy Tourism ( $X^3$ ) ( $\beta = 0.417$ ,  $\alpha < .05$ ) with a statistically significant effect, respectively. They could jointly describe the variance of the Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand by 72.1% ( $R^2 = 0.721$ ) and the forecasting equations for the Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand. Among Thailand on the whole (Y) in standardized form was  $Zy = 0.325ZX^2 + 0.417ZX^3$  Results of analysis of Types of Food to Promote Activities Gastronomy Tourism In the western region Thailand increased income from other channels. Special Area Development Administration for Sustainable Tourism Public Organization (2016) Modern Tourist Motivation With the change of the world in the present era Travel tourists has different reasons. Today's tourists are motivated by gastronomic tourism. The first is the Pleasurable Experience, which is the desire of the traveler to satisfy the senses' food experience Grounded, tourists want to experience the roots of rural food and how food is produced and self-expression. (Self-expression) want to show distinctive differences and individuality in eating. The resulting incentives increased food tourism. Tourism development policy Food is a potential that plays an important role in helping Promote food tourism to be popular. more because the policy or strategy is Driving that leads to concrete action and effectively meet the goals for Thailand in the year 2017 tourism Thailand has cooperated with Michelin. Travel partner to run the project The Michelin Guide Thailand for 5 years 2017-2022 to support and produce a guidebook for Thai restaurants that have been selected by Michelin and Encourage tourists around the world to experience food and tourism in Thailand through Creating a guide for restaurants and accommodation in Bangkok This will be a potential project that

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makes the restaurant Thailand and tourist destinations of the trip. In addition, Thailand is the host in organizing a world-class food tourism conference UNWTO World Forum on Gastronomy Tourism for the 4th time in 2018, which is an opportunity to Promote of food tourism to be more well-known as well as exchanging knowledge and experts food, including supporting the policy of bringing income Entering Thailand through the food industry Ministry of Tourism and Sports (2015).

However, The Influence of Social Media on the Decision Making for Gastronomic Tourism in Thailand The result indicated the whole of the Influence of social media on the decision-making for gastronomic tourism in Thailand. The elements of social media in the decision-making for gastronomic tourism were at the highest level ( $\bar{x} = 4.47$ , S.D.=0.69). Most had the frequency of accessing social networks from 4 to 8 hours. The device used to access social media was a mobile phone. Social media influencing food tourism decisions in Thailand. Which were considered individually, in descending order of mean, namely Photo Sharing, Social Network Discuss, Review, Opinion Online Video, and Weblogs (Tangtenglam, S.2021) The results revealed that overall, the Need for Healthy Menus on the product ( $X^1$ ) ( $\beta = 0.412$ ,  $\alpha < .01$ ) and marketing strategies on price ( $X^5$ ) ( $\beta = 0.314$ ,  $\alpha < .05$ ) had an effect on the Need for Healthy Menus of Airline passengers with a statistical significance level. This could be explained by the variance of guidelines for the Need for Healthy Menus of Airline passengers to elevate the Need for Healthy Menus of Airline passengers. (Tangtenglam, S., Chidprasert, C., & Saesow, C. 2021).

## Conclusions

Gastronomy tourism transmission of food culture is a tool for sustainable development of local food systems of the region and the world. This is important to the future of humanity because food operations will lead to the search for new solutions for sustainable tourism. By causing local employment and also preserving traditions. The meaning of Gastronomy tourism is worth more than just drinking and eating famous dishes at tourist attractions. But also covers production (Agro-tourism visit local production sites) to post-consumption (such as the production of value-added souvenirs or even managing food waste) with this continuity will be a great opportunity for tourists to complete their experiences and experience a variety of tourism-related activities. This will also benefit the society and the economy of all sectors related to the tourism industry.

Four Activities of Gastronomy Tourism. Farming System the journey starts from food sources, vegetable plots, fruit orchards, farmhouses, or rice fields in a safe agricultural approach. Raising awareness of the importance of food for health and well-being.

Story of Food The value of the background story that makes the value of each dish stand out and be remembered. One dish captures the story of a wisdom heritage. tradition food culture how to present food All of them are creating immersion in the taste of food, so food is always more than food.

Creative Industries An industry that capitalizes on creativity can all get involved with food. Because the presentation of food is both a science and an art that reflects the way of life, tastes, and directions of food in the modern era. since the food container to food innovations Awards for food, music, performances, and literature, all of which can make the taste of food more than satisfying. but creative to fill the brain, eyes full, and satisfied Sustainable Tourism Pushing for sustainable development based on tourism, conservation, promoting local stories Promote the use of local raw materials to create opportunities for the persistence of biodiversity food waste management environmental consideration protecting the local food heritage Let food symbolize the area. Open up a profound and sustainable tourism experience for visitors.



**Figure 4** Model Types of Food to Promote Activities Gastronomy Tourism.

## Recommendation

### *A. Recommendations for Practices.*

The results revealed that overall Types of Food to Promote Activities Gastronomy Tourism In the western region affected the success of Activities Gastronomy Tourism. The Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand as a whole were Types of Food ( $X^2$ ) ( $\beta = 0.325$ ,  $\alpha < .01$ ) and Activities Gastronomy Tourism ( $X^3$ ) ( $\beta = 0.417$ ,  $\alpha < .05$ ). Thus, the related agency should operate as follows;

1. Gastronomy tourism promotion food by using food in each locality It is an advantageous cultural cost, including Thai traditional food production and preservation methods can bring raw materials from food to produce products and tourism products to be sold to tourists Development of goods and services to increase the value of medical tourism through the integration of medical services with other consistent services Developed into high-value medical products and services.
2. Bringing food to create added value in the development of tourism in various forms such as community tourism, creative tourism, and historical and cultural tourism. by bringing food as part of tourism.
3. Government agencies, private sectors, and independent organizations involved in the development of food tourism in the western region Should pay attention to the factors of the marketing mix, product service, price, distribution channel marketing promotion physical appearance identity, and terms of publicity and public relations.

### *B. Recommendations for Further Research*

Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand by 72.1% ( $R^2 = 0.721$ ) and the forecasting equations for the Types of Food to Promote Activities Gastronomy Tourism In the western region of Thailand. Among Thailand on the whole (Y) in standardized form was  $ZY = 0.325ZX^2 + 0.417ZX^3$ . Therefore, the further research should be as follows;

1. Study the guidelines for promoting food tourism in the western region that focuses on the development of community entrepreneurs and develop knowledge skills of food business entrepreneurs in the area.
2. Study the operating policies that focus on local food products. in terms of quality and production standards to result in Group Loyalty customers returning to buy again Promote the image of quality food tourism Standard and worth the price.

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