



The Roles of Government Organizations and Key Stakeholders toward a Sustainable Food Tourism Development of Chinese Tourist Target: Case Study of Phuket Municipality

Putsadee Sanitprem

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Chinese Studies

Prince of Songkla University

2019

Copyright of Prince of Songkla University



The Roles of Government Organizations and Key Stakeholders toward a Sustainable Food Tourism Development of Chinese Tourist Target: Case Study of Phuket Municipality

Putsadee Sanitprem

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Chinese Studies
Prince of Songkla University

2019

Copyright of Prince of Songkla University

Thesis Title The Roles of Government Organizations and Key Stakeholders
toward a Sustainable Food Tourism Development of Chinese
Tourist Target: Case Study of Phuket Municipality

Author Miss Putsadee Sanitprem

Major Program Chinese Studies (International Program)

Major Advisor

.....
(Assist. Prof. Dr. Pim de Jong)

Examining Committee :

.....Chairperson
(Assist. Prof. Dr. Anuwat Songsom)

.....Committee
(Dr. Teerathorn Lamnaokrut)

.....Committee
(Assist. Prof. Dr. Pim de Jong)

The Graduate School, Prince of Songkla University, has approved this
thesis as Partial fulfillment of the requirements for the Master of Arts Degree in
Chinese Studies

.....
(Prof. Dr. Damrongsak Faroongsamg)
Dean of Graduate School

This is to certify that the work here submitted is the result of the candidate's own investigations. Due acknowledgement has been made of any assistance received.

.....Signature
(Assist. Prof. Dr. Pim de Jong)
Major Advisor

.....Signature
(Miss Putsadee Sanitprem)
Candidate

I hereby certify that this work has not been accepted in substance for any degree,
and is not being currently submitted in candidature for any degree.

.....Signature

(Miss Putsadee Sanitprem)

Candidate

Thesis Title	The Roles of Government Organizations and Key Stakeholders toward a Sustainable Food Tourism Development of Chinese Tourist Target: Case Study of Phuket Municipality
Author	Miss Putsadee Sanitprem
Major Program	Chinese Studies (International Program)
Academic Year	2018

ABSTRACT

Nowadays tourism is a popular activity during leisure of human. Every country earns large revenues from tourism industry, and Thailand becomes one of world famous destinations in this matter. When food is a necessary for human daily life so that a variety of foods as well as a variety of restaurants developed together with tourism as a tourism component of that destination. Tourism type trends to be various depended on tourist's lifestyle and any changes, and food tourism is another travel style purpose. The trend of food tourism and the announcement of 'a City of Gastronomy' by UNESCO in Phuket are great opportunities on sustainable tourism development. While, a success of food tourism development is essentially contributed from a mutual cooperation in a community especially government organizations. This research aimed to study Phuket government organizations' roles toward promoting and supporting food tourism and to study the development of food tourism in Phuket based on Chinese tourists. A qualitative research was applied to study food tourism of Phuket by collecting data through observation and in-depth interview of government and private organizations, Thai restaurants and Chinese tourists in Phuket Municipality.

All government organizations and some private organizations have own responsibilities and roles on social development and food tourism development based on inherit cultural values emphasis so that Phuket traditional cultures are preserved till present. As a Creative City of Gastronomy by UNESCO in 2015 particularly encourages government organizations and other sections coordinating for further community development. Nevertheless, the coordination of public sectors and local restaurants barely shown on other dimensions excepting education support. A popularity of Phuket encourages a number of Chinese tourists are

continually visiting and enjoying eating, even though they have low awareness of Phuket traditional food. The development of food tourism by analyzing through the marketing mix (4Ps) including product, price, place and promotion and PHUKET model could effectively attract Chinese tourist target and increase a good awareness of Phuket traditional food culture. Online applications and social media are efficient promoting methods for tourists nowadays as technology has been a part of human life during globalization. Besides, a consideration of restaurant atmosphere or decoration and taste standard of food will achieve tourist excellent experience on food tourism in Phuket.

Keywords: Food Tourism, Gastronomy, Government Organization, Chinese Tourist

ชื่อวิทยานิพนธ์	บทบาทของหน่วยงานภาครัฐและผู้มีส่วนได้ส่วนเสียต่อการพัฒนาการท่องเที่ยวเชิงอาหารอย่างยั่งยืนในกลุ่มนักท่องเที่ยวชาวจีน กรณีศึกษาเทศบาลนครภูเก็ต
ผู้เขียน	นางสาวพุทธสดี สนิทเปรม
สาขาวิชา	จีนศึกษา (หลักสูตรนานาชาติ)
ปีการศึกษา	2561

บทคัดย่อ

ปัจจุบันการท่องเที่ยวเป็นกิจกรรมหนึ่งที่ได้รับคามนิยมในช่วงเวลาว่างของมนุษย์ชน ประเทศต่างๆมีรายได้จำนวนมหาศาลจากอุตสาหกรรมการท่องเที่ยวและประเทศไทยก็เป็นจุดหมายปลายทางการท่องเที่ยวที่มีชื่อเสียงแห่งหนึ่งของโลก ขณะที่อาหารคือสิ่งจำเป็นในการดำรงชีวิตของมนุษย์อาหารชนิดต่างๆตลอดจนร้านอาหารจำนวนมากมายังได้รับการพัฒนาในบริบทส่วนประกอบของการท่องเที่ยวพร้อมกับอุตสาหกรรมการท่องเที่ยวของจุดหมายปลายทางนั้นรูปแบบการท่องเที่ยวมีแนวโน้มหลากหลายมากยิ่งขึ้นตามวิถีการดำเนินชีวิตของนักท่องเที่ยวและการเปลี่ยนแปลงต่างๆ ทั้งนี้การท่องเที่ยวเชิงอาหารจึงเป็นรูปแบบการท่องเที่ยวเพื่ออีกจุดประสงค์หนึ่ง กระแสการท่องเที่ยวเชิงอาหารและการได้รับรางวัลเมืองสร้างสรรค์ด้านวิทยาการอาหารจากองค์การยูเนสโกของจังหวัดภูเก็ตถือเป็นโอกาสอันดีในการพัฒนาการท่องเที่ยวอย่างยั่งยืน อีกทั้งการพัฒนาการท่องเที่ยวจะสำเร็จลุล่วงไปได้ด้วยดีหากได้รับการร่วมมือภายในชุมชน โดยเฉพาะอย่างยิ่งจากหน่วยงานภาครัฐ งานวิจัยฉบับนี้มีจุดประสงค์เพื่อศึกษาบทบาทของหน่วยงานภาครัฐในจังหวัดภูเก็ตต่อการพัฒนาส่งเสริมการท่องเที่ยวเชิงอาหารและเพื่อศึกษาการพัฒนาการท่องเที่ยวเชิงอาหารในกลุ่มนักท่องเที่ยวชาวจีน การวิจัยฉบับนี้เป็นงานวิจัยเชิงคุณภาพและศึกษาการท่องเที่ยวเชิงอาหารของจังหวัดภูเก็ตโดยอาศัยการเก็บข้อมูลจากการสังเกตการณ์และการสัมภาษณ์เชิงลึกหน่วยงานภาครัฐและเอกชน ร้านอาหารไทยและนักท่องเที่ยวชาวจีนในเขตเทศบาลนครภูเก็ต

ทั้งหน่วยงานภาครัฐและภาคเอกชนมีบทบาทหน้าที่และความรับผิดชอบที่แตกต่างกันไปในการพัฒนาชุมชนและการท่องเที่ยวเชิงอาหารโดยคำนึงถึงความสำคัญของคุณค่าทางวัฒนธรรมเป็นพื้นฐานจนทำให้วัฒนธรรมพื้นเมืองจังหวัดภูเก็ตได้รับการอนุรักษ์ไว้จวบจนปัจจุบันการได้รับรางวัลเมืองสร้างสรรค์ด้านวิทยาการอาหารตั้งแต่ปี พ.ศ. 2558ช่วยผลักดันให้หน่วยงานภาครัฐรวมถึงภาคส่วนอื่นๆให้ความร่วมมือเพื่อต่อยอดการพัฒนาชุมชนมากขึ้น ทั้งนี้ความร่วมมือด้านอื่นๆ นอกเหนือจากการอบรมให้ความรู้ระหว่างหน่วยงานภาครัฐภาคเอกชนและร้านอาหารยังคงพบเห็นได้น้อย ความมีชื่อเสียงของจังหวัดภูเก็ตส่งเสริมให้นักท่องเที่ยวชาวจีนเดินทางมาท่องเที่ยวและเพลิดเพลินกับการรับประทานอาหารอย่างต่อเนื่อง แม้นักท่องเที่ยวเหล่านั้นจะไม่ค่อยรู้จักอาหารพื้นเมืองภูเก็ต การพัฒนาการท่องเที่ยวเชิงอาหารโดยการวิเคราะห์ผ่านส่วนประสมการตลาด ซึ่งประกอบด้วยผลิตภัณฑ์ ราคา การจัดจำหน่ายและการส่งเสริมการตลาดและโมเดล PHUKET สามารถช่วยดึงดูดความสนใจนักท่องเที่ยวชาวจีนได้อย่างมีประสิทธิภาพและช่วยเสริมสร้างความเข้าใจเรื่องวัฒนธรรมอาหารของจังหวัดภูเก็ต อนึ่งแอปพลิเคชันออนไลน์และโซเชียลมีเดียเป็นช่องทางการประชาสัมพันธ์แก่นักท่องเที่ยวที่มีประสิทธิภาพในปัจจุบัน เนื่องจากเทคโนโลยีได้กลายเป็นส่วน

หนึ่งของการดำเนินชีวิตในยุคโลกาภิวัตน์ อีกทั้งการคำนึงบรรยากาศหรือการตกแต่งโดยรอบของร้านอาหารและมาตรฐานรสชาติอาหารจะทำให้นักท่องเที่ยวได้รับประสบการณ์การท่องเที่ยวเชิงอาหารในภูเก็ตที่ดียิ่งขึ้น

คำสำคัญ: การท่องเที่ยวเชิงอาหาร, วิทยาการด้านอาหาร, หน่วยงานภาครัฐ, นักท่องเที่ยวชาวจีน

Acknowledgement

In the accomplishment of this thesis, I am grateful to all concerns whose gave great encouragements to enable this achievement has been possible. First and foremost, I would like to express my deepest sense of gratitude to my thesis advisor, Assistant Professor Dr. Pim de Jong of the Faculty of International Studies at Prince of Songkla University, Phuket Campus, who perpetually provided inestimable guidance, inspiration and suggestions with kindness at all time. Her sincere support and scholarly expert have highly assisted me to a large extent to complete this thesis.

Second, I would like to sincerely thank all relevant informants for their kind assistance and encouragement on imparting essential information to accomplish the study in which consisted of Ms. Duangduean Nokthavee, Director of Division of Technical Service and Planning and Ms. Vina Pikunpon, Director of Division of Public Health and Environment, Phuket City Municipality, Mr. Jaran Sangsan, a deputy president and secretary and Mr. Chavana, a deputy president, Phuket Chamber of Commerce, Ms. Uthaiand Ms. Puangpaga, Phuket provincial cultural office, Phuket Provincial Administrative Organization, Tourism Authority of Thailand in Phuket, Thai restaurants in Phuket municipality and Chinese tourists. Without their supports, this thesis accomplishment would not been possible. Third, I also appreciated my parents and family members for their content encouragement as well as all of my friends and colleagues.

Finally, I have a great pleasure in acknowledging my gratitude to my examining committee chairs, Assit. Prof. Dr. Anuwat Songsom and Dr. Teerathorn Lamnaokrut, for their time and recommendations. My acknowledgement would not be incomplete regardless expressing an appreciation to the Faculty of International Studies, Prince of Songkla University, Phuket Campus on providing an ideal opportunity to expanding my knowledge.

Putsadee Sanitprem

CONTENTS

	Page
ABSTRACT.....	v
บทคัดย่อ.....	vii
ACKNOWLEDGEMENT.....	ix
CONTENTS.....	x
LIST OF FIGURE.....	xiii
CHAPTER	
1 INTRODUCTION.....	1
1.1 Statement of the Problem.....	1
1.2 Purpose of Study.....	4
1.3 Significant of Study	4
1.4 Scope of Study.....	4
1.5 Theoretical Framework.....	15
2 RELATED LITERATURE.....	17
2.1 Definition of Food Tourism.....	17
2.2 Development of Food Tourism.....	19
2.3 Food Tourism in Thailand.....	22
2.4 Overview of Thai Food Culture and Sub-Culture Phuket Traditional Food.....	25
2.5 The Roles of Government on Tourism Development.....	28
2.6 Creative Economic Concept.....	32
3 RESEARCH METHODOLOGY.....	35
3.1 Data Collection.....	35
3.2 Sample of Population.....	36
3.3 Studied Area Selection.....	38
3.4 Data Analysis.....	39
3.5 Data Examination.....	39
4 RESULT.....	40
4.1 Result from Government Organizations and Private Organization.....	40
4.1.1 Significance of Phuket Traditional Food.....	40
4.1.2 Roles of Government Organizations on Supporting Phuket Traditional Food.....	44
4.1.3 Image of Tourism in Phuket.....	46

CONTENTS (Continued)

	Page
4.1.4 Significance of Chinese Tourists towards Tourism in Phuket.....	47
4.1.5 The Major Roles of Government Organizations in Phuket on Tourism.....	50
4.1.6 The Coordination between Public and Private Organizations.....	52
4.1.7 The Opportunity of Food Tourism Development in Phuket.....	54
4.2 Result from Thai Restaurants and Food Souvenir Shops.....	57
4.2.1 Dining Behavior of Chinese Tourists.....	58
4.2.2 Restaurants' Owner Reaction and Support toward Chinese Tourists.	60
4.2.3 Advertisement towards Chinese Tourists.....	62
4.2.4 Food Creation and Adaptation.....	65
4.2.5 Perception of Restaurants' Owner to Food Tourism Prospect.....	66
4.2.6 Government Organizations Support related Food Tourism in Private Sector.....	69
4.3 Result from Chinese Tourist.....	71
4.3.1 Decision Making of Restaurant Selection.....	72
4.3.2 Perception of Restaurant in Phuket.....	75
4.3.3 Perception of Thai Food and Phuket Traditional Food.....	76
4.3.4 Gastronomy Activity Participation.....	79
4.3.5 Chinese Tourists Behavior in Phuket.....	79
4.4 Gastronomy Events in Phuket.....	81
4.4.1 Phuket Tasty Fest 2018.....	81
4.4.2 Phuket Chinese New Year Festival and Phuket Old Town Festival.....	86
4.4.3 Sunday Walking Street – Lard Yai.....	91
4.4.4 The Presentation of Food Tourism through Theater's View.....	93
4.5 Capitals in Dimension of Food Tourism Support.....	97
4.6 Roles of Government Organizations and Structural-Functionalism Theory on Food Tourism Development.....	101
4.7 Food Tourism Development on the Basis of Chinese Tourist in Phuket by Marketing Mix (4Ps).....	102
4.8 Model of Food Tourism in Phuket.....	105

CONTENTS (Continued)

	Page
5 CONCLUDING REMARKS	109
5.1 Conclusion.....	109
5.2 Discussion.....	114
5.3 Suggestion.....	116
BIBLIOGRAPHY	118
APPENDIX	125
Appendix A : In-depth Interview Questions for Government Organizations in Phuket.....	125
Appendix B : In-depth Interview Questions for Restaurants’ Owner/Manager and Food Souvenir Shop.....	126
Appendix C : In-depth Interview Questions for Chinese Tourists.....	128
Appendix D : Letter of Acceptance.....	129
VITAE	130

LIST OF FIGURE

	Page
1.1 Marketing Mix – the four Ps.....	8
1.2 Conceptual Framework of the Study.....	16
2.1 Food Tourism by an Interest in Food.....	18
4.1 Tiffin Carrier Sold in the Festival.....	82
4.2 Khao Kriap Wow or Indigenous Rice Cracker.....	83
4.3 Oh-Tao Lived Cooking Performance Stall.....	83
4.4 Phuket Pork Stew Pie.....	84
4.5 Stir-Fried Baegu Leaves with Dried Shrimp Pie.....	84
4.6 Phuket Traditional Food Picture Backdrop.....	85
4.7 Huge Hokkien Stir-Fried Noodle Statue.....	85
4.8 Giant Hokkien Traditional Stracked Lacquered Basket – Sia Nah.....	85
4.9 Chinese Style Red Lantern and Colorful Cartoon Lanterns.....	87
4.10 Large Entrance Signage of a City of Gastronomy Zone on Krabi Road.....	88
4.11 A City of Gastronomy Event at Phuket Thai Hua Museum.....	88
4.12 Lived Cooking Performance by Chef Phol at Phuket Thai Hua Museum.....	88
4.13 Extra Tall Chinese Costume Guys.....	89
4.14 Lived Music by Students.....	89
4.15 Floral Rickshaw.....	89
4.16 Talent Show from Young Boy.....	89
4.17 Lived Pottery Making.....	90
4.18 A-Pong (อาโป่ง) Lived Cooking.....	90
4.19 Traditional Phuket Buns.....	90
4.20 Oh-Tao (โหวต้าว) Lived Cooking.....	91
4.21 Loba (โลบะ) and Phuket Fried Pork (เกี๋ยนทอด).....	91
4.22 Lived Musical Performance and Traditional Show.....	92
4.23 Food Zone.....	93
4.24 Saiaua Stall (ไส้อ้าว).....	93
4.25 Food tourism development model in Phuket: PHUKET model.....	106

CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

Nowadays, it is unable to reject that tourism has actually become the most attractive activity that people will recognize in their leisure time. Tourism can be happened inside the country or aboard, and tourists' traveling purpose might be based on relaxation, pleasure, business and others. A number of countries worldwide gained a lot of profit and boosted their economy from tourism industry. According to the Statista, an online source provided statistic of market data and research (<http://www.statista.com/topics/962/global-tourism/>) shown tourism industry is one of the largest industries in the world. In the same time, the continual growth of tourism had encouraged the development of domestic infrastructure, hotel industry, and transportation included airline, road transportation and maritime transportation.

Furthermore, tourists became more various, and the demands and needs of them have always changed. Trend of tourism industry is more likely to be various types of travel which narrow and specify a purpose of tourists. According to travel classification, Wahab (1975, p.45) said "*produced such a scheme based on: recreational tourism; cultural tourism; health tourism; sport tourism; and conference tourism.*" Food tourism is one of tourists' travel purposes that the indeed experience from traveling is able to be captured by exploring the destination's cultural and traditional food. The activities during travel included tasting local food, visiting a market and festival, cooking, and etc. have attracted a variety of tourists and have given a memorable experience to them. Indeed, food is an essential part of tourism as well as accommodation and transportation. Food and culinary reflect historical culture and environment of that society. As a result, food and culinary in each society are absolutely different, and even the same country has diversity of foods. The changing lifestyle of tourist has been influenced on a development of tourism industry. Due to food distinctly be recognized as a cultural identity of each society, it is one of many factors encourages tourists travel on the purpose of having food experience. Food tourism has turned into a new and popular trend of travel at present.

Thailand has been recognized as one of attractive and interesting tourist destinations of the world. Thailand is plenty of natural resources and historical cultures. The valuable cultures included arts, tradition, wisdom, architecture, food, and others have reflected the civilization of Thailand since the ancient time. These cultures

are worth exploring by tourists who are both local and international tourists. Tourism industry of Thailand continually grows up every year, and tourism revenue annually increases. Although some situations such as world economy, political uncertainty, disaster and riots have impacted on tourism revenue in Thailand, tourism industry and export remain significant forces driving Thailand's economy (Kasikorn Research Center, 2018).

According to the data of 2016-2017 of the United Nations' World Tourism Organization (UNWTO) (Nation TV, 2017; Coconuts Bangkok, 2017, Sep 25), Thailand ranks the third place of tourism revenue in the world after the United States and Spain. While, the majority of tourists in Thailand are contributed from China with 9.81% growth in 2017 (Kasikorn Research Center, 2018). A government's policies and campaigns have an impact on promoting Thailand tourism worldwide. The government organizations are a main power to support and improve the development of tourism towards globalization and tourists' lifestyle changes. Although historical, natural environment, ethic and recreational tourisms extremely influence on tourists' decision about the plan to Thailand, Thai culinary and food become an important factor of this decision as well.

Thai food has been well known as its special identity, and taste of Thai food is unforgettable among tourists who have experienced it. Thai food became famous worldwide, there are a lot of Thai restaurants opened in many countries around the world. Furthermore, Thai food has been recognized as one of the most flavorful and delicious cuisines of the world. For instance, Tom Yum (Thai spicy soup with shrimps), Massaman curry, Pad Thai (Thai style fried noodle), and Gaeng Keow Wan Gai (Green curry with chicken). A culinary class becomes famous and is contributed by many hotels and restaurants. The developed social network, communication technology and online publications included website, webpage and application also influence and attract tourists to visit.

One of the most popular destinations in Thailand that tourist always recognized is Phuket where is a large island located in the Southern part of Thailand, and there has an abundance of natural resources. In the ancient time, Phuket was well known as a destination for European sailors who came for trade and exchanging goods especially tin. Phuket is a multicultural community because Phuket local culture is the combination of various cultures included Thai, Chinese, European and Malaysian. The combination of cultures differentiated Phuket from other provinces in Thailand in which be easily found on food, cloth, architecture and lifestyle. After the tin mining era, tourism industry has become extremely prosperous till now. In the early of Phuket

tourism based on environmental tourism especially nearby island and beautiful beach. Nevertheless, when the lifestyle and trend of travel changed, tourists interested in specific tourism or niche tourism. Moreover, the environmental change and a crisis of Tsunami have influenced on the transition of travel lifestyle. Government organizations in Phuket started renovating and emphasizing on local culture as a new cultural product in tourism. The local government organizations encourage local people to recognize and to emphasize the importance of their own culture, while they also attract domestic and international tourists to visit.

Phuket food is the combination of many cultures liked Chinese-Hokkien, Southern Thai and Malaysian culture which have made Phuket local food unique and full of historical significance. With the utmost effort and kind cooperation of many sections especially government organizations, in 2015 Phuket's food culture be proclaimed by UNESCO as the "City of Gastronomy". As the island where surrounded by the sea and ocean, Phuket is a plenty of seafood. The local cultures in Phuket have extremely influenced the culinary and taste of Phuket food more particular and unforgettable. Many popular restaurants in Phuket have adapted the style of food to attract tourists both foreigners and Thai people to visit. Local markets located in Phuket are bustling with many tourists, and local foods are well received in which have made tourists actually experiencing the core value of Phuket local food culture. There are a number of tourists both Thai and foreign tourists visited Phuket each year. However, Phuket is one of the most favorable destinations for Chinese tourists (Thansettakij Multimedia, 2018, Feb 13). Most Chinese tourists have high level satisfaction with Thai food in all aspects included taste, service and health promotion. While, the most satisfied food is deep frying (Phetyai, 2011).

Phuket province is continually developed and expanded economy based on tourism industry influence in order to response the rapid growth of the province. Government organizations in Phuket have played significant roles and responsibilities on provincial development and plan in various dimensions in which obviously presented through provincial infrastructure enhancement such as Phuket international airport expansion, landscape improvement, traffic expansion and light rail plan. Moreover, the government organizations have put much effort on inherit cultural identity management by preservation and presentation. Phuket's government organizations have been a part of every social events conducted to promote tourism and Phuket traditional culture. While, a 'City of Gastronomy' is a successful project of the government organizations in Phuket and other related associations.

When food tourism is a new trend of tourism at present, and Phuket has gained an announcement of the 'City of Gastronomy' by UNESCO so that food tourism is a new prospect of tourism in Phuket which is able to sustain the tourism industry because the new travel style is more attractive. Accomplishments and promotions on tourism of Phuket are significantly influenced by government organizations through various festival and event conduction so that presenting the essential support roles of them on tourism industry. Particularly, Chinese tourists who are the majority visitor arrived Phuket nowadays are the main target of tourism industry. The way of tourism development should be proper and fit to tourists' lifestyle and all changes. A successfulness of food tourism is related to a good cooperation of many sections beyond government organizations and well understanding of tourists. Moreover, other related studies regarding food tourism are limited to basis food tourism, street food and general type of tourists. This study is an advantage opportunity to specially emphasize on roles of Phuket government organizations distributed toward Phuket tourism success and food culture promotion by focusing on Chinese tourist target who is the majority tourist in Phuket and is powerful tourism revenue contributor nowadays, and to analyze the potential of food tourism development and supporting from related sectors in Phuket municipality.

1.2 Purposes of Study

1.2.1 To study the roles of government organizations in Phuket toward promoting and supporting food tourism.

1.2.2 To study the development of food tourism in Phuket based on Chinese tourists.

1.3 Significant of Study

1.3.1 To be an advantage database of whom may concern or any organization in food tourism or related field.

1.3.2 To be strategies and suggestions of food tourism development towards Chinese tourist target.

1.4 Scope of Study

1.4.1 Content

This research emphasizes on the roles of government organizations and related key stakeholders toward the development of food tourism in term of Chinese tourist target. The data collection of roles of government organizations and

key stakeholders related to food tourism and local Thai-Phuket food that covered main dishes, dessert and snack.

1.4.2 Area

The area of this study is limited to Phuket Municipality area only. While, the government organizations are Tourism Authority of Thailand in Phuket, Provincial Administrative Organization, Phuket City Municipality and Phuket Provincial Cultural Office. The researcher also studied the roles of a relevant private organization in which monitored themselves as a public organization coordinated between government organizations and private businesses, the Phuket Chamber of Commerce, in order to comprehend the related roles with government organizations. Besides, the data is also collected from the Thai restaurants and Chinese tourists in Phuket Municipality.

1.5 Theoretical Framework

To analyze the phenomenon of tourism industry in Phuket and the roles of both government organizations, a private organization and key stakeholders on food tourism development of Chinese tourist target, there are five main theories were used to describe the study: Capital Concept, Marketing Mix (4Ps) Theory, Tourist Behavior Theory, Structural-Functionalism Theory and Dramaturgical Theory.

1.5.1 Capital Concept

In general, the Oxford dictionary has defined a word 'Capital' as wealth in a money form or another assets owned by a firm or an individual for an objective such as investment or doing business (Oxford English Dictionary, n.d.). In similar, the Longman dictionary has also defined 'Capital' as money or property used to start the business or to produce more wealth (Longman Dictionary, n.d.). Similarly, 'Capital' is any financial resources owned by a business unit, it is valuable in development and income creation. Capital also indicates the business's accumulated wealth through its assets less liabilities (Debitoor, 2017). Nevertheless, Bourdieu has explained 'Capital' in different way.

Pierre Bourdieu (1930-2002) was an important French sociologist who contributed to social sciences with his first systematization in 'Outline of a Theory of Practice'. Bourdieu emphasizes on 'Practices' of human. He rejected the idea of structuralism which the factors of human behavior are naturally built in human mind. The practical theory explains a medium of the excess methodological individualism which social phenomena can be described by the result from individual action and

methodological holism that the social phenomena be explained by mean of society or structure for liberating agency. To illustrate, the human behavior cannot be defined by society, but society has also a significant role indirectly and directly influenced on human behavior (Bourdieu & Nice, 1977).

While, 'agency' defined as a capacity of social actor to act independently of structure. Thus, the concept of 'Habitus' was introduced by Bourdieu to harmonize structure and agency. Habitus refers to flexible and systematic structures inherent in human body in which began by the interaction between humans or human and external factors so that the learning action, skills and expert appeared. For example, children learning elder behavior by imitation. Repeat behavior and time enable social structures transmitting into human body or 'embodiment'. Bourdieu also indicates that human applied cultural resources as capital to compete and to overcome their life in order to create a social distinction through symbolic system (Postill, 2008; Pooklookpiclic, 2012).

When capital is a part of practical concept, Bourdieu (1986) has further explained capital as "an accumulating of labor (in its embodied form) which, when agents appropriated it on a basic or exclusive, enables them to appropriate social energy in reified or living labor forms." Furthermore, the capital takes time for accumulation, and it is a potential efficacy to generate profits and to reproduce itself as well as to expand different form of profits. He further described that capital is particularly defined as a disinterested form of exchange or noneconomic that assure a transubstantiation in which material types of capital, liked the restricted sense of economy, could present themselves in the another form. Bourdieu had differentiate capital into four characters as below;

(1) Economic capital is the capital that immediately and directly changes into money or property rights form.

(2) Cultural capital is able to subtitle into three forms which are the embodied state, objectified state and institutionalized state.

a. Embodied state refers to the long-lasting emotions related to the body and mind which mostly appear in culture, and it needs the length of time for individual acquisition process. While, it be acquired from the unique social and cultural meaning for individual action and based on the structure of class inequality or class-divided society, such as upper, middle and lower class, physical appearance, style, body language and so on (Tittenbrun, 2016).

b. Objectified state refers to capital regarding cultural goods in which identified in material objects and media, and it can transmit in its form, such as books, dictionary, pictures, instrument, monument, machines, etc.

c. Institutionalized state is a cultural capital form which is guaranteed and can be found in the set of educational qualification. This is also defined as the guaranteed value with respect to culture or cultural aptitude of the holder. For instance, certificate and examination related to quality or reputation of academic institution.

(3) Social capital is the set of potential and actual resources that are inherent in society and relate to a network of relationships of recognition and association. In similar, it can refer to membership in a group that facilitates a collective action for a common purpose. The relationships might be seen in the practice, object or symbol. While, this social institution may also be guaranteed by a common name, such as family, a school, a class, a tribe, a party, a workplace, etc. Moreover, the social capital is not ever absolutely independent because of the exchange of mutual knowledge and mutual recognition of group membership.

(4) Symbolic capital refers to accumulated prestige or honor acquisition from social condition of its transmission which is unrecognized as capital and is recognized as rightful competence as authority of recognition, it refers to the value derived from its position.

The Capital concept which included the economic capital, cultural capital, social capital and symbolic capital will describe the overall function of food tourism in Phuket. A society consists of various sectors, and each sector has its own function, while every sector in the society supports each other in order to ensure the survival of the society. In similar, tourism industry in Phuket became popular and prosperous because of many factors. As the tourism cannot be accomplished unless there are cooperation and supporting values of the community. Besides, a society does not compose of one capital, in fact it is formed of many capitals that supported each other. The capital concept will explain not only how food tourism in Phuket operate and how each sectors in the society support each other, but it also estimates potential and success of food tourism. In the same time, the capital concept will describe roles and cooperation of the government organizations and other sectors toward food tourism.

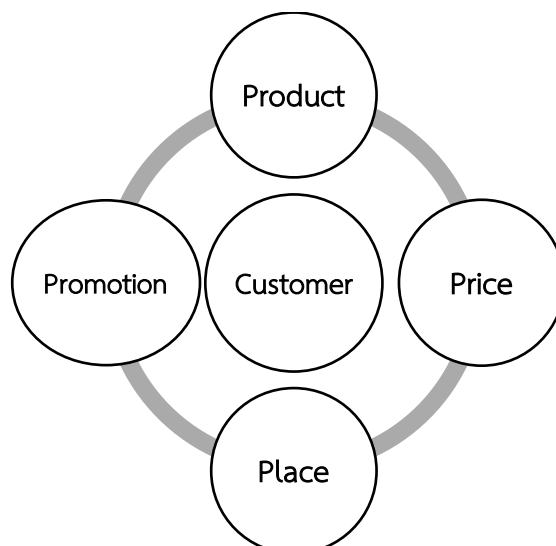
1.5.2 Marketing Mix (4Ps) Theory

Mason et al. (1995) described **Marketing mix** or the **four Ps of Marketing** as the core of marketing system in a company. While, all four elements are interrelated, and each element is used to target a market on the purpose of making a profit. A business need to create a marketing program in order to achieve its goals in which consists of:

- To plan and develop the product idea;
- To decide how to price the product;
- To place the product conveniently for customers; and
- To promote the product.

McCarthy and Perreault, JR. (1993) said that Marketing mix refers to the controllable variables in which a company put together in order to satisfy a target. All decisions about the four Ps should be made at the same time and tied together, and all elements are around consumer to represent the equal importance of all Ps. (see Figure 1.1) This definition is close to Hoffman et al. (2005) who indicated that marketing mix can represent the controllable aspects of company's marketing strategies.

Figure 1.1 Marketing Mix – the Four Ps



Source: Mason et al. (1995)

The marketing mix or the four Ps of marketing consists of product, price, place, and promotion as following detail.

(1) Product

It is about making decision of products, what product to produce, when to make it, quality, package, and quantity of the products. In the same time, marketers need to analyze customers' needs and wants at present and in the future. While, marketing research and survey is an effective method to anticipate the trend (Mason et al., 1995).

Product refers to a right product development for the target customer, and the product might be a physical goods, service or the combination of both. Indeed, product do not limit to a physical goods (McCarthy & Perreault, JR, 1993). In addition, Hoffman et al. (2005) also defined that apart from product and service, product can refer to people, places and ideas. For example, a person liked a political candidate, a place such as a travel destination, and the idea such as a HIV protection. Furthermore, products are contributed into two categories of customer which are household consumers that is the consuming public, and business-to-business customers that is a customers who resell the product or use product as a part of the production of finished products.

(2) Price

To make a decision of setting the price of product. How much price customers are willing to pay and which market to offer this price. Setting price of the product is influenced by many things such as weather, luxury goods, and product's type. For example, when seasonal changes, the price of some kinds of products such as sweater is low in order to encourage a high sales (Mason et al., 1995).

Price is regarding setting price, and the right pricing will contribute to the right product, place and promotion as well. The competition, cost of marketing mix, customer reaction, and legal restriction should be considered when setting price as all plans will be ineffective if customers do not accept the price (McCarthy & Perreault, JR, 1993). Hoffman et al. (2005) also argued that effective pricing decisions are complicated and are influenced by a number of considerations. Particularly, the effective pricing strategy needs to comprehend the relation of benefit from the product's value and the value recognized by customers on those benefits as the value can represent the trade-off between the realized benefits of products to be bought and the perceived sacrifice of cost to be paid.

(3) Place

To determine about place on how the products be transferred to the customers or people who will use it (the ultimate customer). The marketers might decide to contribute their product directly to customer or might contribute the product through intermediaries such as retailers and wholesalers (Mason et al., 1995). It is concerned with marketing channel, defined as a network of firms to develop time, place, and ownership utilities for consumers. It is also related to the planning, implementation and control of the flow of products from the production to the point of use by consumers which called as logistics or supply chain management (Hoffman et al., 2005).

Place refers to the decision of distributing the right product to the target's market place. The customers get a product through a distributing channel which could be any company or individual from a producer to a final customer (McCarthy & Perreault, JR, 1993).

(4) Promotion

It is regarding all activities designed to achieve the favorable attention of target customers towards their products or services. The marketers might promote their goods or services through promotional activities such as television, advertisement and magazines (Mason et al., 1995).

Promotion is about presenting the target market about the right product. While, promotion contains sales promotion, personal selling, and mass selling which is in the form of advertising and publicity (McCarthy & Perreault, JR, 1993). In similar, Hoffman et al. (2005) defined promotion as a marketing communication that aims to inform, persuade and remind customers about the products and the position of product in the marketplace because customers will not consume the product they do not know about and they cannot remember that product all the time. Thus, the firm needs to create a customer awareness and encouragement.

The Marketing Mix (4ps) theory is an efficient marketing analysis which describes all elements related to Chinese tourist market on Phuket's food tourism. The marketing mix (4ps) also helps to explain the solution and to plan the strategy for improving and developing a sustainable food tourism in Phuket.

1.5.3 Tourist Behavior Theory

Tourist behavior refers to the pattern that the tourists behave before, during and after their travel, and this behavior is related to tourists' attitudes. The understanding of travel behavior is advantage on marketing and product planning

so that the number of tourists and tourism products are increased (Van Vuuren & Slabbert, 2012). Similarly, understanding of tourist behavior of tourists who visited the location during vacation helps to make decision, plan, manage and point cultural attraction market efficiently. Thus, tourist behavior issue is important to decision makers regarding tourists because the consumer behavior is basically a main method supporting all marketing activities, and it is applied to develop and to promote the tourism. The behavior group of tourist is categorized mainly by the emphasis on cause and effect. To described, factors that have persuaded tourist to make a decision of the trip, it explains the tourist behavior on what and why (Isaac, 2008).

Cohen (1979) has categorized tourist behavior based on tourist experiences by analyzing the dissimilar meanings of interest, the appreciation of culture, and the pattern of life and natural environment towards each visitor. The behavior of tourist is described based on levels of experience tourist would like to have (เลิศพร ภาวะสกุล, 2559). There are five modes of tourist experience as following;

(1) Recreational tourist is related to the tourist who creates a trip in a form of entertainment. The trip mainly reactivates tourists' physical and mental powers, and the tourists does not expect to learn or to receive any experience from travel. While, the trip will provide them a sense of well-being such as the cinema, theatre and television.

(2) Diversionsary tourist refers to a travel mode that aims to escape from the boredom, the meaningless routine, and daily subsistence into the new disinterest vacation that might treat body and spirit. This type of travel does not recreate or re-establish, but it is to heal the derangement to be more endurable.

(3) Experiential tourist is the tourist who explores a meaning and attempts to look for a meaning in the life of tourism. They would like to seek for a real experience by watching and finding a new thing in the attractions.

(4) Experimental tourist refers to a characteristic of tourist who searches for something in different ways. They aim to discover thing that match to their real need and want. Besides, this type of tourist behavior relates to the engage in real social life of local society and the participation in real existing social activities such as cooking, visiting local festival, learning Thai boxing and participating in religious activities.

(5) Existential tourist refers to who fully experiences the native society and culture by behaving as a native and not interest in the comfortable accommodation for tourist. For example, they prefer staying in the homestay of local community.

However, Valene Smith (Burns, 1999, pp.46-47; เลิศพร ภาวระสกุล, 2559), his idea of tourists' typology was influenced by Cohen, categorizes tourists into seven types which are related to social and cultural impacts and are based on individual travel experiences toward local norms adaptation. First, explorers are a small group of tourists who traveled as observers within local community rather than a normal traveler, and they are able to fully participate and accept patterns and norms of hosts' society. Second, elite tourists are rarely seen, but they have fully experience of travel because they frequently travel to almost everywhere destinations with previous arrangement of a special tour package or service facilities. They can highly adapt to local norms, but it is just temporary. Third, off-beat tourists refer to tourists who prefer to escape from tourist's crowds by seeking a new travel destination or doing something apart from the norms. This type of tourists is uncommonly found, but it could be seen. Forth, unusual tourists are occasionally found travelers who travel with tour and buy another optional packages to sightseeing native society and to experience native cultures. Fifth, incipient mass tourists often be found. They seek comfort and Western facilities during their travel. Sixth, mass tourists are continuous travelers who are middle-class income and highly expect full comfort and Western amenities in order to fulfill their needs and wants. Seventh, charter tourists are a large number of travelers who interest in standard Western amenities and entertainment, but they have a limited interest and involvement with native people and local cultures.

The tourist behavior theory helps to describe the way tourists who came to visit the destination behaving, to understand more how and why they behave on that way. The good understanding of tourist behavior and though is advantage on the effective management and development of tourism as well as tourism product. Furthermore, theories of Cohen and Valene Smith are similar in the dimension of tourist experience based analysis, and food tourism is an optional travel style for exploring an exotic experience on vacation. As a result, these theories are appropriate for Chinese tourist behavior explanation and analysis of this study.

1.5.4 Structural-Functionalism Theory

Structural Functionalism or Functionalism is extremely well-known in sociology and anthropology, it describes the whole society by its structure with interrelated parts in term of the function of social elements. For instance, institution, custom, norm, and tradition. There are several definitions of the word 'Function'.

Durkheim explained that most primitive societies which still lack of strong centralization are based on the corporation of descent groups. He believed that society was segmented equivalently, and each parts were supported and held together to maintain internal stability and survive by sharing values, common symbols and system of exchange. As Durkheim mainly pays attention on the function of moral solidarity, he proposed that ‘religious ritual activity has an important role for maintaining a primitive society.’

In similar, Radcliffe-Brown though that society consists of a separate level of reality and differs from both biological and inorganic matter. While, the function means the processes for maintaining the integration or solidarity. Besides, the integration of each parts is a necessary condition for the existence of a society (Subedi, n.d.). Nevertheless, Malinowski defined function about an effect that fulfilling individual needs rather than integration of a society.

While, Parsons viewed a social system consists of a number of actions or actors of individuals. The interaction of two individuals are influenced by each other and other social factors. An actor is influenced by other actor in the system. This relationship is similar to cause and effect. However, this action is interdependent. Then, a role is created because behaviors are repeated interaction, and the role is a control participation of individual in the process of social interaction. The whole social system or society and constant relation (structure) are maintained if the functional requirement are fulfilled. If not, the structure and society have to change (Sato, 2011; Structural Functionalism, n.d.).

To conclude, society likes organism that many parts or social institutions are interrelated and work together in order to achieve equilibrium. Moreover, this equilibrium are socialization and social control that provide norms and values transferring within the society. Therefore, the structural functionalism theory is necessary for social system analysis. The theory helps explaining how the role of government organization as well as another parts within the social system coordinate and support each other to reach the success in term of tourism and food tourism in Phuket. It is able to determine what specific norm and value within the society constructing the social survive and supporting the tourism industry in Phuket.

1.5.5 Dramaturgical Theory

The symbolic interaction theory will analyze a society through the meaning that individuals defined on objects, events or actions, and it explained how individuals interpret one another’s behaviors. The interactionism defined as a

framework of people lived in the place of meaningful objects that might referred to tangible or intangible objects, symbols, actions, or relations. Individuals defined the meaning to all things for understanding. While, symbols are able to represent the certain elements or the cultural identity of human. It represents a society's beliefs, ideas, norms in which are able to be pictures, physical objects, gestures, non-verbal communications and so on (Bethany, n.d.).

Thus, the symbolic interaction means a process of interpretation of the actions in society. George Herbert Mead, an anti-dualist philosopher, thought mind and ego are society's product, while the symbols are the meaning of thought and communication, and it develop mind. Mead focused on how individuals define order and meaning and interact in everyday life by means of symbolic interaction (Aksan et al., 2009). Similarly, Erving Goffman, a Canadian-American sociologist who viewed the society through behavior of individual. He developed the symbolic interaction theory which helped to describe the society's ideas, values and belief by understanding daily behavior and interactions of people in society.

In addition, Goffman has further developed the dramaturgical theory that he viewed theater as social interactions, and that interactions indicated the pattern of cultural scenario. Therefore, the dramaturgical theory will explain interaction within a society in term of theatrical performance. He believed that individuals are able to be actors, audience, and outsiders who operate on stages or social spaces. While, individuals' actions towards others aimed to reveal the perspective of themselves and to conceal others liked actors performing on stages (Goffman, n.d.). However, the individuals' interactions depend on time, place and audience.

The dramaturgical theory helps to describe society and actions of individuals within the society through the performance as a theater while human acts according to social norms, values and belief. The Goffman's dramaturgical theory is able to explain the food tourism especially street food and food festival as a performance that attract the tourists visiting and receiving certain experience regarding gastronomy of the destination. The interaction between audiences or tourists and actors or sellers can indicate the symbols, values, norms of the society and to reveal the meaning of all things included belief, actions, and objects that the tourists perceived.

Furthermore, Goffman's dramaturgical theory is able to analyze the presentation of food culture through events for attracting tourists as a real theater in a society, in this matter hosts who are actors and guests or tourists who are audiences

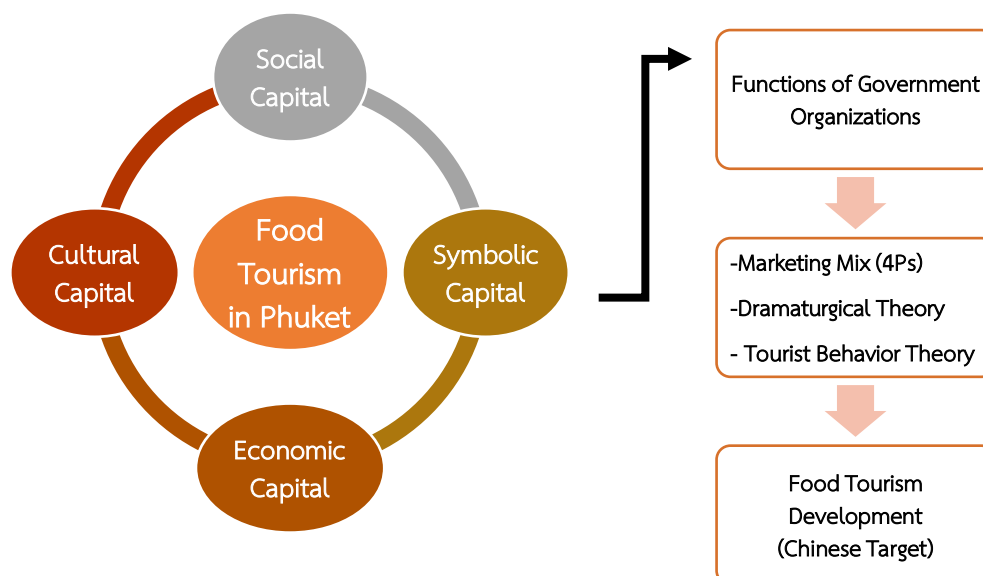
are on the stage in community. In this phenomenon, it presents an interaction between host and guest through a real performance in which a host expects guests or tourists to get an impression and to respond to indigenous' expectation. The interaction between hosts who present and offer the genuine services regarding food culture, accommodations and travel facilities and guests who are the tourists or visitors aims to create a new experience and impression among tourists. Besides, these interactions and presentations of food culture and tourism will respond to tourists' expectations, needs and wants. Then, it creates the true value of tourism development in terms of food tourism (Smith, 1989, pp.265-279).

1.5.6 Summary of Conceptual Framework

This study will be analyzed and described through five main theories. Firstly, the 'capital' concept that composes of Social capital, Cultural capital, Symbolic capital, and Economic capital theories are applied to study and to explain overall food tourism in Phuket including the values, norms and cultures of society that have played an essential role to encourage the success of tourism, and how the government organizations and key stakeholders play roles towards food tourism development. The coordination of social sectors also drives the development within the community and helps society achieve the goal. All capital elements work as social connections describing real values, norms, cultures and ideas inside the community approached to food tourism prospects in Phuket. The functional effectiveness of each value influences community development to achieve the target. Lacking of one social element or value might cause an incomplete food tourism development as well as social structure. Government organizations' performance and action on food tourism support based on local values emphasis as a tourism product could be described through the structural-functionalism theory in which illustrates the interrelation of each social part distributing to community's solidarity conservation when institutions within the society supported and helped each other to achieve the goal of tourism development. The Dramaturgical theory is a supplementary theory applied to view food tourism presentation and encouragement through promoting events that mostly conducted under the control of government organizations in the aspect of social performance or a theater, and it indicates the food tourism as well as tourism industry in Phuket in terms of certain values, norms, and interaction between merchants, host and tourists as well. The strategic performance of government organizations and key stakeholders on food tourism development and inherited values support purposes could be guided by analyzing in the Marketing Mix (4Ps) theory in order to develop food

tourism based on Chinese tourist target when Chinese tourist is one of major visitors in Phuket. In this matter, Chinese tourist's behavior comprehension through the additional illustration by applying the tourist behavior theory approach will beneficially support the development plan together with the marketing directory because understanding customer's attitude and performance is basis method to satisfy customer's need and want. Thus, marketing mix (4Ps), dramaturgical theory and tourist behavior theory are the practical functions to analyze and develop food tourism of Chinese tourist target in Phuket. The conceptual framework of the research can be seen as below. (see Figure 1.2)

Figure 1.2 Conceptual Framework of the Study



CHAPTER 2

RELATED LITERATURE

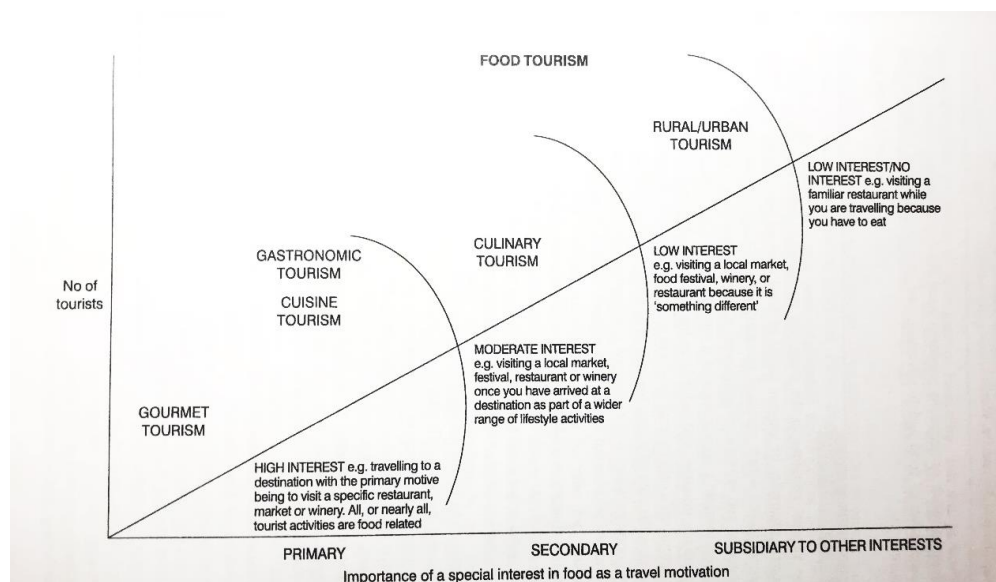
The literature review of this study consists of five main contents; the first content is Definition of Food Tourism, the second content is Development of Food Tourism, the third content is Food Tourism in Thailand, the fourth content is Overview of Thai Food Culture and Sub-Culture: Phuket Traditional Food, the fifth content is the Roles of Government on Tourism Development and the sixth content is the Creative Economic Concept. The researcher is able to comprehend immense background of food tourism and ideology of tourism development role of public organizations.

2.1 Definition of Food Tourism

Food Tourism is a new trend for tourism industry, while 'Food Tourism' seems a new creating word in tourism industry field. Nowadays, consumers seriously concern over food as well as dissimilar kinds of cuisine and quality of food. They prefer to experience new kinds of food by traveling and personally visiting the source of food were consuming, it becomes the main reason to visit that place (J. Stanley & L. Stanley, 2015). Similarly, Hall and Mitchell (2001a: 308) indicated food tourism as the primary motivation for travel was influenced by visiting to primary and secondary food producers, restaurants, food festivals and particular places for food tasting and food experience.

The definition of food tourism that a researcher has mentioned above is closely related to Hall, Sharples, Mitchell, Macionis and Cambourne (2011, pp.9-10) that defined food tourism as a need to separate tourist behavior by an interest in food between tourist who eat food as a part of travel and tourist whom select all activities and destinations upon special interest in food. It means that visitation to a restaurant is a form of food tourism, but it is the need to experience food or product of a particular region or to consume a dish cooked by specific chef become the significant reason and factor for travel in which reflected the leisure of tourists were contributed from interesting in food. Therefore, food tourism was also known as gastronomy tourism, culinary tourism, gourmet, cuisine tourism and so on (see Figure 2.1).

Figure 2.1 Food Tourism by an Interest in Food



Source: Hall, C. M., Sharples, L., Mitchell, R., Macionis, N. & Cambourne, B., 2011, p.11

Culinary tourism can also be pointed as the authentic experience of complex lifestyle in a preferable environment that had related to a good life and economic well-being of unique consumption and high quality of local products. Thus, gastronomic tourism is applied to tourists who plan the trip and travel on the purpose of tasting the local cuisine of that destination or to experience regarding gastronomy activities. It enhanced the cuisine of destination be the extremely significant quality of vacation experience (World Tourism Organization [UNWTO], 2012), The World Food Travel Association (<http://www.worldfoodtravel.org/cpages/home>), a world's leading authority on food and beverage tourism, simply defined the meaning of Food tourism as "*The pursuit and enjoyment of unique and memorable food and drink experiences, both far and near.*" While, Long (2010) has focused on culture and defined that food is a medium, destination and vehicle for tourism. Food tourism is regarding exploring foods and making food as a central or medium to explore culture and way of life of people. This kind of tourism might focus on food as travel or activities organizing around wineries, restaurants, food festivals, cooking schools and ethic markets. While, food has been presented as tourist attraction and it is about more activities rather than only consumptions in which enable tourists experience more memorable.

In conclusion, food tourism refers to a travel style mainly emphasized on a purpose of food. An indigenous food cultural identity has attracted immense interests of tourists. Besides, a tourist would like to explore native food cultures of the destination themselves in order to receive an exotic experience beyond normal travel itinerary of highlight tourist attractions of the destination. Particularly, food tourism indicates the group of tourists who enjoyed this style of travelling is basically pleased with tasting different kinds of food and is not quite familiar with a cuisine of that destination.

2.2 Development of Food Tourism

Tourism obviously played an important role on an economic growth. A tourism industry became one of main industries that enable many countries worldwide to earn much revenue in return. Ryan 1991 (as cited in Burns, 1999) reported that Tourism is an experience of place and the happening situation at that place. The experience happened from travel was the tourism product, but tourist destination was not. Thus, when the behavior of tourist becomes more various, it caused a variety of tourist types. Food has played an important role in tourism and everyday life. Everyone has to eat, and food is a main factor of human being. Adding value into food in each ethnic area can make a travel more attractive and precious.

Food tourism had become well established in the psyche of traveler as well as industry and obviously became popular in Europe by the year 2000 in which mostly shown on wine tourism. Before the 1970s food tourism publications were not be appeared, the first food tourism article appeared was written by Brown (1974) in an agricultural economic conference which mainly argued the growth and structure across of agricultural part and tourism industry in Jamaica (Yeoman, McMahon, Beattie, Fields, Albrecht & Meethan, 2015, p.12). Nevertheless, J. Stanley and L. Stanley (2015) found that the first direction to food tourism was written on '*Guida Gastronomica Italia*' in 1931 which told consumers why they had better to buy a local. Besides, they also believed that Carlo Petrini, an Italian who developed Slow Food International which is an organization aimed to reserve the local food tradition and culture, is one of founding fathers of culinary tourism by his movement in 1989. While, they also believed that farming was a key that drives food tourism. The growth of food production and wine tourism caused people saw the potential and opportunity to link their facility to restaurants and entertainments (pp. 10-14).

Promoting local food is a new opportunity to encourage the development of society as food is a key motivation for supporting the revenue of community and local suppliers. To illustrate, Cambourne and Macionis (2011) reported that one of the most favourite holiday activities of foreigner tourists in Australia are dining at the restaurant and tasting different food and wine. Similarly, most domestic tourists have meal at restaurants or café and also emphasize on food and beverage as tourism product. Thus, wine and food are the important factor encouraging tourist visited Canberra as a short holiday destination (Market attitude research services, 1999; South Australian tourist commission, 1997 cited in Cambourne and Macionis, 2011). However, Canberra seems lack of culinary tourism potential because it is a young capital city and do not have any basis agricultural. After that, Canberra gain the successful development in regional wine industry and become famous on a premium and super premium cool climate wine producer, so this stimulates the development of culinary tourism of a region accordingly.

In contrast, there are still some issues regarding culinary tourism image in the region. Few tourists will choose the destination depended on food and wine only. Actually, there are many factors influenced on tourists' destination decision such as the length of vacation, budget and individual interest. Some tourists choose domestic destination as a short-break holiday due to length of time. While, some tourists who have a long holiday with much money considered to travel abroad. Only tourists who are real gourmets consider the destination based on food and beverage. Furthermore, Canberra restaurants preferred to use regional products, local source and local supply, but it is not enough suppliers in this region. Besides, the Canberra wine has played an important role on regional produce chain and culinary image. This study found that some tourists looked for Canberra wine before local food, and most interviewed restaurants primarily apply local wine as local produce components. However, Canberra wine was perceived as too expensive product and not valuable for money. Then, interviewed restaurants suggested a training of staff so that the awareness or profile of wine and sales will arise. In the same time, the restaurant should has a good management on wine list because wine is able to satisfy overall dining experience. The restaurants can enhance the opportunity of regional culinary image and the use of regional product (Cambourne & Macionis, 2011, pp.268-284).

The use of local supply and existing local product not only develops and increases the revenue of community, but it is also a way to add the value to community, then it creates the image and symbol of a community. Culinary tourism

can be developed from what already existed in the society liked Canberra wine. The potential of food tourism development in a region should be considered cautiously from many views and environments. Certainly, food industry always comes together with tourism as food is a part of human being. The local ingredient and indigenous gastronomy can reflect the unique identity in term of culture of each region. This identity is a precious heritage that is able to be further developed for regional revenue. Although the early food tourism development was presented on improvement of a sector in tourism industry, food actually is one of the four basic human needs that is very important to human being in every life, everyone has to eat every day. Food also becomes a necessary part of tourism as same as accommodation, transportation and attractions. Many restaurants including recipes were developed and improved to response tourists' needs and wants.

In recent year, a gourmet trend appeared and became more and more popular especially among generation Y or millennial who born between the early 1980s and 1990s while the internet and technology began an important part of life, they prefer to carry the mobile together with them, and the characteristics of generation Y is various; seeking happiness is claimed as a goal of life and they prefer to express themselves and their identity through the consumption of product and service or through social media. Millennial perceived tourism as an adventure things of life. They though food experience is interesting, then it becomes very popular among millennial. This indicates the new lifestyle of identity expression. Similarly to Bliss (2014) has reported on Media Post Website (<http://www.mediapost.com/publications/article/235941/is-food-the-new-status-symbol.html>.) that forty-four percent of millennial posted the photo of food or drinks that they were having on social media. Furthermore, sixty-one percent chose to go new restaurants rather than buying a new shoes, and fifty-two percent would go to food festival rather than music festival. When social media and the advance of technology have played an important role of consumers' behavior.

As a result, social media liked a medium which connected people from many region together and played as a central communication for sharing and showing human identity and preference online. Most people often take a photo of food before having its. In particular, a number of restaurants created a specific menu with beautiful appearance for customer to take a photo, and also add some identity by the decoration on dish. The new idea to stimulate customers' awareness was created with the influence from social media and unique lifestyle of millennial in order to response

customers' need and want and to support customers in fulfilling their expectation. To illustrate, sharing photo and anything online are a method to indicate their identity and experience, while the response that received from others is a kind of happiness. In fact, the social media is the main factor that encouraged this trend. The development of camera and technology push gourmet trend being well known and becoming popular in a recent year. The developed photo shooting and application on cell phone made the image of food looked more interesting. Furthermore, many applications and websites were created to specially share the information or a review of food and restaurants so that more strongly attract the attention from consumers.

In contrast, a gourmet not only defines as people who love taking a photo of food and drinks, but it also refers to who have special interest and preference on food including the original source of food, history, ingredients, cookery, restaurant's atmosphere and decoration on dish. A real gourmet will pay attention in detail of food. Furthermore, they often travel in order to taste a particular dish in a particular restaurant (Tourism Authorization of Thailand [TAT], 2017, pp.27-35). New lifestyle of tourists or consumers especially generation Y who is a main purchasing power of the market and the new trend of gourmet has strongly influenced food tourism. Thus, emphasis on generation Y's attitude and behavior is necessary for every market and industry because the main purchasing power of the market has shifted. A truly comprehending of consumer's behavior and social trend can provide an opportunity to increase the revenue and tourism industry of each region. The activities of food tourism can be conducted into different ways for attracting tourists. For instance, cooking class, food tour, food festival, food tasting and so on. A gourmet trend has encouraged food to be an important part for satisfying tourism activity of the trip.

2.3 Food Tourism in Thailand

In Thailand, food tourism distinctively displays on street food and food tour. The food tourism in Thailand is influenced by original Thai culture and culinary that already became notable throughout the world. Thai culture significantly shaped the pattern of Thai people and encouraged a number of tourists from other regions visiting because food is related to culture and plays as a center of community. Tourism Authority of Thailand (as cited in Wangsai, C., 2017, pp. 61-65) reported the study of high-value tourist market of Japan, the United Kingdom and Australia which found that the main factor on travel decision of these three high-value tourist market is food and beverage. Tasting local food became the favourite activity of tourists, they would like

to have a new experience by seeking the signature food of that place. According to tasting food is a way to experience the actual culture of that place, it shows the tangible experience and culture to the tourist. Another reason that causes a result of the study is food as the important and necessary components of human life. Human have to eat for survive, we cannot rejected that food is one of the most important things in human being. When the globalization highly impacts on human society, there are no longer borders or barriers that separate the connection of each country. Globalization has made the spread out of information, technology, trade, and all activities across countries worldwide. While, the social media has influenced the human behavior change. People are more likely to share information, picture and so on via internet which quickly spread. The development on social media and technology are the main factor that encourage the promotion of product such as restaurant and tourism.

In Thailand, the street food is very popular and be well known among tourists. Street food in Bangkok was ranked the number 1 of the best street food from 23 cities in the world by CNN in 2017 (Shea, 2017). The walk side venders that sell many kinds of food such appetizer, main course and dessert operate from late night until dawn, it becomes very interesting and new experience for foreign tourists. Moreover, the food tour in Thailand also be appeared. This's a new trend of food tourism. Actually, Street food is a part of Thai people life, the food venders on cart or sleighs which selling on the street or pavement are easily found in Thailand. The street food in Thailand is so charming and attractive that it attracts tourists and raises income of the nation from tourism industry. Food tourism can lead to repeated travel which supporting Thailand achieved sustainable tourism development in overall sectors, meanwhile the main factor driving to this achievement is the character of Thai food. The indeed perception of tourists' need, Thainess and community knowledge is a method for sustainable development (Boonpienpon, 2017). Furthermore, food tourism in Thailand is generally seen in cooking classes in culinary school, restaurant and hotel. Thai food is one of cultural heritages of Thailand, and the recipes were transmitted through the generations since the ancient time. Accordingly, Thai food tremendously presents Thai identity and is accepted worldwide. The knowledge regarding Thai food is able to be applied for promoting tourism in term of gastronomic tourism by cooking schools. Moreover, this can increase the proficiency of economy and tourism by applying the nation's cultural heritage based background (Singsomboon, 2015, pp.82-98).

Correspondingly, the taste of food, food festival and cooking class were the good and capable activities to communicate about Thai food for international women tourists. The communicative learning activities of Thai food for women tourists focused on practice, and international women tourists indicated that Thai food be well-known worldwide and represent Thailand's identity. The unique of Thai food were Tom Yum Goong, Pad Thai, Green curry with chicken and Papaya salad. Therefore, the identity of Thai food has enhanced the tourism in Thailand and enabled Thailand becoming a travel destination where worth visiting and spending money for. The development of tourism by combining with food is a method to promote tourism because the identity of Thai food is a strength to promote Thai culture as well. The culture of Thai food can effectively attract tourists to come to Thailand, and it should be encourage to develop together with other kind of tourism such as health. The main factor to promote the learning activity is adding value about Thai food, especially created an image of food together with health because women tourists prefer to health and beauty (Rojrungsat, 2013).

In contrast, Punturee (2015) advised that food tourism activities should be created by using five senses in order to satisfy and strengthen tourists' experiences. Among the five senses, "Touch" is the most significant sense towards food tourism. Besides, most foreign tourists emphasized on mental need activities rather than physical need activities, it indicated that tourists interested in cultural and other elements related to food while did not interest in food. Thus, tour companies should consider tourists' needs for creating the great impression. She also found that most food tourism activities created by tour companies of Thailand are related to the tourist's experience through five senses which included sight, taste, smell, sound and touch. Furthermore, the tourism activities through the five senses enable tourists have reached the real fascinating tourism experience. The most favorite food tourism activities that were introduced by the tour companies are buying food products or souvenirs and participating in cultural way of life in local community so that these shown tourists have ever been to that tourist attractions and have enhanced tourists reminding that attractions as the symbol of satisfaction. While, other tourism activities were offered by tour companies are traveling to food tourism destination, testing food, and cooking respectively.

Those studies above all indicate a food tourism in Thailand has been happened when a tourism image of Thailand becoming prevailing throughout the world, and the beginning time is imprecise because food has played an extremely essential role on tourism to provide a necessary component of human life and to

serve excellent service to various tourists from around the world. The related studies also present the significance of Thai food culture on potential Thailand's tourism promotion and development when food culture defines one of inherit values of the nation in which available for cultural value supplement. On this matter Thailand's street food, food tour and Thai culinary class are outstanding characters of food tourism in Thailand, most tourists both Thais and foreigners always recognized those gastronomy activities.

2.4 Overview of Thai Food Culture and Sub-Culture: Phuket Traditional Food

2.4.1 Thai Food Culture

Thai food is a national cuisine of Thailand and be well known around the world. Thai cuisine was voted as one of the top ten culinary destinations in the world by CNN in 2015, and reported that it is a nation that emphasize on eating because Thai people usually ask each other "Have you eaten yet?" as a greeting. Furthermore, Wiens (2017) has reported that there are totally 40 Thai dishes we could not living without. For instance, Tom Yum Gung, Gang Som Pak Ruam, Gang Keow Wan, Panang Gai, Gang Massaman, Gai Pad Pongali and Jim Jum (the vegetables and meats thrown to boil into a small clay pot).

Thai food is extremely well known with spiciness, and a balance of five flavors: sour, salty, sweet, bitter and spicy in one dish is actually the secret of Thai cuisine. (Tourism Authority of Thailand) Traditionally, Thai people normally sit on the floor for eating and might have a small table for putting dishes. Thai meal consists of a variety of Thai dishes, and in each dish has a spoon for putting food into their plate and return back. Besides, all Thai dishes are served in the same time, there is no course or any appetizers in Thai meal, and this is obviously make Thai cuisine different from other foreign countries. Thai people mainly have three meals per day which are breakfast, lunch and dinner. Most Thai people have meal by using a fork and a spoon as a main eating equipment, and chopsticks be used when eating noodle only (Nabnian, S. & Nabnian, E., 2000, pp.7-21). However, the norm of using a fork and a spoon in the meal is actually applied after King Chulalongkorn or King Rama V began to modernize the country. In the past, Thai people usually use their fingers for eating (Vatcharin, 1988, pp.32-33). In contrast, using fingers for eating is still slightly seen in the rural areas of Thailand.

Particularly, Thailand is a land of rice culture, and rice is widely planted in Thailand for consumption and selling as an economic crop. Therefore, Thai people mainly have rice for a main food. Rice plays a basic staple of Thai meal, Thai people usually eat steamed fragrant rice or jasmine rice. However, sticky rice is preferred in the north and northeast part of Thailand. Sometimes, Thai people have noodle instead in which rice is a main ingredient of noodle. All of these as mentioned above indicate a rice culture of Thai society. Thai cuisine contains many ingredients. Plenty of herbs, vegetables and even some local fruits liked tamarind are used in Thai cooking for making Thai dish achieved the right balance of five flavours. In addition, one of the key ingredients in Thai cuisine is coconut milk (Watson, 2009, pp.7-21). Obviously, many Thai curry soups or Thai spicy soups were cooked with coconut milk as main ingredient of soup. However, this kind of soup might be different in each part of Thailand in term of the ingredient. For example, the Southern part of Thailand is a coastal area, thus it causes this part has a plenty of seafood in which it be usually seen in most dishes of Southern people. Moreover, coconut milk are used to make the dish creamy because Thailand does not produce dairy products, while Thailand has a plenty of coconut trees. Not only the coconut milk were used, but every part of the coconut tree already became a part of Thai people's life. For instance, many tools that was created for using in the house from Thai folk wisdom are made from coconut tree's components liked coconut's leaf, coir and shell.

Thai cuisine has its own unique and absolutely distinct from other cuisine. The reputation of Thai dishes has been spread out throughout the world. In particular, Thai government has played an important role in promoting and supporting Thai food and agriculture to the world by stimulating the policy "Thai Kitchen to the World" due to a reputation for Thai cuisine and abundance of agricultures. While, one of the purposes of this policy is to encourage to open Thai restaurant in foreign countries in order to promote Thai traditional food and to use Thai restaurant as a center of Thai tourism (Department of International Trade Promotion, Ministry of Commerce, 2013; Suankaew, 2014).

As food and cuisine reflected the civilization of culture of that nation, promoting Thai cuisine not only aims to create the acknowledgement of Thai food, but it also becomes a symbol of the nation which presented the indigenous and distinctive culture that historically existed since the past as it is a kind of art which show the beauty of the nation. Certainly, Thai food is a key factor to encourage the growth of tourism in Thailand. To illustrate, Najpinij (2011) found that each Thai

restaurants in five star hotels presented the identity of Thainess and Thai food through different component to Thai gastronomy. Production and consumption of Thai food related to expectation and standard agreement between host and guest. While, Thainess was constructed from three elements; physical setting and atmosphere on Thai culture, Thai style service and Thai food production in which Thai values, wisdom and way of life were chose to present Thai gastronomy in different way in each restaurants.

2.4.2 Phuket Traditional Food

According to the abundance of natural resources and a commercial city since the past, Phuket has been well known and has become an important destination for a long time. There are many foreigners visited and lived in Phuket especially Chinese, Malaysian and European. The variety of nations influenced Phuket had its own culture. The good combination of cultures created a unique Phuket culture and local food. Taste of Phuket local food influenced by three components which are the local natural ingredients, the traditional cooking and the multicultural community. Geography of Phuket where surrounded by beach with many hills, there are some mangroves and tropical rainforests. The varied geography encouraged Phuket has variety of natural resources. The fresh ingredients from local added a better flavor and good quality to local food. The traditional gastronomy and cooking tradition of local people in Phuket liked sea gipsy and local Thalang people in the ancient time preferred to use surrounding ingredients in order to suit to nature. Such as shrimp paste, dried shrimp or fish and Phuket style chili dip with fresh local vegetables. The multicultural pattern made overall Phuket food influenced by other culture. For example, the pineapple from Portugal, Tumee (Phuket spicy soup with fish) was influenced by Malaysia, and some desserts influenced by China. Therefore, taste of Phuket food is absolutely different from Southern Thai food which is very spicy. Phuket traditional food tastes flavorful, it is not too spicy liked Southern Thai food, and it is not too sweet, sour or salty. This is the unique of Phuket food.

Phuket traditional food is various. Dining pattern of Phuket people is varied because Phuket people can eat many meals per day since morning until night. Many Phuket foods are not food for eating in the main meal, and it is not side dished for eating together with rice (Phuket Gastronomy, n.d.). In 2015, The United Nations Educational, Scientific and Cultural Organization or UNESCO denominated Phuket as a 'City of Gastronomy' on December 11 (Phuket Gazette, December 23, 2015). The UNESCO selects Phuket as one of creative cities of gastronomy in the world because

of the variety of multi-culture that consisted of rich intercultural and knowledge exchanges. In particular, Phuket traditional food is the main component of every festival, ritual ceremony and everyday life in family. Most of Phuket traditional food are unique and cannot be found in other region. While, the secret cuisine recipes are transmitted from generation to generation within the family, and the ingredients could be found in Phuket only. Furthermore, the cooperation of government units, private units and academic units have encouraged the creativity of traditional food. For example, local food distribution, processed food and souvenir (Anywhere, 2015; UNESCO, n.d.).

Phuket traditional food presents Phuket cultural identity. A combination of multi cultures of Phuket is represented through traditional cuisine. A local cuisine is a significant part of indigenous life pattern. Phuket traditional food culture included both food and dessert as well as some kinds of ingredients are Phuket cultural signature and symbol in which enables numerous visitors recognized. The obvious sample is Thai visitors who usually visit popular Thai-Phuket traditional food restaurants that commonly located in Phuket old town area in order to experience indigenous food culture according to review and popularity. Furthermore, food souvenir products such as dried fruits, dried seafood, desserts and condiment are so well known that visitors cannot miss products. Phuket traditional food culture is another local identity definitely distinct from another cuisine.

2.5 The Roles of Government on Tourism Development

Rungrat (2010) studied the cooperation of the public, private and community for sustainable tourism development in Hatyai city found that the cooperation of the public, private and community for developing sustainable tourism depends on many factors included; the competitive condition on tourism; economic, social and political condition; the policy for sustainable tourism development of the government; the management of sustainable tourism development in Hatyai city municipality; the management of sustainable tourism development in community and the cooperation of private organization in sustainable tourism development.

Each organizations in Hatyai had recognized a competition on tourism due to being an economic and transportation center since the past so that every organizations cooperated for developing tourism in Hatyai city municipality to be survival. While, the cooperation has played roles in planning and developing tourism together with environmental reservation. An effective management of Hatyai city municipality and frequent recognition in tourism development enabled each

organizations included the public, private or citizens trust and willing to worked together with them. Indeed, the leader play an important role to create a reliability for cooperation. Besides, the sustainable tourism in each areas also be influenced by the community. Thus, the citizens in each community should help each other to share knowledge and to cultivate a good awareness in society because the good conscious of travel should actually be recognized by everyone who related to tourism.

In contrast, the level of cooperative planning of each organizations in Hatyai is low because most tourism developing plans depended on each leader or government's policy, or was the continued plan from the past. While, other related organizations did not be invited to participate in the planning conference. In the same time, the related organizations did not concern about a tourism development planning as they though the role of this development planning belonged to the government organizations only. Thus, each organizations that related to tourism should pay more attention to a tourism development planning, while the Hatyai city municipality should have a sufficient management system. The role of all related organizations included the leader and executives will affect the result of tourism in Hatyai (Rungrat, 2010). Likewise, Parinya Bootyu (2014) indicated that the main informants thought the government sectors should cooperate with local citizens in term of tourism promoting system. Additionally, people in the municipality area of Prachuap Khiri Khan have medium level of participation in tourism development included opinion sharing, planning, decision making, operational participation and benefits. While, people felt the evaluation of government sectors' projects in least level of participation. However, the treats are budget and lack of knowledge.

The success of tourism and food promotion essentially requires an encouragement from government's policy and authorization. Sajjachayaphan and Metiyothin (2013) studied the pattern of government's policy on the promotion of Thai restaurant business in France market and revealed that although Thai government have policy to promote Thai restaurant and Thai food to go international market under the strategies of 'Thai Kitchen to world' and 'Thai Food...Make Sure it's Thai Ingredients', and provide a special sign of 'Thai select' and 'Thai select premium' to guarantee the standard quality of food by Department of International Trade Promotion, Ministry of Commerce which enabled many government sectors had engaged in this strategies, Thai restaurants business in foreign market still face with many problems such as ingredient, fund, law and so on because of intangible policy of the government. The researchers also found that to promote Thai restaurant businesses in France, the government sectors should follow the following policies

which satisfied the restaurants' owner: the government should have tangible and effective policy, the government should provide the knowledge about the funding, the government should implement a plan to encourage new business man to do an investment in Thai restaurant abroad, helping to send Thai chefs and enhance the good understanding of work for Thai labor who would like to work abroad, supporting Thai suppliers of raw materials or might establish a club, investigating the quality of raw materials to meet international standard, providing a unique sign for restaurant by Thai owner and have authentic taste of Thai food, publicizing the media or document for Thai restaurants recommendation both in Thailand and France, promoting the original Thai food in Thailand, and creating the brand equity of 'Thai select'. Furthermore, the researchers reported that Thai restaurants' owner rarely received the information about the policy of government due to no time, while they agreed that the cooperation of Thai restaurant club in France, Thai airways and Tourism Authority of Thailand can help to promote the image and unique of Thai food included the meaning of 'Thai select' to be well known among foreigners.

In addition, Munde (2015) also agreed that in order to enable an effective gastronomy tourism development, promoting strategies plan should be mainly conducted by government organizations in which cooperate with private and community. The researcher also indicated that Thai food has a potential on promoting food tourism under the analysis on 7P's of service marketing mix. Meanwhile, she also found the 14P's of gastronomy tourism marketing mix together with additional 7 factors which were packaging, prominence, positioning, perception, potential, policy and partnership from food professional. In contrast, Akama (2002) argued that the role of the government not always resulted in the successful development on tourism industry. Certainly, in most less developed countries a government has played a significant role in tourism industry's development especially during the explorative stage. Particularly, Kenya, is one of the less developed countries, had government helping to determine the tourism development basis of the country. While, the government involvement in tourism industry also found in developed countries, it reflects the uniqueness and characteristic of the tourism. The government involvement in tourism activities may be found as the role of air carriers, condominiums or hotels. As a result, it frequently comes out with mismanagement, financial loss and inefficiency because most government generally considers politics rather than economy and finance. Thus, the government are not better to participate in entrepreneurial activities that were best performed by the private units, although it was understandable as a beginning stage of tourism industry.

In Kenya, although tourism industry rapidly developed and grew during the beginning stage due to the government control of various initiatives that related to tourism promotion such as the upgrade of tourism department to a full function of ministry of tourism and wildlife, the establishment of the Kenya Tourism Development Corporation for direct government investment and tourism management, and the creation of socio-economic environment attracting external and foreign investment, after the 1990s the tourism in Kenya gained many serious issues including tourism revenue decline and international visitor decrease. An unplanned and rapid tourism development caused a lack of regulations controlling the locations, environment, and facilities, the marine ecosystem was damaged and cause the quality of tourism decreased. Besides, the report of insecure destination due to violence and crime in many parts of Kenya during the 1990s caused the numerous cancellations of the bookings. Consequently, the Kenya government is better to largely on an establishment of socio-economic, political and legal environment, while the government allows and controls the private sectors to properly operate. Furthermore, a local participation on the management of tourism plan should be encouraged.

At present Thai government has launched a new economic model named 'Thailand 4.0' to replace the previous economic models which focused on agriculture, light industry and advanced industry. This is a new challenge of Thailand's economy. Thailand 4.0 will replace a production base with a service base economy and will shift from producing commodities to innovative products. While, technology is extremely emphasized. The main key of Thailand 4.0 are prosperity, security and sustainability so that the country will move to a high income country. Moreover, Thailand 4.0 aims to enhance economic prosperity, social well-being, environmental protection and increasing human values (Electronic government agency, 2017; Royal Thai Embassy, Washington D.C., n.d.). When tourism is a main industry on income generation of the country, adaptation on tourism industry is a way to encourage Thailand 4.0 to achieve the goal of high income country. The Tourism Authority of Thailand (TAT) plans to enhance Thailand 4.0 through five methods which are sustainable tourism management, environmental factors and infrastructure development, modern marketing, tourism enterprises establishment based on innovation and effective network of domestic and oversea private and public agencies and entire tourism supply chain (The Nation, May 27, 2017).

The government organizations which are a part of the central government and each ministries have been a necessary section on national and local community development. A society is composed of different sections that support

each other. The relations of each section in the society are related as a network. Besides, each community requires a leader which has an authorization and power to manage and to control the society in order to ensure the society's survival, and government organizations are responsible for those roles. The studies of researchers as reported above indicate that government organizations are an essential part of tourism and other social developments because they have a power of policy planning, decision and empowerment. Particularly, a coordination of each sections in a community, liked government, private sector and citizens, could effectively implement community growth as well as tourism sustainability.

2.6 Creative Economic Concept

A creative economy has been a powerful driver enhanced the world economy nowadays especially in developing countries. The creative economy is a new development model contributed from the emphasis of culture and cultural diversity approached to a sustainable development in which related to whole social creativities promotion. According to culture of each society has played an important role on local identity shaping, culture becomes a driver of development and enables a sustainable development of human. An ignorance of cultural consideration affects an ineffective development of human community (Isar, 2013). The report distributed from the United Nations Educational, Scientific and Cultural Organisation (UNESCO) has concluded the concept of creative industry and creative economy as a connection of cultures, creativity and development (Flew, 2014).

Creative economy became well known in 2001 by John Howkins, a British writer and media manager, concisely described 'creative economy' to "the creation of value as a result of the idea" when cultural activities and processes are recognized as a key factor for new economic development as well as a creativity in which have a great potential for human centered development approached to the achievement of economic goals, job creation, export, innovation, environmental sustainability, social integration and cultural diversity (Isar, 2013; Flew, 2014). In particular, creative industries defined as the heart of a creative economy, and the culture and arts are a core of this ideology which push to an innovation. The creative industries are related to the various activities regarding creative goods production involved cultural industries, such as music, arts, performance, etc., high-degreed industries, such as architecture, design, software, fashion, video games and so on. However, the creative economy development should consider an intellectual

property, and a government should respect the copyright payment and industrial property (Tremblay, 2011).

The creative economy ideology is essentially applied to force economy of a number of countries around the world especially developed countries by emphasizing on the creativity for values adding. For instance, Korea has developed a successful films under creativity concept by recognizing their inherit values of historical arts and cultures. The Hollywood of the United States of America is also an outstanding sample of creative economy that encourage a volume of income by values added base. In Thailand, the creative economy is not new for Thailand, many levels of government of Thailand has recognized this concept and continue develop creative economy so that it has been under the economic development model and the Thailand 4.0 that focuses on “stability, prosperity and sustainability” and aims to convert into value-based economy. While, the intension and reinforce of citizens are significant power contributed to national development success as well as the emphasis on local identity (Juthamane, 2018).

According to the Office of the National Economic and Social Development Council of Thailand has stated the definition of creative economy as a concept to drive an economy on the emphasis of knowledge, education, creativity and intellectual property linking to the culture, wisdom and technology and innovation bases. The key of government’s policy is to create an economic model that integrated cultural and wisdom assets with technological, innovative and creative knowledge in order to create distinctive goods and service, to support values added economy, to increase income, job and life quality of citizens. Significantly, a core of creative economy of Thailand is cultural capital. Besides, tourism is a part of creative economy for sustainable development of Thailand in the long term. New tourism products is recognized in order to encourage the Thai tourism to international tourist market through an effective tourism management by connecting tourism with native cultures and life patterns (Arkom, 2010).

The creative tourism development is an important motivation of creative economy as a key economic sector so that tourists could experience indigenous cultures and create strong authentic experience. The Tourism Authority of Thailand (TAT) has promoted the destination under a creative tourism concept by launched a campaign ‘the first creative tourism destination in Asia’ in early 2012. A number of government sectors supports a creative tourism, however most of them promote the creative economy in tourism dimension rather than separately focus on creative tourism ideology. Beyond the development policy and tourism promote

campaign, concerned government sectors should consider new type tourism that has a great potential for cultural assets maintenance through creativity and positive concept (Wattanacharoensil & Schuckert, 2016). The equilibrium of economy, environment and community should be created to encourage the sustainable tourism development. Although a local wisdom has a great benefit to stimulate tourism, the development processes depend on the factors of strong community base, abundant natural resources, proficient leader, unique cultures, good participation of citizens, continued operation, and innovation and creative tourism activities (Singsomboon, 2014).

A creative economy is an optional tool to stimulate economy for sustainable development in the long term. The change and differentiation will create the identity of a community. Local values heritages could be developed by adding values for further accomplishment. Each community has own inherit cultural values included costume, arts, wisdom, life pattern, food, belief, and so on. These values not only identify signatures of community and differentiate people into various community, but the local values could create income and prosperity of community through creativity development. The general economy concept could no longer generate sustainable development and revenue, thus a creative economy defined as efficient concept developing community.

CHAPTER 3

RESEARCH METHODOLOGY

This study is a qualitative research which study and find out the fact relied on related document, observation and depth interview for describing the phenomena through relevant linked theories.

3.1 Data Collection

Collecting data method of the study is able to be categorized into three relevant methods; related document, in-depth interview and observation. Some supporting data was contributed from related study and related literature to comprehend the study background and to analyze the fact of study together with relevant theories.

3.1.1 Related document

Related document be collected from secondary data, academic articles, related study and some data on public documentary sources which related to food tourism, tourism and Chinese tourist. Related theories were applied to analyze result of study. All related literatures and document were largely beneficial on supporting study result and comparing data analysis.

3.1.2 In-Depth Interview

In-depth interview was a key method of data collection for the study. In-depth interview be applied on the study to interview the key informants from the three selected groups which consisted of Thai restaurants, government organizations and Chinese tourists in Phuket. The researcher has selected the key informants who are expert and have an effective potential to provide accurate and complete information related to this study purpose and scope. In-depth interview assisted the researcher to gain the fact of study in detail through the conducting in-depth interview questions for separated sample groups in order to receive different evidence and opinion of each groups for effectively comprehending roles of government organizations towards food tourism development of Chinese tourist target and food culture support in overall perspectives. In particular, according to the researcher has a good Chinese language skills background both verbal and nonverbal

communications, as a result the in-depth interview of Chinese tourist was conducted in Chinese without a miscommunication impact.

3.1.3 Participant and Non-Participant Observation

Both participant observation and non-participant observation were used in this study to collect some facts related to the study.

(1) Participant Observation

Researcher participated in some related activities of gastronomy and food tourism in Phuket especially the food festival and street food market. The researcher acted as a tourist visiting the related locations and joining activities to learn real meaning and values of each activities. The comprehensive experience and feeling as a tourist was contributed through this observation method. Researcher could truly experience real atmosphere of each social events and festivals. Besides, these experiences as a real tourist could get it through the five senses.

(2) Non-Participant Observation

Researcher took part in some food festival and activities regarding gastronomy as an audience in order to observe other tourists' behavioral and emotional expression towards that gastronomy activities. In the same time, researcher observed attitude and manner of activity's host consisting of organizing staff, food stall seller and on stage actors. The atmosphere and floor plan inside the festival or activity were described by the observation.

3.2 Sample of Population

The sample of population in this study was able to be divide by research methodology into three relevant categories which comprised of government and private organizations, Thai restaurants and Chinese tourists in the municipality of Phuket. The three groups of study sample will cover overall Chinese tourist market which are hosts and guests. While, the provincial development and management are under the control of public organizations. The study by collecting data through all three parts concerning roles of government organizations on food tourism development is advantageous on completely fulfilling sustainable food tourism development in Phuket based on Chinese tourist target. The one side comprehensive aspect of the roles of public organizations in Phuket cannot completely develop full

gastronomy tourism regardless the comprehension and realization of local Thai restaurant and Chinese tourists' aspect. The three categories of studied sample are as detail below;

3.2.1 Informants from 5 government and private organizations in Mueang district, Phuket.

The researcher selected key informants from each government organizations and a private organization in Phuket municipality in which those organizations are outstanding organizations on provincial development. Particularly, a Phuket Chamber of Commerce is a private organization that operated themselves as a public organization approached to society and community's benefit and community development and stability based aspect. This private organization was chosen to fulfill the comprehension of food tourism development in Phuket. There were five government and private organizations as following;

- (1) Tourism Authority of Thailand in Phuket
- (2) Provincial Administrative Organization
- (3) Phuket City Municipality
- (4) Phuket Chamber of Commerce
- (5) Phuket Provincial Cultural Office

3.2.2 Informants from 5 Thai restaurants in Mueang District, Phuket

Researcher selected five important key informants who are owner or manager from business units that are Thai restaurants and food souvenir shop in Phuket. Those Thai restaurants and food souvenir shop are situated in Phuket municipality where is the center of Phuket traditional culture as well as Phuket traditional food. Besides, those Thai restaurants are famous and old Thai-Phuket traditional food restaurants which have a good image and be recommended through a popular Chinese food and travel related application named Da Zhong Dian Ping (大众点评) by Chinese customers as well as Thai famous food reviewed website called Wongnai. Moreover, a food souvenir shop was selected into this study because a food souvenir shop is another business unit selling Phuket traditional food products. The food souvenir shop that selected on this study has been an outstanding and popular food souvenir shop in Phuket municipality for a long time and has achieved a variety of awards both from national government organizations in Thailand and international awards arranged by foreign countries. Apart from opinion of this informant group

regarding roles of government organizations and private organization in Phuket and food tourism development, a researcher aimed to explore opinion of them regarding Chinese tourist and their response toward Chinese market.

3.2.3 Chinese tourists in Phuket (20 persons)

Choosing Chinese tourists of this study focused on Chinese tourists who came from the Mainland of China and traveled in Phuket municipality area according to the case study content. Besides, this Chinese tourists key informants of this study were emphasized on FIT (Free Independent Tourist) tourists who mostly are young generation or millennial that managed their own vacation including resort, restaurant, transportation, tour package, etc. and made a decision of travel by themselves. Therefore, a researcher could receive genuine opinion and attitude of Chinese tourists related to travel decision making, food tourism and restaurant in Phuket through specific in-depth interview because this group of Chinese tourist has a freedom on traveling plan. Furthermore, the FIT Chinese tourist is higher valued tourist who has higher purchasing power so that studying this selecting group could exactly contribute to sustainable food tourism development in Phuket.

3.3 Studied Area Selection

Phuket municipality or Mueang Phuket is the study area of this research. Phuket municipality is the hub of Phuket province where majority of public organizations included government organizations and private organizations situated. Mueang Phuket covered the downtown and Phuket old town area where has been the provincial economic zone since the past. The combination of multi-culture in Phuket obviously has been seen throughout the Phuket municipality especially the old town. For instance, Chino-Portuguese style architecture along the road in Phuket old town, a number of Phuket traditional food and dessert restaurants, and Baba-Yaya cloths or Phuket traditional costume shop.

In addition, most popular tourist attractions in Phuket locate in suburban area of the province where is near to the coast. Choosing Phuket municipality as a studied area encourages local values inheritance and extension in the old town. In the same time, the study is not only support food tourism development, but it also supports community tourism as well as cultural tourism of Phuket municipality area. The tourism industry could be equally allocated it revenues to every parts of the province.

3.4 Data Analysis

The content analysis was applied in this research as an analysis method by summarizing and interpreting any collected contents systematically. The researcher analyzed the data collected from related documentary, observation and especially in-depth interview of three major informant groups which are government organizations, Thai restaurants and Chinese tourists through related significant theories. Researcher viewed the phenomenon of food tourism in Phuket and roles of the government organizations and key stakeholders on food tourism development through each related theories based background. The collected data were classified into different groups for analyzing according to each related theories following conceptual framework. In the same time, the researcher interpreted and concluded the significant of collected data in order to describe the social phenomenon.

3.5 Data Examination

To enhance the reliability of the collected data, the researcher used triangulation examination to cross investigate the validity of social phenomenon through various data source when the collected data might be different in different time, place and people. Some collected data sources were analyzed with various significant related theories to gain well comprehension of the phenomenon and to describe the phenomenon in distinctive dimension. Moreover, the overall phenomenon of food tourism development in Phuket and the exact roles of government organizations and key stakeholders on sustainable food tourism development could be comprehensively comprehended and correctly demonstrated reliability by collecting data from other informant sources in which related to local business section and Chinese tourist aspects in addition to government aspect.

CHAPTER 4

RESULT

According to the collected data by in-depth interview and participation and non-participation observation, the result of the study can be categorized into seven major categories which are 1) Result from government organizations and private sectors 2) Result from local Thai restaurants and food souvenir shop 3) Result from Chinese tourists 4) Gastronomy events in Phuket 5) Capitals in Dimension of Food Tourism Support 6) Roles of government organizations and Structural-Functionalism Theory on Food Tourism Development and 7) Food Tourism Development on the Basis of Chinese Tourist in Phuket by Marketing Mix (4Ps) and 8) Model of Food Tourism Development in Phuket: PHUKET model.

4.1 Result from Government Organizations and Private Organization

Data collected from the government and private organizations in Phuket exactly enhanced the comprehension of its capacity and responsibility on food tourism development. Diverse data collection from various government and private organizations provided their mission in different parts of community development and management. The informants from these organizations are each organizations' representative.

4.1.1 Significance of Phuket Traditional Food

Phuket traditional is extremely important to Phuket community as it has played a variety of roles in this community.

(1) Local Identity Presentation

All government organizations and private sector thought food is related to local culture in the society. Food has played an important role on presenting local culture and identity of that community. **“Food is highly significant for local culture as food is a basis of lifestyle in community, food is able to indicate the way of life of people in the community. While, each community has different food, and the food in each community might be influenced by other cultures or might be local wisdom,”** said by Khun Bee (assumed name), an informant from Phuket Provincial Administrative Organization.

In Phuket province, there are different styles of food in each areas in Phuket in which identify the preference of people influenced by cultural and living pattern background. Khun Uthai and Khun Puangpaga, informants from Phuket provincial cultural office, have provided the example to describe that each community has different kinds of food as, **“Food in the downtown of Phuket (Mueang district) where most Chinese -Thai people lived is some kind of food that be favorite among Chinese people. While, most food of Thalang district’s people is a local Thai food or Buddhist-Thai food such as local mixed vegetable soup or named Kang Liang (แกงเลียง) and local spicy dip or called Nam Chup Yam (น้ำชุบยำ).** However, Halal food is easily found in Kamala and Rawai where most Muslim-Thai people lived.”

Besides, food is related to the local cultural identity. Khun Chavana, a vice president of the Phuket Chamber of Commerce, explained that **“in each community human came firstly, then human stayed together as a community. When the time passed, human in each community created their own culture, food, clothes, others accordingly. Thus, culture in each nation or society is absolutely disparate.”** Food is defined as one of key factors that could differentiate a community from others. Food is not only present community’s value and identity, but it presents inherit values, economy, natural resources, historical background and life pattern of indigenious.

(2) Multicultural Combination

Phuket traditional food is influenced by various cultures since the ancient time. Historically, Phuket is an island where is a center of marine trading of various sailors so that goods, knowledge and some cultures were exchanged and became a multicultural community. Besides, Phuket is a destination of Chinese migrants in the past. Khun Chavana, a vice president of the Phuket Chamber of Commerce provided an example that **“Phuket culture is similar and related to Chinese culture because most Phuket natives have Chinese-Thai people. Therefore, a majority of Phuket traditional food is similar to Chinese food.”** For instance, A-Pong (Phuket baked flour or อาโป้ง), O-Tao (a stir-fried flour and taro with small oysters or โอวต้าว), Oh-Aew (a clear jelly with red bean or โอวเอ๋ว) and Bee-Goh-Moi (sticky rice with black bean in coconut milk or บีโก้หมอย). **“Thalang road is a cultural road in Phuket, and there are many restaurants that selling Phuket traditional food. In fact, Phuket traditional culture began and was influenced by Chinese migrants. The foundation of**

Kathu Chinese shine and vegetarian festival are another obvious and evidential things showing the influence of Chinese - Hokkien culture in Phuket,” said by Khun Chavana.

In contrast, Phuket traditional food was influenced by many nations. An informant from the Tourism Authority of Thailand in Phuket indicated **“Phuket traditional food causes by the combination of many cultures included Thai, Malaysian and Chinese culture, as a result food significantly supports tourism as a tourism’s product. The various identities of Phuket included natural resources, attractions, food and others all are strength of Phuket that we promote food as tourism’s products.”** A perfect combination of multicultural cuisines obviously presents Phuket traditional food’s signature and enables Phuket traditional food to be different to other cuisine.

(3) Life Engagement

Phuket traditional food has engaged in whole time of individual life, because different kinds of food refers to different meaning to life pattern. Khun Duangduen Nokthavee (Director of Division of Technical Service and Planning) and Khun Vina Pikunpon (Director of Division of Public Health and Environment) from Phuket City Municipality, said **“Phuket food significantly relates to the way of life of people. Phuket people have emphasized the importance of food in every time throughout entire life.”**

Besides, food indicates and relates to believes and way of living of Phuket people since born until the last time of life. Food does not only play a necessary role of human being, but food represents distinctive meanings and beliefs of people. The informants gave examples that shown food and life engagement of Phuket people, **“a one month infant will have Eiw-Pueng (Hokkien stir-fried sticky rice with shrimp or อีวปึ่ง) for expressing the gratitude to gods and make a wishes. There are many auspicious food were used in the wedding ceremony.”** Therefore, Phuket traditional food are engaged in every ceremony throughout Phuketian life, and this is a reason that encouraged Phuket received the award of ‘City of Gastronomy’ by UNESCO. **“After Phuket was named ‘City of gastronomy’ by UNESCO, we used food culture to encourage tourism. Economy of Phuket will be supported as tourists are willing to pay, to taste and to eat. Moreover, restaurants and entrepreneur associations will improve themselves in order to suit the encouragement of an announcement of City of Gastronomy,”** said by Khun Duangduen Nokthavee and Khun Vina Pikunpon.

(4) Unique Traditional Food

Phuket traditional food is unique and has its own identity. There are many signatures of Phuket traditional food, and its identity is a strength that become an advantage for tourism industry in Phuket. Some thought that the signature of Phuket traditional food is the unique style of Phuket traditional food that absolutely differs from other local food. Khun Chavana and Khun Jaran Sangsan, a deputy president and secretary of Phuket Chamber of Commerce, said **“Phuket traditional food has its own identities that be dissimilar to others, this is the local identity such as Hokkien stir-fried noodles, Oh-Aew, etc. The unique and identity of Phuket traditional food became a strength or a competitive advantage of locality that encourage the reputation and popularity among tourists and external people. Thus, Tourists and visitors who visited Phuket would like to experience those Phuket local identities. However, the identity of Phuket not only refers to food, but many famous attractions and important people like a famous monk of Chalong temple, Luang Por Cham (หลวงพ่อเข้ม), and the two heroines of Phuket, Thao Thep Krasattri (ท้าวเทพกระษัตรี) and Thao Si Sunthon (ท้าวศรีสุนทร) also be the identities of Phuket.”**

In similar, Khun Bee (assumed name), an informant from Phuket Provincial Administrative Organization, said that **“Phuket food differs from others, this is a combination of Chinese-Hokkien, Muslim, Malaysian, and Thai culture. While, most tourists reviewed information regarding food and restaurants in Phuket prior their arrival, they usually knew about the famous food that they cannot miss in Phuket. Food is a part of tourists’ vacation, they not only visited a famous tourist attraction.”**

Nevertheless, some informants thought the signature of Phuket traditional food is the unique ingredients. **“Phuket has some ingredients that are able to be produced within its society. These ingredients are found only in Phuket such as Chan Sang soy sauce (ซีอิ๊วจันทร์แสง), and Chinese noodle or Mee-Sua (หมี่สั่ว), so it causes Phuket traditional food highly differs from others. This identity became an important on supporting tourism because tourists will visit, shop and taste food, and some of the food or ingredients became a local product or souvenir,”** said by Khun Uthai and Khun Puangpaga, informants from the Phuket provincial cultural office.

Khun Duangduen Nokthavee and Khun Vina Pikunpon, also thought **“ingredient is a signature of Phuket traditional food. A number of recipes are created and found in many regions, but taste of the same recipe might be a bit different due to ingredients. The taste of some ingredients that we used in cooking**

liked garcinia that usually be found in the Southern part of Thailand and shrimp paste might be dissimilar in each provinces. In fact, an environment and natural abundance in each region affects taste of ingredients. Besides, flavour and quality of ingredients included seafood usually be guarantee by tourists who have ever tasted that kinds of ingredients. Thus, the flavor of ingredients is dissimilar in each area. For example, seafood from Andaman Sea tastes different from the seafood from the Central region of Thailand. Ingredients are one of Phuket food's identities which affect the specific taste inside Phuket. Furthermore, Phuket people always eat since morning until night, and they can have savory food as a dessert. For example, Phuket people have dim sum together with coffee in the morning. Who know that coffee has a good taste when have together with dim sum." Since, coffee commonly be drunk together with dessert.

4.1.2 Roles of Government Organizations on Supporting Phuket Traditional Food

Phuket traditional food is one of identities in Phuket. The various and exclusive food cultures advocates Phuket as a City of Gastronomy by UNESCO. The existing values of these splendid cultures are added value by the promotion as tourism's product. Preservation of traditional food is extremely significant so that social values will be served to following generations.

Related organizations and people included government organizations, private sectors or even citizens all have responsibilities on protecting this precious cultures in different method. Every organizations in Phuket has coordinated to support an announcement of 'City of Gastronomy' and to preserve Phuket traditional food by data accumulation and knowledge sharing and publicizing.

(1) Data Accumulation and Knowledge Sharing

Phuket is a historical community that contains a variety of historical stories. Community development and social changes could enable some values heritages to be unseen unless the values preservation is recognized. Some government organizations in Phuket especially Phuket Provincial Cultural Office that has a major role in cultural preservation and encouragement have accumulated relevant data related to Phuket traditional food from various sources. While, most government organizations conduct activities or training courses for citizens in order to share knowledge and to encourage the significance of Phuket traditional food recognition.

Khun Bee (assumed name), an informant from Provincial Administrative Organization, said **“we did publishing and promoting traditional food related projects, and distribute some traditional food information through brochures. Yet, there is no any local food training.”** Likewise, Phuket Provincial Cultural Office has gathered information regarding Phuket traditional food from many local restaurants and experts into a book so that knowledge of Phuket food will be broadened. While, Khun Jaran Sangsan, a deputy president and secretary of Phuket Chamber of Commerce, indicated that Phuket Chamber of Commerce generally proceeds training courses to educate local citizens and usually participates in conferences to express opinions and suggestions of the province.

Moreover, Phuket City Municipality continues to educate restaurant entrepreneurs by launching training courses. The Phuket City Municipality also coordinates with Tourism Authority of Thailand in Phuket to organize some food related festivities. Khun Duangduen Nokthavee and Khun Vina Pikunpon added **“Phuket City Municipality actually intend to establish a food institution. We focus on offering food related education in school as a primary step. Inviting native experts to teach students in school about Phuket local food.”** They gave Bangneaw Municipal School (โรงเรียนเทศบาลบ้านบางเหนียว) as an example because there is local food courses conducted in this school for Phuket traditional food knowledge enhancement towards a young generation. Phuket traditional food information gathering and sharing could prevent traditional food extinction. Many Phuket traditional food recipes might be lost in the future if people do not consider the significance of these inherit values at present.

(2) Phuket Traditional Food Publicizing

Government organizations in Phuket have increased the awareness and recognition of Phuket traditional food through advertisement and publicizing. The highlight of Phuket food culture publicizing is activities in term of festival, social event, and market conduction. Each events or festivals is not only aimed to promote Phuket traditional food and other cultures, but aimed to promote tourism applying culture as a tourism product.

Tourism Authority of Thailand in Phuket that has a role in marketing function mainly promote and publish Phuket traditional food as a tourism product and use the strength of food culture into each social events for promoting Phuket’s tourism. Furthermore, Phuket City Municipality has various plans for

supporting Phuket traditional food. **“We mainly preserve Phuket traditional food by organizing Phuket Chinese New Year and Old Phuket Town Festival annually. Some disappeared foods are recovered, some famous chefs were invited to cook in the event. This event is the most important project of us, and it is already be recorded on tourism calendar of events in Phuket.”**

In fact, there are a large number of events related to local food and cultures were organized in order to promote local food and to increase the revenue from tourism accordingly. For example, Laguna food and music festival in April 2018, Phuket lobster festival in August 2018, Phuket Tasty Fest on 1-2 September 2018 and so on. From this point of view, many festivals and events were held throughout the year in Phuket which aimed to promote an identity of food. While, local food cultures are a part of all events in order to add value and to apply existing values of food for further benefit.

4.1.3 Image of Tourism in Phuket

Phuket gains an excellent reputation as a heavenly destination of tourism worldwide. Phuket is widely popular that a number of tourists around the world really have a strong desire to visit. Phuket has a good image on tourism in spite of some serious situations liked disaster happened. As Khun Duangduen Nokthavee and Khun Vina Pikunpon said, **“Phuket still has a good image on tourism. Tourists still visited Phuket and Phuket still be popular among tourists although the unpredictable disaster of boat capsizing on 5 July 2018 happened in Phuket.”**

According to the statistics conducted by the Phuket city municipality in June, 2018 reported that the number of restaurants in Phuket old town two times increases from 21 in 2013 to 56 in 2018. The guest houses in Phuket old town is a massive increase in number from 3 in 2013 to 25 in 2018. Moreover, the statistics of tourists included Thai and foreigner who visited the old town in Phuket increases almost every year.

Identities of Phuket are strength and highly provide advantages to tourism industry in Phuket. A number of tourists or visitors came Phuket because Phuket is definitely different from other destinations. Khun Chavana and Khun Jaran, thought **“The world class reputation and image of Phuket encourage people known and need to visit Phuket. Besides, Phuket has both identity and unique itself included beautiful natural resources and other identities, these identities cause many people**

willing to visit, but how do we give visitors great satisfaction and impression is the most important.”

Apart from the identity of beautiful natural resources and cultures, an announcement of ‘City of Gastronomy’ by UNESCO also supports the reputation of Phuket among tourists so that it is a good opportunity for food tourism development. As Khun Bee (assumed name) from Phuket Provincial Administrative Organization said, **“Phuket is a famous island where has its own natural beauty. The reputation of food by the announcement of UNESCO will help Phuket be more well-known among tourists. However, the high cost of living and transportation facility are the limitation in Phuket.”**

While, a good image of tourism does not only refer to a natural tourism at present. Khun Uthai and Khun Puangpaga, informants from the Phuket provincial cultural office, thought **“apart from natural tourism that focusing on sea, sand and sun, at present we have already praised identities of local cultures and history within a community because the tourism development by praising the local values is more sustainable than natural tourism. Local history, cultures and way of life are precious values that already existed inside the community.”** They have added that **“revenue from tourism can be distributed to local citizens in community.”**

The Thalang historical park is a great example of local value emphasis and tourism development. That area is expected to be developed as a community based tourism. The exhibition of Thalang’s history, heroes and heroines, life simulation is organized to expand knowledge. Besides, local market will be held to sell local products and ingredients and to present local food cultures.

4.1.4 Significance of Chinese Tourists towards Tourism in Phuket

Chinese tourists are one of main tourists who visited Phuket nowadays. The behavior of Chinese tourists who are willing to shop and to eat provides a great opportunity and benefit to Phuket’s economy on higher revenue from tourism. Moreover, the purchasing power of Chinese tourists quite high that Phuket will be beneficial from this opportunity. However, an unexpected situation such tsunami or other disaster eventually caused a substantial effect on tourism’s image.

On 5 July 2018, tourist ships that mostly traveled by Chinese passengers were capsized during sudden storm and bad weather. This disaster caused a severe damage and lost to whom concerned. As Chinese tourists are a major tourist

in Phuket, **“Phuket’s tourism is also outstandingly affected by that disaster. Building reliability among tourists is on process now such as create and strictly ensure the safety of ship and passengers which under the control of Phuket Disaster Prevention and Mitigation Office,”** said by Khun Uthai and Khun Puangpaga, informants from the Phuket provincial cultural office. Many plans and policies are managed in order to recover the reputation and image of Phuket especially tourism industry and Chinese target.

In contrast, all informants thought image of tourism in Phuket is still good, Chinese tourists still visit Phuket. A number of Chinese tourists traveled to Phuket each year. There are many Chinese tour agents in Phuket. In particular, Chinese tourists prefer eating and tasting food that is beneficial for tourism in Phuket. Nevertheless, Chinese tourists who travel by themselves or FIT (Foreign Individual Tourism) are preferable because of high quality and high purchasing power.

Khun Chavana and Khun Jaran have explained that **“Chinese tourists differ from another European tourists. Cultures of Chinese people quite similar to Thai culture. However, the purpose of visiting Phuket is beautiful nature as same as other tourists.”** They have categorized Chinese tourists in Phuket into two major groups. **“Chinese tourists can be divided into FIT tourist or tourists who have high income, high quality and travel by themselves, and another group of Chinese tourists refers to a zero-dollar tour who usually travel with tour agent. While, these tour agents operate their business as nominee companies in Thailand and have done their business and gain benefit within their business connection, it is the connection of Chinese own firms. The zero-dollar tour has massive damaged Thailand’s tourism image and has resulted on the decreased revenue from tourism. A decreased number of Chinese tourists might slightly affects Phuket tourism, but a decreased number of Chinese zero-dollar tour don’t has any effect on tourism industry because a community commonly did not gained any benefit from zero-dollar tour.”**

In similar, Khun Bee (assumed name), an informant from Phuket Provincial Administrative Organization also thought that most Chinese tourists usually travel with tour agents which have their own business connection within Chinese company. **“Although Phuket gains a number of revenue from Chinese tourists, that Chinese tour agents gain higher revenue. It is different from another tourists or foreigners who might are higher quality tourists. There are many levels of Chinese tourists included low, medium and high value tourists. The low value tourists may**

affect higher cost of maintenance and management. In contrast, a lower Chinese tourists exactly affects tourism in Phuket. While, the political governance may influence on the number of Chinese tourists.”

Nowadays, Chinese tourists are a major group of visitors in Phuket and have played a substantial role on tourism industry and economy. However, a specific plan and a method for particularly supporting Chinese tourists are still unavailable. Most government organizations and private sector in Phuket do not have any particular role directly managing and dealing with Chinese tourists. Moreover, each organizations has different responsibilities and roles on social management.

“We have many general projects and plans on supporting overall cultures and traditions, but we don’t have any policy directly focusing on Chinese tourists. Chinese tourists may indirectly related to the plan as a participant. For example, we organized an event about vegetarian festival, and Chinese tourists joined,” Khun Uthai and Khun Puangpaga, informers from Phuket provincial cultural office, said. As same as Khun Bee (assumed name), an informant from Phuket Provincial Administrative Organization, said **“there are some short events aimed to support tourism and economic, but not focus on any group of tourists. We manage an overview of tourism and economy in Phuket province.”** Khun Chavana and Khun Jaran also said, **“we rather support local citizens and communities on economic and occupational development.”**

Most organizations do not have any particular plan or policy on supporting and controlling Chinese tourists. All functions and roles under each organization are managed to control and deal with an overview of tourism in Phuket. In addition, each organizations separately manages the society in various ways and different responsibilities. However, Tourism Authority of Thailand in Phuket has some specific functions on managing Chinese target. **“Generally, the Tourism Authority of Thailand has promoted and publicized tourism including food through tour agents, tourism authority in China and another agents by publicizing a document and news or inviting to participate some related events and tourism activities,”** an informant from Tourism Authority of Thailand in Phuket said.

4.1.5 The Major Roles of Government Organizations in Phuket on Tourism

Both government and private organizations have operated different roles on tourism management according to each executive tasks and mission of that organizations.

(1) Marketing Implementation of Tourism

The Tourism Authority of Thailand mainly manages an administrative branch related to tourism industry of Thailand in order to implement tourism marketing and to support national economy. Tourism Authority of Thailand in Phuket essentially has a role on marketing activities. **“We primarily raise the publication of tourism and operate all marketing activities on tourism promotion through other tourism authorities and travel agents as well as managing tour package,”** an informant from Tourism Authority of Thailand in Phuket said.

(2) Public Relation and Knowledge Sharing

Most government organizations such as Provincial Administrative Organization and Phuket Provincial Cultural Office generally support tourism by publicizing projects and events, educating food knowledge and developing capacity of human resources within community. **“We help promoting the knowledge and information regarding food via website, brochures, books, training courses, etc. so that the precious values will not disappeared,”** said by Khun Uthai and Khun Puangpaga, informers from Phuket provincial cultural office. In similar, **“emphasizing on knowledge development, we have organized training and courses for citizens and entrepreneurs. There is only some events conducted to support tourism,”** Khun Bee (assumed name), an informant from Provincial Administrative Organization, said. These organizations emphasize on knowledge development and expansion rather than operating tourism events.

(3) Community Strategic Plan and Development

Phuket Chamber of Commerce is a private organization that has a major role to motivate and encourage strategies in society included safety, stability, transportation, gastronomy and so on. The Phuket Chamber of Commerce also emphasizes on occupational development of natives in communities, they aim to develop by adding values to local wisdoms, norms, and cultures. As a result, this will be greatly beneficial to local communities as it helps to increase the income and to

support community's economy. **"We have an important role on economic development. A budget is planned to spend in each project. For example, gastronomy supported project is organized in order to preserve and promote Phuket's identity of food. We also organized many activities inside local communities in order to support job and income of local community by establishing training courses regarding agriculture and commercial knowledge,"** said by Khun Chavana, a deputy president of Phuket Chamber of Commerce and Khun Jaran Sangsan, a deputy president and secretary of Phuket Chamber of Commerce.

Phuket Chamber of Commerce strongly aims to develop the local community by increasing income to natives and improving local wisdoms such as Phuket pine apple farming and shrimp farming. **"We also provide some suggestions and a budget to any citizen whom would like to be an entrepreneur or has own business,"** Khun Jaran Sangsan said. The recommendation provided by Phuket Chamber of Commerce covered all steps and process since the beginning throughout the business operation such as budget, finance, loan, business plan, location, training and knowledge. However, there is some conditions that the entrepreneur need to accept. For example, they need to join and pass the training course, they need to be active and hardworking, and there's a potential to do their business successfully.

(4) Community Infrastructure Development and Local Values Encouragement through a City of Gastronomy

Phuket City Municipality has major responsibilities on facilitating infrastructures with society and promoting tourism through various activities and methods. **"Our section supervise tourism encouragement, we largely develop society's infrastructure in order to facilitate all groups of people including disabled people, and this infrastructure relates to a universal design or friendly design that emphasized on basic infrastructures and safety include food safety. Besides, we has a role on managing tourism promoted activities in order to contribute and stimulate tourists visiting Phuket downtown. For example, creating application for promotion,"** Khun Duangduen Nokthavee and Khun Vina Pikunpon said.

Regarding gastronomy support, Phuket City Municipality not only pays more attention on food, they develop tourism in Phuket by applying food as a driver. In particular, source of food and ingredients is extremely important. **"We also control and focus on source of ingredients. The source of all ingredients or food need to be safe and sterile. As Phuket is nonagricultural city, ingredients are largely shipped**

from another cities. Source of ingredients in Phuket is the fresh market. Our staffs went there for checking all basic contaminants especially vegetables. While, we also control and ensure hygiene in restaurants because all procedures in restaurant entirely relate to food,” Khun Vina Pikunpon said.

In 2018, Phuket City Municipality has three major projects on provincial development. While, budget of provincial development is contributed from Tourism Authority of Thailand. **“There are three main projects this year. The first project is to manage public relations through all medias in the budget of one million baht, these medias included online-media, social media, television, website, and so on. The second project is food related activities in the budget of 700,000 baht. Third, emphasizing on culinary courses which mainly focused on schools and restaurants’ entrepreneurs club. This course aim to educate citizens and to preserve food culture by inviting local professional to teach students as an after school activity,”** Khun Duangduen Nokthavee and Khun Vina Pikunpon said.

Each organizations has its own responsibilities on development the province. However, all different roles of each organizations entirely contribute capabilities to encourage good development and tourism promotion in Phuket. This is one of social values because the only one organization unable to make Phuket reaching completed success. All organizations as well as all citizens are better to take a part in this role.

4.1.6 The Coordination between Public and Private Organizations

(1) Educational Support

All organizations always coordinate with others. A Cooperation is obviously shown on education and skill support with another sectors in local communities. On the purpose of food tourism development, the public organizations included government and some private organizations usually manage training courses providing knowledge to local citizens and local entrepreneurs.

“Except occupational support in local community, trainings were managed to expand knowledge. The sample of training topics are intellectual property registration, online-marketing, etc.,” said by Khun Jaran Sangsan, a deputy president and secretary of Phuket Chamber of Commerce. Furthermore, Phuket Chamber of Commerce also participate in various conferences in order to express opinion and method on provincial development in different matter and to efficiently

encourage the project together with other public organizations. As Khun Jaran Sangsan said that **“to push forward important projects together with the provincial governor as well as all government organizations. For instance, participating in monthly conference with the provincial governor and coordinating with another organization for suggesting budget plan.”**

The Phuket provincial cultural office largely focused on the coordination with communities aimed to launch a campaign to promote local wisdom. For example, Baan Kanan community (บ้านถนน) has been developing as a rural learning center and community based tourism that presented cooking and rural culture as same as Kamala and Bang Rong communities that produced OTOP product and processed food.

An informant of Tourism Authority of Thailand in Phuket and Khun Bee (assumed name), an informant from Phuket Provincial Administrative Organization indicated that their organizations have been providing skills and knowledge to rural communities, private sectors and local entrepreneurs through training as well. **“We coordinated with famous chefs to educate people in rural community, and took them to an ingredient’s source liked pine apple farm and prawn farm so that they are able to give a suggestion of cooking and local values enhancement,”** an informant of Tourism Authority of Thailand in Phuket said.

In fact, each organizations has coordinated with related organizations both public organizations and private sectors in order to accomplish missions of knowledge sharing purpose. **“We cooperated together with both public, private and local sectors. Contacting especially private sectors liked shop to attend festival or exhibition. We also encourage all private sectors to attend training such as capability development project, guide training, beverage training and human resource of tourism in Phuket training. While, there were both hotels and business sectors joined these courses,”** Khun Bee (assumed name), an informer from a Provincial Administrative Organization, said.

(3) Social Activity Invitation and Participation

The cooperation of some government organizations such as the Provincial Administrative Organization, Tourism Authority of Thailand in Phuket and Phuket City Municipality with another private sectors is largely implemented in term of activity participation and invitation. Related business sectors or private sectors were

invited to attend the activities organized by the government organizations. For example, popular shops or restaurants in Phuket were invited to display booth in the Phuket Chinese New Year and old town festival.

Furthermore, some public organizations have their subsections to control and to implement particular missions. **“Phuket City Municipality has Phuket’s restaurant entrepreneurs club that operate as a medium to handle and control restaurants,”** Khun Duangduen Nokthavee and Khun Vina Pikunpon said. The restaurant entrepreneurs’ club has essential responsibility for food and restaurant management in each food related activities or any activities of Phuket City Municipality. A variety of food activities is organized annually to promote gastronomy in Phuket, and restaurant entrepreneurs’ club is invited to be coordinated with. **“Restaurant entrepreneurs’ club will handle food, restaurant arrangement and hygiene,”** Khun Duangduen Nokthavee and Khun Vina Pikunpon said. Besides, there is mainly public subsection that has a responsibility to communicate and contact other private sectors.

Coordination between public and private organizations in Phuket obviously presented in different condition. Cooperation purpose of these organizations can be summarized into two major objectives that are knowledge development and activities’ participation. Although all government organizations and private sector liked Phuket Chamber of Commerce have high level on cooperation with another business and private sector regarding knowledge improvement purpose, only some government organizations have a cooperation with others in term of activities’ participation. Since each organization has its own responsibility, mission and service provided to society, the organizations that engaged with another private sectors in order to invite them to take part in food festival or related activities are those mainly manage gastronomy and implement tourism promoting activities of Phuket.

4.1.7 The Opportunity of Food Tourism Development in Phuket

Phuket has been a famous and distinguished tourist destination for a long time. Although food tourism is a new trend of travel style, an announcement of a city of gastronomy by UNESCO is a great occasion for Phuket to develop food tourism trend in the future. Furthermore, every informants from government and private organizations agreed that food tourism is likely to grow in future.

“It has an opportunity to grow as Chinese tourists love eating, but it is better to pay attention on better quality such as hygiene,” Khun Uthai and Khun

Puangpaga, informers from Phuket provincial cultural office, said. As different organization has its mission and objectives, each organization coordinate to achieve the target. They added that **“Phuket City Municipality mainly promotes the city of gastronomy, Phuket Public Health Office has major roles on hygiene and quality of ingredients. While, Office of Commercial Affairs Phuket will control product’s pricing. For us, Phuket provincial cultural office, will handle the identity preservation and the local values and wisdom communication.”**

Similarly, Khun Jaran Sangsan, a deputy president and secretary of Phuket Chamber of Commerce and Khun Chavana, a deputy president of Phuket Chamber of Commerce also agreed on the potential growth of food tourism in Phuket, but it should be supported by government organizations. He explained that **“as Phuket originally has a variety of food, if public organizations rather support, it helps sustaining and adding more values because the public organizations have a significant role in supporting local society. A lack support from public organizations on culture and food preservation causes Phuket’s identities lost such as a great recipe.”**

Khun Bee (assumed name), an informer from Provincial Administrative Organization though food tourism is likely to grow because there are more frequent food promoting activities and greater popularity among tourists. Moreover, Phuket City Municipality has already developed an application of Phuket City Municipality in order to response a smart city policy of the government. **“There’s a potential growth of food tourism as we develops food together with technology by creating a food related application that recommended food route in Phuket town,”** Khun Duangduen Nokthavee said.

As a City of Gastronomy has given Phuket huge advantages and opportunity on tourism industry and economy. In order to develop existing values on tourism, every sectors in Phuket included citizen are better to pay attention to a sustainable development. All organizations should realize the importance of food cultures and values in Phuket rather than expected revenue. An ignorance of culture preservation is able to cause huge damage on tourism as well.

In addition, most organizations in Phuket thought that Phuket is highly ready for food tourism especially infrastructures and facilities. **“Extremely ready as there are completed facilities included low-high price accommodations, domestic and international airlines and so on,”** said by an informant from Tourism Authority of Thailand in Phuket. While, Khun Duangduen Nokthavee said that **“Phuket City**

Municipality has tried our best to support food, infrastructures, hygiene as well as all activities to attract tourists visiting.” Moreover, Khun Uthai and Khun Puangpaga, informants from Phuket provincial cultural office thought that **“quite ready because all organizations worked together to support a city of gastronomy in Phuket.”** However, Khun Bee (assumed name) an informer from Provincial Administrative Organization, thought that **“it’s on promoting stage after the Phuket City Municipality gained the success from UNESCO. Then, every organizations coordinates to achieve greater result.”**

To achieve the great result of food tourism development, Khun Bee (assumed name) an informer from Provincial Administrative Organization indicated that tourism standards, safety, culture encouragement and tourist support are important. While, an informant from Tourism Authority of Thailand in Phuket thought that food is the most important for food tourism encouragement as said that **“hygiene, freshness and good flavour of food should be guaranteed as clean food good taste.”** Similar to Khun Duangduen Nokthavee and Khun Vina Pikunpon from Phuket City Municipality, who said that **“the city mayor always highly emphasizes on upstream midstream downstream of the process. While, an upstream process refers to environmental management. The culinary should be clean and safe. We did the public relation to attract tourist. All in all, we focus the entire process.”** In contrast, Khun Chavana, a deputy president of Phuket Chamber of Commerce and Khun Jaran Sangsan, a deputy president and secretary of Phuket Chamber of Commerce thought budget and wisdom support are essential things on food tourism development that local values liked culture and wisdom should be sustainably preserved. **“Should conserve original taste of Phuket food. Cooking by other region people can cause incorrect flavour which affected food sustainability. It is better to emphasize on local values, quality and cooking standard of food rather than business profit. A real recognition of food values will preserve that food culture,”** Khun Jaran Sangsan, a deputy president and secretary of Phuket Chamber of Commerce and Khu Chavana, a deputy president of Phuket Chamber of Commerce, said.

Although every organizations thought Phuket has a great opportunity for food tourism development, there are some barriers that everyone should be aware of. An important factor for food and culture reservation is citizen inside community. A lack of people who know well about Phuket food and cooking can affect cultural loss. Price of food in Phuket and consumer lifestyle also cause food culture disappeared. **“Nowadays people eating lifestyle changes, some prefer fast food, and most young people dislike local food. Higher price of food in Phuket which**

caused by the shipping from other region also affects cultural loss,” said by Khun Uthai and Khun Puangpaga, informants from Phuket provincial cultural office.

Moreover, local community still faces shortage of efficient knowledge about food and tourism development. **“Community lacks an effective human resource to develop the community as well as a lack of budget,”** said by Khun Bee (assumed name), an informant from Provincial Administrative Organization. Likewise, Khun Jaran Sangsan, a deputy president and secretary of Phuket Chamber of Commerce and Khun Chavana, a deputy president of Phuket Chamber of Commerce also said **“Lack of sufficient budget and intellectual people can affect food tourism development. Besides, both public and private organizations should work together.”** According to Phuket has many citizens who came from another cities and abroad, food that cooked by these people might affect standard and taste.

Therefore, precious values of food and great opportunity extremely encourage Phuket developing food tourism. In the same time, it is an occasion to maintain the reward by UNESCO as a city of gastronomy. Food culture in Phuket is a key driver for this development. In particular, all concerned people including public and private organizations should pay attention to quality, hygiene, culture reservation and knowledge development in order to implement food tourism sustainability.

4.2 Result from Thai Restaurants and Food Souvenir Shops

Sample Thai restaurants and Food Souvenir shop have been operated their business in Phuket for a long time. Most restaurants and shop do not focus on any specific group of customers. Nevertheless, only one restaurant focuses on foreign customers group. In the recent years, Chinese tourists are one of main customer groups to these restaurants and shops, and the Chinese tourists visited the restaurants by themselves.

A local souvenir shop’s manager indicated that **“we don’t focus on any specific target customer, we accept every customers. Fortunately, each group of customer included both Thai and Chinese traveled to Phuket in different season. Now we have many Chinese customers, and they don’t come with tour agent as before. They are FIT tourists. However, some Chinese tourists still visited shop by tour agent.”** While, Khun May (assumed name), a restaurant A’owner accepted that a number of Chinese customers in restaurant increased in recent year after European tourists

decreased. **“At first Chinese customer in our restaurant came with tour agent, then customers passed information by word of mouth so that they came by themselves,”** said by Khun May (assumed name)

Even though there are a number of Chinese customers increased for Thai restaurants and shops in recent years beyond expectation and intention, the restaurants and shops have adapted to meet Chinese target’s need due to cultural difference. Cultural understanding and adaptation will decrease miscommunication and potential conflict. In the same time, the information reported from local restaurant and shop could help government organizations efficiently manage and develop food tourism in the potential dimension.

4.2.1 Dining Behavior of Chinese Tourists

At present, most Chinese tourists traveled by themselves. According to eating pattern of Chinese culture, Chinese tourists use chop stick when having meal. All restaurant and food souvenir shop informants noticed that Chinese tourists do not like strong-flavor food, they prefer flavorful taste. For instance, **“we noticed that Chinese tourists do not like extreme flavors. They like no spicy, no salty and no sweet,”** Khun Oil, an owner of restaurant C, said. However, a souvenir shop manager mentioned **“previously Chinese customers disliked spicy flavor, they love familiar fruit that have ever eaten and pork products. Now, Chinese customers who love spicy increased. They bought Thai chili dip and every types of Thai fruit.”** Although most Chinese tourists basically do not like spicy food, some Chinese tourists opened mind to taste original taste of native food.

Moreover, Chinese customers are different to other customers at all especially manner, behavior, character, preference and cultures. According to Khun May (assumed name), restaurant A’s owner said **“Chinese customers are not high-maintenance. They prefer ordering set menu that included many dishes and sharing the dishes together. While, European customers prefer ordering a-la-carte menu and quite demanding.”** As well as Khun Boy (assumed name), a restaurant B’s manager also mentioned that **“Chinese customers differ from others, they dislike ordering beverage. They like to order set menu and do not like order a-la-carte menu.”** Observing behavior and characteristics of customers obviously indicates the difference between cultures so that this is an advantage on satisfying customer need and want.

All sample restaurants of this study are Thai restaurant that mainly sell Thai dishes, but these restaurants also sell Phuket traditional food. Some Phuket traditional foods are ordered by Chinese customers. As Khun May (assumed name)

from the restaurant A reported that “we sell all popular Thai dishes as well as some Phuket traditional foods, and Chinese customers also order some Phuket traditional dishes such as Phuket pork stew (หมูฮ้อง).” The restaurant D’s owner or Khun Mai (assumed name) said “Chinese customers ordered some Phuket dishes such as stir-fried shrimps with Sataw beans (สะตอผัดกุ้ง) and sour soup (แกงส้ม).” In similar, restaurant C’s owner or Khun Oil (assumed name) said “Chinese customers ordered some Phuket dishes according to social application reviews, Phuket dishes ordered by them are fried tofu, stir-fried noodles and Buk kut teh soup.” Nevertheless, Chinese customers rarely buy Phuket traditional desserts. As Khun Au (assumed name), a food souvenir shop manager mentioned “few Chinese customers bought Phuket traditional desserts or snacks. If they bought, they liked to buy Tao Sor (เต้าส้อ) which was similar to Chinese pastry.” While, the shop serves a variety of food products and souvenir. “The shop has been separated our products into many categories. Chili dip product category is one of our main products that is still produced by ourselves. This product category also includes Phuket sweet and spicy crushed prawn syrup (เกลือเคยกุ้ง), mixed dried fish and fish kidney with herbs (แกงไตปลา), and sweet fish sauce (น้ำปลาหวาน). Another category is seafood included all kinds of fish and squid, we seasoning it by ourselves. However, some of this product category are produced at our factory, and some are produced by ODM (Original Equipment Manufacturer). We also have OTOP products that are consignment. Besides, we also have Phuket traditional desserts zone in which are produced by native Phuket entrepreneurs, while the producer and distributor name are stated on the product label. This is a way to increase revenue to local entrepreneurs. There is also cashew nut zone, pork product zone, spa zone and souvenir zone in which some of these products came from other provinces. Some products came from the negotiation with the province’s Office of Commercial Affairs, and some came from the local community,” Khun Au (assumed name), a food souvenir shop’s manager, said.

According to the interview of informants from Thai restaurants in Phuket, Chinese tourists prefer eating seafood and vegetable related menu in Thai restaurants in Phuket. The popular Thai dishes among Chinese tourists are Tom yum soup, Pad Thai, fried rice with pine apple, stir-fried carb with curry, fried seafood with black pepper and mango with sticky rice. Besides, Chinese tourists choose buying food and snack products rather than other souvenir product in souvenir shop.

All in all, seafood menu of Thai restaurants in Phuket is well recognized among Chinese tourists. Most Chinese tourists fully aware of popular Thai dishes. Social media applications are effective channels promoting true information by

users review. An awareness of Phuket traditional foods is low among foreign tourists. Perhaps they could not separate between popular Thai food and native food. Chinese tourists still order some Phuket local food in spite of low awareness. In particular, customer behavior tend to change subject to enviroing factors. Efficient promotion of Phuket tradition food will support local values so that good awareness regarding Phuket dishes among tourists arise.

4.2.2 Restaurant's Owner Reaction and Support toward Chinese Tourists

(1) Chinese Language Service

An increased number of Chinese customers in Thai restaurants in Phuket enables the restaurant changed some operating system according to Chinese target. One of the most important things for supporting Chinese customer service is communication. As Khun May (assumed name) from a restaurant's A mentioned that **“Chinese language supposes to be a problem when serving Chinese customer, but we could understand each other.”** Different language and efficiency of English language could cause miscommunication between customer and restaurants' employees. Thus, most Thai restaurants and food souvenir shop in Phuket have Chinese translated menu. While, employees in some restaurants can speak a little bit of Chinese. As Khun Boy (assumed name), a restaurant B's manager mentioned that **“we hired Chinese speaking employee, and we also have Chinese version menu in restaurant. Thus, when there was no Chinese speaking staff, it caused a communication problem.”** According to an interview of Khun Au (assumed name) from a food souvenir shop, agreed that language is an essential factor for efficient communication. Beyond Chinese speaker, Chinese translation on product package and any signage are required. The Khun Au (assumed name) further mentioned that **“our employees can speak basic Chinese related food, taste and price. However, product package have Thai, English and Chinese version.”** However, Khun Oil (assumed name), a restaurant C's owner reported **“we don't have Chinese translated menu, but my father have learned and can speak a little bit of Chinese. He knows basic Chinese vocabulary used in restaurant.”**

(3) Marketing Plan Change

A food souvenir shop's manager, Khun Au (assumed name), in Phuket reported a descriptive preparation towards Chinese customer that **“at present, Chinese customers' behavior changed. We rarely have Chinese customer who traveled with tour agent right now as the tour agent has their own connection; they have their**

own restaurants, hotels, and souvenir shops. Thus, we had to change overall marketing method. Our shop welcomes all groups of customers regardless of Thai or foreign customers. We produce and sell the product at the affordable price in which foreign customer could buy as same as Thai customer because we have own production factory. We also expanded branches to tourist attractions such as Jung Ceylon and Central. Now, we honestly expect too much from FIT Chinese tourist because this group of tourist has a high purchasing power and consuming independence. They brought our products more than usual when visiting our shop.” In addition, the food souvenir shop provides further accommodating service to customer. A delivery service becomes a dramatically convenient external service to all customers who brought a number of souvenir back home. As a popular food souvenir shopping place’s manager, Khun Au (assumed name), said **“our shop provide free packing service. We are able to help managing full delivery service both domestic and international delivery for customers if they require. We have contacted with shipping companies.”**

(4) Specific Dining Equipment Providing

A distinctive eating culture between Thai and Chinese is chopsticks. Chinese people use chopsticks during their meal, while Thai people use spoon and fork. Few restaurants served chopsticks in the same time of serving dishes regardless customer request. **“We served chopsticks if customer is Chinese people,”** said by restaurant C’ owner, Khun Oil (assumed name). Nevertheless, most informants of the sample will serve chopsticks upon customer request. While, a restaurant A’s owner, Khun May (assumed name), said **“we did not serve chopsticks to Chinese customer. Customer could experience Thai dishes liked Thai eating style which did not use chopsticks. We highly emphasize on Thai eating pattern.”** Using chopsticks during meal of Chinese people is not too necessary that every restaurants should much realize comparing to Chinese language because most foreign tourists can still use spoon and fork for eating even though it has been widely used in daily life of Chinese people.

(5) Chinese Payment Option

When technology has been essentially influenced on human daily life, numerous applications are created to support living convenience. An online financial service is also introduced to customers worldwide. Alipay refers to a big online payment platform in China, and it started to be used in Thailand in particular of supporting Chinese tourists. According to the studied sample, there is only two of five

samples have Alipay payment method in their restaurants and shop which are restaurant D and a souvenir shop. **“We accept Alipay payment in our restaurant,”** mentioned by Khun Mai (assumed name), a restaurant D’s owner. Besides, a souvenir shop’s manager, Khun Au (assumed name), mentioned that **“as Chinese customers rarely pay by cash at the moment. Our shop prepared all payment methods to support Chinese customer service such as China UnionPay, Alipay and QR code payment.”** While, Khun May (assumed name) from a restaurant A mentioned **“our restaurant don’t have Alipay and other Chinese payment right now, but we are preparing Alipay, WeChat Pay and China UnionPay to support Chinese customers.”** Some Thai entrepreneurs start to stay alert for Chinese tourist growth although some restaurants still accept only general payment options liked cash and credit card.

Discovering and understanding customer behavior and preference encourages good preparation and improvement to satisfy customer’s need and want. The effective adjustment and support towards Chinese customer will increase high satisfaction and impression during their vacation experience. These methods could be defined as providing friendliness and great attention to customers. Paying completed attention to customers could help earning benefits as each customers has a unique need and want. Besides, providing an unexpected service could create overwhelming impression to customers.

4.2.3 Advertisement towards Chinese Tourists

Promoting is an essential method increasing good awareness regarding product to customer. Different group of customers may require different promotion channel and technique due to many factors such as region, culture, and character. Nowadays, technology has played an important role on marketing promotion, people could receive any information across borders. Social media, websites and applications are affective channels that easily access to customers. For example, Google, Youtube, Facebook, Line, Whatsapp, Instagram, Twitter, Snapchat, etc. However, these most commonly used websites and applications are banned in China. Thus, promoting information to Chinese customer through social media could realize the information barriers between the regions as well. Each restaurants and shops in Phuket has attracted Chinese customers by some different and some similar methods and channels.

According to Khun Au (assumed name) from a food souvenir store in Phuket mentioned regarding how the shop attracting Chinese customer that **“now**

we focus on products. In the past we mainly focused seafood only. In the past two years, we shifted to emphasize on innovative products by raising production of preserved popular Thai fruits. We also participated in governmental research to develop durian related products in which it is our new brand for exported market. These new product line all related to durian in the features of coffee, soup, and toffee.” The shop has increased the existing values of regional fruits for tourism and business benefits. It is not only creates optional products for customers, but it helps local citizens to increase their revenue. The revenue from innovation is distributed to local community. The shop manager also reported that **“we advertise shop and products via our website. We also have promoted product through Alibaba website, Shopee, WeChat and other online sources. For WeChat, we use it in the aspect of social network by allowing customers to add friend and sharing any shop promotion and information update. For example, giving a gift if customer sharing product information to their friend. It is a fast marketing method, and most Chinese people use WeChat.”**

Social media is an affective promoting way to easily enter Chinese market, and it works quickly and widely. As well as Khun Mai (assumed name) from a restaurant D mentioned that **“we promote and increase customer awareness about restaurant through social media.”** While, some restaurants do not use any social media for advertisement. **“We don’t use any advertising method and channel. Chinese customers review online social blogs by themselves”** Khun Oil (assumed name), a restaurant C’ owner, said. In similar to Khun May (assumed name) from restaurant A and Khun Boy (assumed name) from restaurant B, they did not promote the restaurant by themselves through social media, but there are some agents and reviewers do promoting the restaurant instead of them.

To illustrate, Khun May (assumed name), a restaurant A’s owner mentioned that **“our restaurant did not advertise anything towards Chinese customers. Later, some Chinese website officers contacted us for restaurant advertisement permission, it liked an agent who did promotion and discount for their website’s customers if they visited our restaurant.”** As a result, **“our restaurant hardly be shown in the restaurant conducted poll rating in Thailand, but our restaurant review usually be shown in the reviewing website or poll of foreigner included Europe and Asia. When foreign customers who have ever dined here write a restaurant review and comment on their nation website, many agents started to contact us for interview.”** This restaurant’s reputation is contributed by their own quality and oral communication of

customers. **“Our restaurant mostly be recommended by tour agent head who visited our restaurant by themselves. Our customers have reviewed and suggested others as a form of word of mouth, so the restaurant is popular. This might be contributed from an old restaurant opened for almost thirty years. We value taste, quality and all ingredients of every dishes,”** Khun May (assumed name) said.

In addition, Khun May (assumed name), a restaurant A’s owner, indicates the problem of online promotion. **“As nowadays a number of restaurants and shops promote the restaurant and increase their popularity in incorrect way. They mostly focus on revenue and own benefit, but they do not consider the true quality of restaurant. For example, hiring other person to recommend their restaurant on social media, or inviting famous person and actor/actress to have a meal in their restaurant. Therefore, other consumers perceive wrong information when reading it from social media or website because the consumer found that the food is not as good as comment when visited that restaurant,”** Khun May (assumed name) said.

A restaurant B’ manager, Khun Boy (assumed name), mentioned regarding Chinese customers attraction and promoting channel that **“to attract customers, we did only public relations, and there is no any promotion. We actually have own website and facebook in Thailand. Moreover, the restaurant is also promoted by others such as travel agent and Ctrip. There was some Chinese media contacting us for interview and shooting television programs.”**

Each restaurants has its own method to create good recognition of customers. Promotion is significantly necessary to produce reputation and good image of the restaurant and shop. A good promotion method helps restaurant and shop gained customers interest. Then, revenue of business will increase. The reputation of restaurant or shop could autonomously attracts numerous interests from travel agent and media without restaurant’s employment or invitation. In particular, social media plays an extremely significant role in promotion for every businesses nowadays. Social media costs quite low price, while most social media are free. However, it provides a high benefit and convenience in return. Social media enables information spread liked a wildfire and across the regions. All in all, the mixed marketing promotion method is the most efficient way for food tourism in term of Chinese target because the recognition regarding food tourism and Phuket traditional food among foreign tourists and Thai tourists is quite low and the mixed marketing promotion helps business units earning more advantages on the problem of information barrier between nations.

4.2.4 Food Creation and Adaptation

As a City of Gastronomy by UNESCO, Phuket government and private organizations have put a high value on Phuket traditional food support and preservation. Some hotels' chef have created a new menu inspired from Phuket traditional food culture. A new menu creation could highly attract a lot of interest from consumers as it sounds exclusive. However, the informants from restaurants in Phuket hardly created a new dish menu to attract tourists. To described, as Khun May (assumed name), a restaurant A's owner, mentioned that **“we did not have new menu creation. We focused on original taste menu of restaurant and did not change any Thai style cooking or taste.”** Similarly, Khun Boy (assumed name) from a restaurant B reported **“we place an emphasis on a restaurant's standard so that we did not cook it differently for each dishes, but we will change the menu 30-40% of the originals each year by adding something new. Liked this year we focused on Phuket Peranakan food, so we added some Phuket traditional dishes such as Phuket steamed fish ball and Phuket stew pork or Moo Hong (หมูฮ้อง).”**

According to people have different taste preference especially foreign customers who tried to taste original Thai dishes, some restaurants have slightly changed the taste of food according to regional customers' taste. However, some restaurants did not change any taste for satisfying customers, they still keep original taste standard of food. According to Khun May (assumed name) from a restaurant A, although the restaurant keep Thai style eating pattern by not offering chopsticks to Chinese customer, they slightly changed taste of some dishes following Chinese preference background discovering because **“we knew Chinese customers do not like salty and extreme flavors. We knew which national customer like what taste by learning and notice.”**

In addition, a sample from food souvenir shop continually develops a new food product. **“We will do marketing research for a new product. A new product is produced and launched every year. The product plan will be considered before production regarding the number of product. This year we mainly focus on durian related product. This might be affected by the participation in many governmental research support so that we could offer the idea and they will help us on research budget and methodology coordination. This year we emphasize on fruit products export. We are willing to enter Chinese market, Vietnam market and neighboring market,”** Khun Au (assumed name), a food souvenir shop's manager, said.

To conclude, a fusion food distributed from Phuket traditional food basis background is slightly be found in local Thai restaurants in Phuket at present. There are a few Phuket fusion foods were created by combining Phuket cookery form and other regional culinary, and most Phuket fusion food creations are usually found in some hotels' restaurants in Phuket. For example, Phuket stew pork pie or Moo Hong (หมูฮ้อง) pie was created by Chef of Proud Phuket Hotel. However, a new created food product distributed from Phuket traditional food culture highly be beneficial on local value development in local food souvenir store. A food souvenir shop in Phuket has put the best effort on new food product development and local community encouragement. The new food product plan is annually planned, and the shop continually expands their present market to further regional market. Even though most local Thai restaurants in Phuket municipality do not create Phuket fusion food, they all serve some popular Phuket traditional dishes beyond general well known Thai dishes in the restaurant. Furthermore, these local Thai restaurants do the utmost effort to maintain the Thai cookery and taste standard. The favour of foods are lightly adjusted upon customer request or foreign customer's taste liking observation.

By the way, standard of Thai cuisine still be preserved as priority. The emphasis on Thai and Phuket culinary standard is an advantage way to sustainably preserve traditional food cultures of the community to the next generation. An authentic traditional cuisine of Thai or Phuket culinary will serve the true cultural values to tourists, and it differentiates our culture from other regions. Moreover, tourists could actually explore the exotic things in Phuket, Thailand; they will not meet familiar experience. In particular, a fusion food creation could be more recognized in order to increase further values of Phuket traditional cultures. According to the general background of fusion food in which combine a variety of regional cookery styles together, a new Phuket fusion food creation could help to increase the Phuket traditional food awareness among foreign tourists and easily enter foreign tourist perception because that regional tourist is generally familiar with their cuisine form.

4.2.5 Perception of Restaurants' Owner to Food Tourism Prospect

Food tourism is a new kind of tourism especially in Phuket, Thailand where majority reputation is affected by beautiful natural resources and island landscape features. Indeed, the inherit cultures of Phuket is passed by from generation to generation. The values cultural inheritances of Phuket are officially discovered and widely presented in order to reserve these traditional cultures. As a result, a

multicultural pattern in the dimension on food encourage Phuket succeed in being ‘a City of Gastronomy’ recognized by UNESCO in 2015. According to a speech of Dr. Kosol Tang-Uthai (as cited in Legazy Phuket Gazette, 2015), president of the Thai Peranakan Association to the Phuket Gazette that “Phuket Baba food combines recipes from Royal Thai Cuisine, common Thai dishes, Hokkien Chinese food and Malay cuisine, which together create a unique blend of delicate flavors that are not too spicy, not too sweet and not too salty.” Phuket culture is too distinctive that is recognized as an identity of Phuket.

Food tourism is another potential way to sustainably develop Phuket tourism industry beyond natural tourism. A basic understanding of food tourism among local restaurant and shop are varied. Khun May (assumed name), a restaurant A owner, perceived that food tourism is “travel and eat” in which quite similar to Khun Oil (assumed name), a restaurant C owner, who thought a food tourism refer to travel in the purpose of eating any delicious food. However, some restaurant and shop’s informants though that food tourism is related to ‘a City of Gastronomy’ announcement by UNESCO of Phuket. For instance, **“in my opinion, I thought food tourism defined Phuket is recognized as a City of Gastronomy, and I know that Phuket is named a City of Gastronomy by UNESCO,”** Reported by a restaurant B’s manager, Khun Boy (assumed name). While, a restaurant D owner, Khun Mai (assumed name), reported that **“I understand what food tourism is, Phuket is a city where traditional food has play an important role on tourist attraction.”** Khun Au (assumed name), a food souvenir shop’s manager, also understand the meaning of food tourism, she further share an idea that **“I viewed Phuket’s food tourism still limits on Phuket downtown only. The tourists who are willing to discover Phuket traditional food limit on Thai tourist group, and a majority of Chinese tourists are not willing to pay attention to Phuket traditional food because some Chinese dishes were not much different from Phuket traditional dishes. Most Thai tourists who visited Phuket usually ask information about Phuket traditional food and Phuket traditional food restaurant.”** The statement of a food souvenir shop manager support the interview result from Chinese tourist that all Chinese tourists do not know what Phuket traditional food look like, foreign tourists are not able to differentiate even general Thai food and Phuket traditional food.

All informants from restaurants and a food souvenir shop knew Phuket has been proclaimed as a ‘City of Gastronomy’ by UNESCO. For instance, **“I know about this announcement, it is a city that has a variety of food,”** Khun Mai (assumed name), a restaurant D owner, said. However, Khun May (assumed name), a

restaurant A owner, understand as **“I understand Phuket is one of the best food destinations in the world, but I don’t know it is a creative city of gastronomy.”** All informants from restaurants and a food souvenir shop part understand food tourism and have a recognition of a city of gastronomy, but some thought an opportunity of food tourism development in Phuket is still low at present.

To illustrate, **“according to my experience and view, the government organizations are focusing on tourism, but it is not food tourism. It is related to local community development through tourism, encouraging people to travel and to experience real nature and life pattern of local community. They increase local natural resources by develop it as a souvenir. I thought tourism is tend to change into nature of local community, food tourism has quite low potential,”** Khun Au (assumed name), a food souvenir shop manager, said. Similarly, some informant thought food is only a part of tourism when thinking of the opportunity of food tourism development in Phuket. For example, **“most tourists visit Phuket aimed to see and to experience, but food is an outgrowth of tourism because people have to eat, food is a necessary thing. Tourists do not mainly travel on a purpose of eating because they mainly focus on travel attractions and atmosphere,”** explained by Khun May (assumed name), a restaurant A owner.

Nevertheless, some informants thought there is a potential opportunity to develop food tourism in Phuket. As Khun Boy (assumed name), a restaurant B manager, mentioned **“yes, it is a potential opportunity for this because Phuket is originally a tourist destination.”** Besides, some restaurant informants viewed food tourism as an advantage method for provincial development. **“I think it is a good opportunity for Phuket to develop this kind of tourism. Food tourism is very interesting,”** Khun Oil (assumed name), a restaurant C owner, said.

In conclusion, the awareness related food tourism and a city of gastronomy of Phuket is quite high among local restaurant sections although they did not know the exactly meaning of it. However, it obviously indicated that a private sector such local restaurant and souvenir shop efficiently keeping up to date with social trend. While, the potential for food tourism development in Phuket is quite great in restaurant informants’ view.

4.2.6 Government Organizations Support related Food Tourism in Private Sector

Government organizations included some private public organizations have especially controlled and developed a local community. Beyond the local citizens inside the community, a private business is greatly and directly participated in numerous government activities. For example, training, community conference and social event.

As a city of gastronomy of Phuket, a number of relevant concerned government organizations have pushed various efficient projects to support and maintain the reward as well as tourism industry development according to a popular world tourist destination. Nevertheless, the cooperation between local government organizations and local restaurants is quite low in dimension of food tourism support, tourism support and business. According to the study, a few restaurants and shops were slightly supported or received any recommendation from the government organizations or even same private business sectors. For instance, according to Khun Au (assumed name), a manager of food souvenir store, said **“a very little support only, this might be caused by a business city of Phuket so that each business and sector lived separately, and competition is high. Thus, the cooperation is very low.”** However, most informants from local restaurants said they did not get any encouragement and suggestion from both government and private organizations. To illuminate, Khun May (assumed name), a restaurant A’s owner, reported **“there’s no support and recommendation from others. There is only our restaurant supported those organizations such as relevant social activity participation as food support and seller and being a sponsor for them.”**

Furthermore, most restaurant and shop have ever participated in conference and seminar conducted by the government organizations in Phuket, but it mostly related to other subject beyond food tourism. As Khun May (assumed name), a restaurant A’owner, mentioned **“yes, we have joined the seminar, but not often. The conference and seminar we joined are generally related to hygiene, food packaging and garbage management.”** Similar to Khun Boy (assumed name), a restaurant’s B manager, who mentioned **“we have occasionally join it such as we joined with Phuket Peranakan Association and Phuket Rajabhat University.”** Besides, Khun Au (assumed name), a food souvenir shop’s manager, said **“there was not much seminar regarding tourism. It mostly concerned to food industry, commerce, marketing,**

packaging and factory development conducted by both Phuket organization and others, but it mostly be conducted by government organization from Bangkok.” While, Khun Oil (assumed name), a restaurant C, has never joined any conference and training with government organizations in Phuket. Indeed, the participation in food tourism development conference and seminar of local restaurant sector is low in which it might be affected by low food tourism related conference conduction from government organizations. Significantly, the business sector liked restaurant and food souvenir shop might participate in any governments’ conducted seminar in order to achieve the guaranteed certificate for their business creditability.

There is three of five samples from local Thai restaurants have ever taken part in food festival, food exhibition or food related activities arranged by the government organizations in Phuket. As Khun Boy (assumed name), a restaurant B’s manager, mentioned **“we sometimes join these activities in which mostly be conducted by Tourism Authority of Thailand in Phuket.”** As well as Khun Au (assumed name), a food souvenir shop store’s manager reported that **“occasionally participated in this, but not too often because activities conducted by provincial government organizations have increased great attention from local citizens who really would like to have this chance to presenting their products. Thus, we viewed it as a good occasion to provide this chance to other local citizens doing their business and expanding market instead. We have own store. Our store will participate in these activities in case those activities aimed to increase good image and recognition related Sino-Portuguese style of Phuket. For example, we took our products to support related Sino-Portuguese pattern activities when the Phuket City Municipality conducted that activity. However, now we rather focus on country product exhibition participation because we aim to enter export market.”** In dissimilar, Khun May (assumed name) from a restaurant A was invited to participate in government organization conducting social activity, but she refused the invitation.

In overall view from the informants of local Thai restaurant and shop in Phuket, some thought that the government organizations still have had a minor roles on food tourism development in Phuket. According to Khun May (assumed name), restaurant A’s owner, said **“I thought they have small roles on these.”** However, Khun Oil (assumed name), a restaurant C’s owner, reported **“government organizations have a major role on traditional food support so that received the reward of a City of Gastronomy.”** Likewise, Khun Mai (assumed name), a restaurant D’s owner, said **“they have a role on the hygiene standard encouragement.”** Some restaurant informants

thought the government organizations played various roles on social development, but it is not related to food tourism development. In particular, a restaurant B's manager viewed the government organizations in Phuket have taken a leading role on tourism promotion. As Khun Boy (assumed name), a manager of restaurant B, said that **“the government organizations did PR (Public Relations) only in the overall tourism industry of Phuket.”** Therefore, Khun Boy (assumed name) further recommended that **“I would like the government organizations doing more public relation in other fields in order to attract tourists could have a true experience of Phuket culture.”**

Moreover, Khun May (assumed name), a restaurant A's owner, also offer advice to the government organizations in Phuket on local restaurant support as **“I would like the government organizations more emphasized on standard of food and restaurant. The government organizations should set the standard of restaurant and verify it by themselves in order to provide the guarantee certification by the government organization because there are many incorrect information reviewing online at present. Achieving high restaurant standard should be recommended towards customer by the public organizations in which that standard covering hygiene, good taste and good quality. This is a medium channels controlled by the government organizations that aimed to truly manage good restaurant standards, it is not a marketing aimed to increase only business benefit.”**

In addition, a food souvenir shop manager, Khun Au (assumed name), also require some assistance from the government organizations. As she mentioned that **“we need the government support especially on product renovation due to market changing. We would like to have research project support, doing new product or adding further values into existing products. Our store is well known in particular of exotic product and packaging leader, so we still focus on this marketing plan.”**

4.3 Result from Chinese Tourist

Researcher have conducted in depth interview with Chinese tourists in Phuket municipality area in Chinese language based on well Chinese language skill background of the researcher for miscommunication avoidance. The Chinese tourist sample was selected to collect data related personal preference of dining behavior and opinion regarding Thai food and events conducted in order to additionally support

the study in complete circumstance. All Chinese tourists came to Phuket on the purpose of travel or vacation. They came from various province of the Mainland China. All Chinese tourists interviewed of the study traveled by themselves, they were free independent traveler or FIT, and most of them were the age between 20-35 years old.

4.3.1 Decision Making of Restaurant Selection

(1) Dining Place

Most Chinese tourists chose to have a meal at a local restaurant rather than food court in shopping mall or restaurants in the hotel. A male Chinese tourist said **“I go out for a meal at local restaurant or local food stalls market because price is acceptable.”** In fact, most Chinese tourists had breakfast at restaurant in their hotel, and they went out for another meal at outside restaurants. Chinese tourists actually visited famous local restaurant or restaurant nearby their hotel.

In contrast, only a few Chinese tourists have a meal during their vacation in the restaurant in their hotel and convenient store. A female Chinese tourist who came from Jiang Su province said that, **“we usually eat meal by buying something from supermarket or convenient store nearby the beach.”** Beside, a female Chinese from Beijing said **“I usually choose to have a meal in local restaurant, but sometime I also ordered fast food or food delivery liked pizza.”** Some tourists prefer having fast food because they afraid taste of local food is not fit to personal preference.

While, a few Chinese tourists preferred going to restaurants inside their hotel for a meal because they concerned about comfort and hygiene. **“I had a meal in the hotel because it was comfortable,”** a female Chinese tourist said. Beside, a male Chinese tourist who came from Guang Zhou province said **“I always have meals at the restaurant in our hotel because the hotel actually has standard of hygiene. I did not go outside for meal because I highly emphasize on hygiene and I though local restaurant’s food might be dirty. The hygiene is a very important thing.”**

(2) Restaurant and Food Information Review

Most Chinese tourists have prepared the information regarding food and restaurant in Phuket before arrivals, and these Chinese tourists first visited Phuket. There is only a few Chinese tourists did not review any restaurants or food prior arrival. A Chinese family who visited Patong said that **“we did not prepare any information about restaurant in Phuket because we has visited Phuket for several times.”** Some Chinese tourists just find out information about restaurants when already

arrived Phuket. There is only a few Chinese tourists that did not search any information. A male Chinese said **“I originally came to Phuket on the purpose of interview for work so that I did not prepare any information about Phuket or even restaurant. The reason is I also have a friend who has been stayed in Phuket for a long time.”** Besides, most Chinese tourists who reviewed or rarely reviewed any information about food and restaurant usually ask hotel staff for related information and ask staff for further assistance as it is more convenient and reliable.

However, most elderly people or elderly parents who traveled to Phuket together with young people did not know anything about their vacation plan or restaurant information because a whole trip was managed by the young people. An elderly female Chinese tourist said **“I did not review any information about restaurant or food yet because I traveled with my daughter. Yet, my daughter also has asked her friend and prepared some information about the trip to Phuket through website. I just asked my friend who has ever been to Phuket and Bangkok, and my friend said that Phuket is more interesting.”**

Indeed, an extremely popular channel that most Chinese tourists used to search the information about restaurant and food in Phuket is Da Zhong Dian Ping (大众点评), a famous application and website organized by Chinese firm that provided online service related retailers, restaurants, bars, shops, etc. both in China and abroad. Da Zhong Dian Ping advices a variety of information regarding restaurant and allows users to put comment and rating on that shop or restaurant page.

Moreover, Chinese tourists also search information through general online searching engines such as Google, Baidu (百度), and Dolphin (海豚浏览器). There are also some online website that provided travel service, and these become favorite online source among Chinese tourists. For instance, Ctrip (携程), Ma Feng Wo (马蜂窝) and Trip Advisor. In particular, Ctrip (携程) and Ma Feng Wo (马蜂窝) are Chinese famous online channels that provided travel service and allowed users sharing their experience and recommendation online.

Besides, many online applications and social media on mobile phone are extremely popular among Chinese tourists especially young generation at present. The social media is a smart source to experience real highlight activities inside society from various users online, and it is a modern technology to share ideas and experience among friends and people online. Nowadays, Social media has played an

important role on information shared across borders among people worldwide, and this is a part of young people's lifestyle. Some Chinese tourists reported that they also search and read comment about restaurant information in Phuket via Chinese social media. For example, Xiaohongshu (小红书), a Chinese social media platform for putting liked button, making a comment and sharing content and pictures through the application, and it is quite similar to Instagram. However, Xiaohongshu also provides e-commerce service for users to shopping and selling products. Weibo (微博) is another Chinese social media platform that is similar to Facebook and Twitter. In addition, Chinese tourists not only search restaurant information via these websites and applications, but they also search useful information concerning tourism online because it is complimentary service and easily assesses to information source.

Although online sources such website and social media exactly allow users directly sharing their real experience through comment so that other readers seem receive true information, those information sharing are personal perception and sense. Sometimes, some comments and posts on social media are incredible as it might relates to bribery. As a result, all users are necessary to cautiously consider online information before making a decision. Particular, a majority of Chinese tourists consider all comments, picture and star rating of a restaurant online. A couple of Chinese tourists from Shanghai province mentioned that **“we choose the place to dine via online application liked Da Zhong Dian Ping and Dolphin. We read its comments and especially checked star rating of the restaurant, and we chose one that has a high rate.”** Similarly, **“I normally chose high star rate restaurant by checking via website and Da Zhong Dian Ping application, but restaurant and food quality should be good as well,”** said by a female Chinese tourist.

Apart from star rating, some Chinese tourists made decision about restaurant by considering distance and area of restaurant. A male Chinese tourist from Guangzhou province mentioned that **“I searched a restaurant via application, and I chose the restaurant nearby me at that moment.”** Another male Chinese tourist also said **“I chose restaurant by considering star rate and it need to be nearby restaurant.”** However, some Chinese tourists who did not search restaurant online generally chose the restaurant that had a lot of customers inside. A few Chinese tourist chose restaurant by looking the menu. Two female Chinese tourists from Fujian mentioned that **“we search restaurant through both website and a book. We considered star rate of restaurant and reviewed especially realized menu and price. We checked whether there are dishes that we preferred to eat or not.”** Moreover, another female Chinese

tourist from Sichuan province who did not search information online mentioned that **“I did not search any restaurant or food related information before arrival because I mainly came to Phuket for travel purpose, not food tasting. Regarding the restaurant decision, I checked the menu shown in front of the restaurant and chose restaurant that menu looked taste quite similar to my hometown, Sichuan as I originally prefer spicy flavour so that I also took some convenient foods from China.”**

4.3.2 Perception of Restaurant in Phuket

A majority of Chinese tourists thought there are a number of restaurants in Phuket. However, a few Chinese tourists mentioned that there are not much restaurants in Phuket, and most of them just arrived Phuket. As a male Chinese tourist from Shanghai province said **“I just arrived Phuket last night. However, as I checked there are not many restaurants here.”**

(1) Restaurant Atmosphere and Decoration

Most Chinese tourists also thought that surrounding atmosphere and decoration of restaurant are important. Most of them thought that good atmosphere and beautiful decoration increases good dining feeling and experience. A couple of Chinese tourist said **“atmosphere and decoration of restaurant are certainly important for us because we came for traveling so that we need to have a meal surrounded by beautiful view.”** In particular, a male Chinese tourist from Sichuan said **“both are absolutely important because decoration presents local culture. I am able to access and to realize more about local culture.”**

Although most Chinese tourists thought decoration and atmosphere are important for dining time, some thought both are not important as much as good taste. A female Chinese tourist mentioned that **“I thought both view and good taste should come together as 50-50. Though the atmosphere is pretty good, but food tasted bad, so it is not ok for me.”** While, a Chinese tourist from Sichuan thought that **“atmosphere and decoration are important by 40% only, but taste of food is more important by 60%.”** In similar, **“Yes, both are important, it is better to choose restaurant that looked comfortable with good environment. In fact, it is not my need,”** a female Chinese from Jiangsu province said. In contrary, there is only a few Chinese tourist thought that view and decoration of restaurant is not important at all because a good taste of food came the first place. Similarly, a male Chinese tourist also thought

that atmosphere and decoration are not significant because the most important thing is good service.

(2) Price of Food

Most Chinese tourists thought that price of food in restaurant in Phuket is acceptable, it is not too expensive and not too cheap. However, some Chinese tourists added that the food price in restaurant is dissimilar in different areas. As a female Chinese said **“price of food in Phuket is acceptable, but food price is quite expensive in famous tourist attraction area. The price is different to price of normal street food stalls at all.”** Similarly, a female Chinese tourist from Chongqing province mentioned that **“price of food in Patong area is quite expensive.”**

In overall, a number of Chinese tourists who have ever experienced Thai restaurants in Phuket got some deep impression after dining time, although some tourists seem did not get any good impression during visited restaurant. Good taste of food and excellent service stands first impression of Chinese tourists who have been to restaurant in Phuket. There is only a few Chinese tourists impressed decoration and environment nearby the restaurant as most of them though that atmosphere is only a part of dining experience.

4.3.3 Perception of Thai Food and Phuket Traditional Food

Most Chinese tourists said they liked Thai food. For example, a male Chinese tourist who came from Shanghai province said **“I liked Thai food because it absolutely differ from Chinese food.”** As well as, a female Chinese tourist from Chongqing province who said **“I quite like Thai food because I have never eaten Thai food before. This was my first time experience Thai food, and it was very good for me.”** In particular, some Chinese tourists have ever eaten Thai food since they have been still living in mainland China as there are some Thai restaurants. As a couple of Chinese tourist who are first time visited Phuket said that **“we have ever eaten Thai food in the restaurant in China, and it was fine for us. Yet, it was more delicious when we ate Thai food in Thailand, and all ingredients were fresher.”** While, a male Chinese tourist who has been to Phuket for several times mentioned that **“I am extremely love Thai food especially seafood because it more delicious due to many styles of cooking and fresh ingredient. Particularly, seafood in Phuket is highly cheaper in Mainland China.”** However, a male Chinese tourist who has ever been to many provinces in Thailand said **“I like Thai food, but I like Thai-Northern food.”**

Moreover, some Chinese tourist thought Thai food is fine and acceptable. Since, it is not much reach their preference. As a female Chinese who also worked in Phuket mentioned **“I thought it actually was fine because there are many spicy food which I disliked.”** Likewise, a male Chinese tourist from Guangzhou province reported that **“Thai food is acceptable for me. I thought all Asian food are similar. It might due to personal preference of taste, so Chinese food surely be more delicious for me.”** Nevertheless, there is only a few Chinese tourists absolutely disliked Thai food. As a female Chinese from Jiangsu province said **“I do not like Thai food as it is not suit to my personal taste.”**

Indeed, there are a number of popular Thai dishes among foreign tourists. The highlight food in Thailand for Chinese tourists is seafood. A majority of Chinese tourists who travelled to Phuket extremely enjoyed all dishes about seafood, although they did not know the name of the dish. As a male Chinese tourist mentioned that **“I very love seafood in Phuket because it is very delicious and cheaper than seafood in China.”** Moreover, another female Chinese said **“I like many Thai dishes such as Tom Yum Goong and streamed fish in lemon sauce, but I do not know its name.”** Some Chinese tourists did not even know the menu’s name, and they favorite Thai food are various.

Tom Yum Goong or spicy soup with shrimps is the most favorite Thai dish that was well recognized among Chinese tourists in Phuket. Another popular Thai dishes among Chinese tourists are stir-fried crab with curry powder, Thai pineapple fried rice, stir-fried crab with black pepper, fried prawn cake, Pad Thai (stir-fried Thai noodle), and streamed fish in lemon sauce. In addition, the most favorite and popular Thai dessert is mango with sticky rice. Particularly, a male Chinese tourist who came from Shanghai province said **“apart from food and dessert, I especially like Thai beer.”** Another Chinese tourist from Sichuan province said **“I especially like Thai hot pot. There are Thai restaurants in China as well, and Thai hot pot is highly delicious.”**

Thai food represents Thai unique and precious culture from the past. The unique taste of Thai dish satisfies many foreign tourists both who have ever visited Thailand and who have never visited. Although Thailand and China all located in Asia, most Chinese tourist thought that Thai food is different from Chinese food at all especially taste of food. Moreover, most Chinese tourists thought that the identity of Thai food is a variety of tastes and fresh ingredients. A majority of Chinese tourists all recognized Thai food has spicy and sour tastes. A male Chinese tourist from

Shanghai province mentioned that **“I thought Thai dish is fresh and flavorful. The taste of Thai dish is various, and it is more delicious than Chinese food as Chinese food is rather salty.”**

Some Chinese tourists thought the identity of Thai food is not only it has various and flavorful tastes, but Thai food made of various condiments and herbs. A male Chinese tourist said **“Thai food and Chinese food are different at all. The Chinese food is oily and made of a few seasoning to make its delicious. While, Thai food contains a lot of herbs so that the taste of food is flavorful.”** Similar to a female Chinese tourist from Sichuan province who said **“Thai food is not oily, while Chinese food is oily. Thai food contains of various seasoning, but I do not know what it calls. The appearance of Thai dishes looks beautiful and usually be exquisitely decorates with some leafs or others for every dishes.”** However, a female Chinese tourist said **“some Thai food is quite similar to some Chinese food such as fried rice, stir-fried vegetable and streamed fish, but the condiments and some ingredients are different.”**

The disparate culture and specific ingredient cause different food culture in each nation. Most Chinese tourists also thought that Thai food is not quite various comparing to Chinese food. As a male Chinese tourist from Shanghai province said **“Thai food is not various, there is not many Thai dishes. When I went to restaurants, I thought every restaurant has the same menu.”** While, another male Chinese tourist said **“type of Chinese dishes are surely more than Thai dishes.”**

According to the immigration of many nations in Phuket in the past, Phuket traditional food becomes unique and represents the combination of multicultural food. However, all Chinese tourists do not know any Phuket traditional food. The tourists commonly known general famous Thai dishes. While, there is a couple of Chinese tourists have ever taste Phuket traditional food, but they do not know. **“We have ever been to One Chun restaurant in Phuket old town. We ordered many dishes, one of that was coconut soup with vegetable, but we did not know its name. I thought all dishes we had from this restaurant are Phuket traditional food because we never seen these menus in any other restaurants or any other places. All in all, I thought all these menus are unique and exotic food, food looks very nice and has good taste,”** a couple of Chinese tourists said.

4.3.4 Gastronomy Activity Participation

Chinese tourists commonly traveled to Phuket on the purpose of vacation, so food becomes a part of their visit. All Chinese tourists have never attended any cooking class and food festival during their vacation in Phuket. Nevertheless, some Chinese tourists interested in participating Thai cooking class to learn how to cook Thai dishes. As a female Chinese tourists said **“I have checked some information regarding Thai cooking class, but I never join its. Next time if I travel with other purpose such as working or business trip, I would try it.”** Similarly, another female Chinese tourist said **“in fact, I would like to do cooking class, but I do not enough time. After visiting Phuket, I have a plan to go Bangkok, and I might do it if I have time.”** In fact, food tasting in any restaurant and street food are a popular activity during vacation among Chinese tourists. Most Chinese tourists love shopping and eating at night. They usually went to local market and ate street food as they are able to try local food and the price is not expensive.

4.3.5 Chinese Tourists Behavior in Phuket

Tourists' behavior are different depended on diverse attitude background. In fact, tourists' behavior can be divided by many factors. Chinese tourist is one of the important tourist groups in Phuket at present. Chinese tourist in Phuket usually travels by tour agents and individual travel. However, Chinese tourist informants of the study are free independent traveler. Most Chinese tourists usually travel together with their partner or family. The behavior of Chinese tourist in Phuket can be described by the behavior theories of Cohen (1979) and Valene Smith.

When analyzing Chinese tourists based on tourist experience by Cohen (1979), most Chinese tourists were experiential tourist who are looking for some authentic experiences in life. Chinese tourists are one of high spenders during their vacation. They are willing to spend money in order to find something new. Although Chinese tourists traveled to Phuket by making their own plan and self-booked vacation, a majority of additional tour package and ticket such as island trip, Thai performance and adventure trip were booked via Chinese online applications or through Chinese agents. Social media and online shopping hubs becomes significant channels among Chinese tourists to find out some information and make a reservation at present.

Chinese tourists in Phuket preferred to gain real experiences by traveling. They aimed to gain different, high and new experiences in the destination in

which they cannot have in everyday life, but they did not engage in local life of community. For example, they usually go the island for snorkeling or scuba diving, join any adventure activities such as ATV riding, elephant trekking and sky activity at Hanuman World. Apart from entertain activity, most Chinese tourists preferred shopping and eating. They highly have a preference on Thai food especially seafood. The food festival and walking street market are well accepted among Chinese tourists. However, the time limit of holiday caused Chinese tourists cannot visit these activities.

Most Chinese tourists preferred local restaurant rather than hotel restaurants because of price and self-lifestyle. Chinese tourists often search local restaurant of the destination for having a meal. A majority of Chinese tourists seeks local food especially seafood in which taste quite matched to their favour rather than seeking Western or International restaurant. Moreover, the Chinese tourists are willing to spend much money if things are valuable enough to spend money and provide them a great experience.

If describes Chinese tourists' behavior by analyzing tourist experience through local culture adaptation of Valene Smith (1989) whose idea was influenced by Cohen, the Chinese tourists are similar to unusual tourist who booked additional trip to experience local culture and slightly adapted to local norms. Chinese tourists are likely to travel independently by organized their own trip with the information from social media. Similar to Hurun report (2016), the average luxury Chinese travelers whose are the generation Y and are experienced travelers have ever traveled to 13 countries. The main travel purpose of young wealthy Chinese tourists are still the reason of traveling on vacation, but diverse culture experience and challenge seeking also increase this group travelers' attention. While, social media sources especially WeChat, Ctrip, Qunar and Tuniu are significant source for them.

Nowadays, Chinese tourists not only traveled to watch beautiful natural attractions, but they also seek some extra activities that are not available at their hometown and contribute travel experience more challenging. Primitive cultures in Phuket are popular among Chinese tourists. For instance, local Thai massage and spa, Thai cosmetic, local products, Thai performance, local market visit, seafood restaurants and local restaurants. In fact, unusual tourist is still familiar with personal taste of food rather than native cuisine. However, both Thai and Chinese people mainly eat rice. As a result, Chinese tourist just adapts to the different taste of local food.

4.4 Gastronomy Events in Phuket

Food is a necessary thing of human life, humans have to have food and water for survive. In Phuket community, food and dessert are a part every times of life. Food engages in every events, festivals, and ceremonies. One thing cannot be missed in each social event and festival is food. A number of food stalls are a part of numerous social activities. Phuket province have arranged many events each year in different purposes. After Phuket is notified as a City of Gastronomy by UNESCO, a variety of gastronomy events are organized and be encouraged to promote this announcement. Some existing events are increasingly emphasized on gastronomy dimension, and some events and festivals are lately created for specific purpose on gastronomy support and recognition. Moreover, gastronomy events and festivals in Phuket are under the control and management of various government organizations and some private association. The samples of gastronomy events in Phuket are Phuket Tasty Fest 2018, Phuket Chinese New Year Festival and Phuket Old Town Festival and Sunday Walking Street – Lard Yai.

4.4.1 Phuket Tasty Fest 2018

As a City of Gastronomy, Phuket continually expands the reputation of its unique cultures. Phuket Tasty Fest is a significant event of the province aimed to promote and maintain food culture. This food festival was held on 1-2 September 2018 at the Dragon Park or 72th Anniversary Queen Sirikit Park in Phuket old town on Thalang road where Lard Yai market, Sunday walking street, is arranged weekly. Phuket Tasty Fest was organized under the coordination of the Tourism Authority of Thailand Phuket Office, Phuket Provincial Municipality and Phuket Province. According to Khampruk (2018), reported that the Phuket Tasty Fest is willing to promote tourism during green season and to emphasize the status by UNESCO as Creative City of Gastronomy.

Phuket Tasty Fest 2018 was bustling with many visitors both Thais and foreigners. There consisted of various highlight activities aimed to attract all visitors during the event. Environmental reservation is another purpose of the event. An organizer is willing to encourage tourists save the world by using the dinner box inside the festival when shopping. Visitors can take their own food carrier to carry food after purchasing. Beside, any visitor who took own food carrier to shop will get THB 5 discount for any food cost over THB 50 up. As figure 4.1, colorful tiffin carriers were sold during food festival to whom did not bring own food carrier to the festival. A tiffin carriers cost THB 199, and every level of the tiffin carrier consisted of two THB 50 coupons inside.

Figure 4.1 Tiffin Carrier Sold in the Festival



This is also a great opportunity for visitors to win various prize and lucky draws. For example, airplane ticket, hotel accommodation, mobile and spa package. Moreover, another highlight activities are mini concert of Thai famous singers and cooking demonstration by popular chef from the Iron Chef Thailand.

There were a variety of food stalls that selling food in this food festival. In general, the festival achieved full cooperation with many restaurants and hotels in Phuket. Food stalls inside the Phuket Tasty Fest obviously separated into three major zones that were Phuket local food, creative fusion food menu from hotels, and popular food of the Southern part of Thailand. Phuket local food zone not only consisted of traditional food of Phuket such as Ah-Pong, Spring roll, Oh-Tao, Lo-Ba, etc., but it also provided some common Thai food and rare Thai food such as Khao Kriap Wow or indigenous rice cracker (Figure 4.2), traditional soft drink and fried meatball, etc. All food stalls sold food together with showing live cooking. The sound of cooking and food smell were spread throughout the event to attract visitors' interest. As Figure 4.3, the Oh-Tao stalls was surrounded by the long queue of visitors, and the chef always busy with cooking Oh-Tao.

Figure 4.2 Khao Kriap Wow or Indigenous Rice Cracker



Figure 4.3 Oh-Tao Lived Cooking Performance Stall



Moreover, some creative Phuket foods from the hotels were presented and sold during the festival as well. This zone is international fusion food. For instance, lobster puff by Proud Phuket hotel, Mu Hong pie or Phuket pork stew pie and stir-fried baegu leave with dried shrimp pie by Kalima resort (see Figure 4.4 and Figure 4.5). Most international fusion dishes were created by chefs of well-known hotel in Phuket. Visitors not only interested in strange name of the menu, but taste of the dish well presented the good combination between local recipe and international dish as a fusion food.

Figure 4.4 Phuket Pork Stew Pie



Figure 4.5 Stir-Fried Baegu Leaves with Dried Shrimp Pie



Surrounding Phuket Tasty Fest 2018 regularly decorated with a variety of Phuket traditional food pictures (see Figure 4.6) and colorful light. A lot of dining wooden tables and chairs were set up to facilitate mass tourists. Another highlight of this food festival is an extremely huge Phuket Hokkien style stir fried noodle statue (see Figure 4.7) which was located at the center of the festival and a giant Hokkien traditional stacked lacquered basket or known as ‘Sianah’ (เสี้ยหน่า) (see Figure 4.8). Decoration surrounding the festival was simple, but it consisted of the atmosphere indicating the significant and beautiful Phuket traditional food culture. All decorated

backdrop and statue inside the festival gained a well receive from numerous tourists did not miss to take a photo.

Figure 4.6 Phuket Traditional Food Picture Backdrop



Figure 4.7 Huge Hokkien Stir-Fried Noodle Statue



Figure 4.8 Giant Hokkien Traditional Stacked Lacquered Basket – Sia Nah



Tourists participated in this festivals are both Thai and foreign tourists. The tourists especially foreigner were excited when saw a lived cooking of each food stall's sellers. For instance, a female Chinese tourist was extremely interested in an Oh-Tao stall because the sound and smell of good taste were spread throughout the festival. Besides, a long queue of many customers in front of this stall also enabled her gained a recognition of a popular food. After that, she stood in the queue for buying an Oh-Tao by knowing nothing about this traditional food so that she asked a seller how to order. A Thai tourist assisted her to communicate with the seller as a translator. That tourist ordered Oh-Tao with non-spicy flavour and looked exciting to taste this traditional food.

All tourists bought food from the stalls and had it on providing dining table. Some tourists sit on the chair in front of the stage to watch lived cooking performance by Thai popular Chef from the Iron Chef Television program. Moreover, the campaign of taking own food carrier for environmental reservation achieved a well recognition from tourists who visited the event. Some tourists carried their own dinner box from home, while some tourists bought the colorful food carrier provided in the event. Apart from Phuket traditional food, the fusion food that combined traditional food culture with other cuisine also received a good attention from various tourists, tourists were in queue for trying sample fusion food and all bought it.

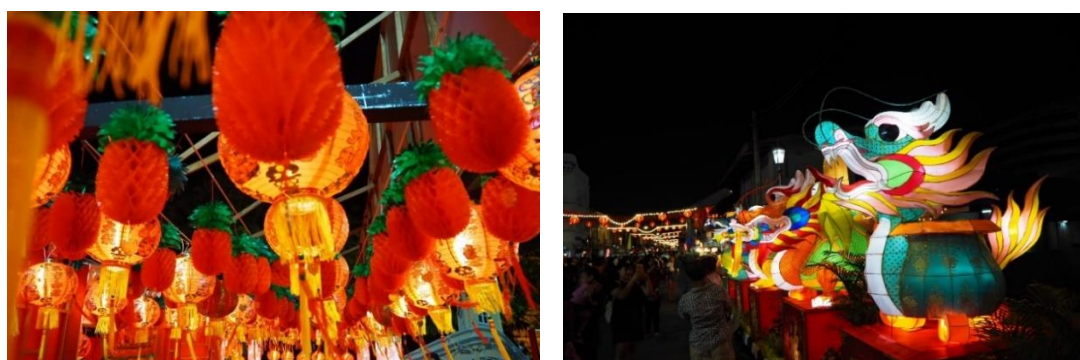
Phuket Tasty Fest is one of gastronomy events conducted to promote the symbol of a city of gastronomy of Phuket. This event is not only be advantage to tourism industry, but it also be a way to promote and increase an awareness of Phuket traditional food culture among citizens and foreign tourists. The event provided chances for local citizen to earn further revenue and to present their own restaurant. Particularly, tourists could have unexpected experience to take part in Phuket traditional food culture festival.

4.4.2 Phuket Chinese New Year Festival and Phuket Old Town Festival

Phuket Chinese New Year Festival is held three days annually at Phuket Old town area so that it is also was known as Phuket Old Town Festival. The festival is not only to celebrate the most important festival of Chinese people, but to reserve the local culture in Phuket and promote Phuket old town. It is a great occasion to experience numerous Phuket traditional foods in this festival. Most visitors and organizers in the festival usually wear Phuket traditional costume, Baba Yaya, during festival to promote and conserve valuable culture.

Phuket Chinese New Year and Phuket Old Town festival 2019 was held on 10-12 February 2019 that was the 20th year of this festival. Phuket old town, Thalang Road, Krabi Road, Phang-Nga Roads and Soi Rommanee, is bustling with a lot of visitors, and these connected roads were closed to hold the festival as a walking street. The festival was decorated in Chinese pattern style with numerous Chinese style red lanterns and colorful cartoon lantern (see Figure 4.9).

Figure 4.9 Chinese Style Red Lanterns and Colorful Cartoon Lanterns



In fact, the highlight events of the festival are slightly different each year. The festival in 2019 was held under the idea of ‘Building, Food and Costume’ (อาคาร อาหาร อารมณ์) Phuket Chinese New Year and Phuket Old Town festival 2019 emphasized on a status of a city of gastronomy by UNESCO in Phuket. One separately zone on Krabi road and Phuket Thai Hua museum was reserved for the highlight of event related to a city of gastronomy (see Figure 4.10 and Figure 4.11). There were a variety of Phuket signature food stalls along the Krabi road. On side the Phuket Thai Hua museum entrance gate are full of many food stalls from famous Phuket-Thai food restaurants of Phuket. In particular, a special event for promoting a city of gastronomy was not limited to many food stalls, but it also consisted of lived cooking performance by a popular chef, Chef Phol in which received a great interest from a number of tourists (see Figure 4.12). Various tourists sit on the providing chairs in front of the stage to watch the lived cooking performance with interesting and exciting emotion.

Figure 4.10 Large Entrance Signage of a City of Gastronomy Zone on Krabi Road



Figure 4.11 A City of Gastronomy Event at Phuket Thai Hua Museum



Figure 4.12 Lived Cooking Performance by Chef Phol at Phuket Thai Hua Museum



Moreover, there are various talent shows and performances along the streets holding the festival in which enabled tourists cannot miss to take a photo and to watch it. Some street performances were busking for gratuity, but some performances only aimed to show the talent and to entertain tourist without box or

hat in front of the show for donation. For example, exceedingly tall guys wearing Chinese ancient costume stood at the middle of the street to attract interest from passing tourists taking a photo with free of charge (see Figure 4.13). According to figure 4.14, a lived performance was arranged by young generation liked a party of students to show their challenge and talent on music instrument and singing. The festival provided a possible opportunity to numerous local citizens from every generations sharing their talent in public area. Phuket Chinese New Year and Old Town festival is not only a Phuket historical culture celebration, but it is presumed a real stage for local citizens to express their ability. Whilst, tourists received an exotic experience and an exciting entertainment.

Figure 4.13 Extra Tall Chinese Costume Guys



Figure 4.14 Lived Music by Students



Figure 4.15 Floral Rickshaw



Figure 4.16 Talent Show from Young Boy



The tourists could find fine local souvenirs and DIY items in the festival with lower prices, while Phuket traditional clothes are also easily found in the festival. Indeed, there are a variety of baba-yaya costumes and sarong shops on Thalang Road. During the festival, several shops opened until night time to sell Phuket traditional clothes. According to figure 4.17, Thai traditional pottery items could be found in this

festival as well. A pottery shop seller was showing lived pottery making in public place. The tourists could truly watch the meticulous process of making a pottery. Furthermore, tourists could find a variety of shops for shopping goods in lower cost such as cloth, bag, hat, accessories and so on.

Figure 4.17 Lived Pottery Making



A crowded zone inside the festival was food stalls zone. There were a number of tourists included Thai and foreigners walked to find delicious food. All Phuket signature foods and desserts were gathered in the festival and received a well interest from tourists. Food stalls cooked it food at the station for keeping deliciousness and freshness of the dishes. All food stalls were engaged with a long queue of tourists at the front. Most tourists visited the festival on the purpose of finding delicious food. When buying food at each food stalls, customers could choose to put food on a paper plate or a paper box for taking away. Eating items such fork, spoon and chopsticks were prepared at each food stalls for customer convenience.

Figure 4.18 A-Pong (อาโป่ง) Lived Cooking



Figure 4.19 Traditional Phuket Buns



Figure 4.20 Oh-Tao (โอ้วต้าว) Lived Cooking



Figure 4.21 Loba (โลบะ) and Phuket Fried Pork (เกี้ยนทอด)



Phuket Chinese New Year and Phuket Old Town festival is one of the important and large events of Phuket province. The festival has been held annually for a long time to celebrate Phuket traditional culture and history. It is a cultural center of Phuket people to realize local inherit values and history. Tourists from other provinces of Thailand and other countries could take this great opportunity to experience realistic Phuket traditional cultures. The festival is a genuine social theatre presenting life pattern and cultures of Phuket community and presenting talents of every generations of people without fee. In particular, the festival is center of Phuket signature dishes combination. All Phuket native foods from well-known restaurants were easily found in this festival.

4.4.3 Sunday Walking Street – Lard Yai

The Sunday walking Street or Lard Yai market is held every Sunday on Thalang road, a well-known road in Phuket old town. Every Sunday evening the Thalang road is closure to arrange this delightful event. The Lard Yai market is bustling with a number of tourists from Thai and foreign countries. It is recognized as a living market for every generations to show their talents and performances, and it is a place for every generations to show their skill of cuisine and to open a food stalls. The market could be divided into two major zones which are food zone and souvenir products zone. The lived performances such as lived music, traditional dance, and talent show entertain visitors along the road (see Figure 4.22).

Figure 4.22 Lived Musical Performance and Traditional Show



One of favourite behaviors of visitors when visiting this social event is photo shooting. The Sunday Walking Street signage and simple backdrop are placed on the market main entrance to attract interest from all passengers. Most tourists visited this market cannot miss to take a photo with Lard Yai market signage backdrop. While, some tourists live a video shared on social media such as Instagram and Facebook. A number of tourists sat on providing benches in front of each performance points to watch the performance and ate food. Each performance and talent show received a good attention from massive visitors. Visitors who do not have a seat stood surrounding the performance area to take a photo and to watch it, and some visitors participated the show by dancing, singing and applauding for the actor/actress.

Beyond the entertainment and wonderful traditional souvenir products, a large group of visitors crowded food stalls zone. Numerous food stalls selling a variety of food included all four regions Thai food, Thai dessert, bakery, Phuket traditional food and Phuket traditional dessert. Most food stalls lived cook food at their stations which extremely attracted numerous tourists especially foreigners stopping at the stall.

Figure 4.23 Food Zone



Figure 4.24 Saiaua Stall (ไส้อั่ว)



The figure 4.23 shown the number of tourists inside the walking street market when finding food. Along Thalang road is full of various food stalls and tourists from the evening time till night. According to figure 4.24, all food stalls were set up on the center of the road, the tourists could walk passing by along the footpath. Food seller prepared their food and cooked it at their own stalls. The tourists could have freshly cooking and warm food in the market. While, some tourists need to wait food because there were many orders and the seller did not cook it completely yet.

The gastronomy events and festivals in Phuket community are great chance and place for various tourists to shopping, having delicious food, and receiving entertainment. Tourists could gain various experience from these gastronomy activities beyond shopping, eating and entertainment. Tourists could truly realize and understand native cultural values through these activities. The atmosphere, places and decoration helps support unexpected feeling and impression to tourists through five senses. In particular, the result of cooperation level from concerned organizations could present through the success of the event as well. A good management and plan help to contribute an exceeding accomplishment of cultural and gastronomy encouragement of Phuket community. Gastronomy festival and event are a great option to promote Phuket traditional food culture to others.

4.4.4 The Presentation of Food Tourism through Theater's View

Individual behavior is complicated, people have diverse mind, idea and belief so that they interpret their meaning and display their performance in different styles. The social interaction in everyday life of a community can be viewed as a theatre by the Dramaturgical theory of Goffman. To illustrate, people in the community are able to be actor, audience and outsider who carefully perform in

various kinds of behavior toward others in order to gain an acceptance from other individuals on the stage which indicated everyday life. Furthermore, all conducted roles and performances can also aim to reach high satisfaction and attraction from others in community.

Tourism included Food tourism engages in the interaction between host and guests. When hosts expect to gain guest's high satisfaction and cash flow within community accordingly, guest that called tourists highly expect memorable experience and expedience in return. Besides, the more immense satisfaction tourists got, higher profit and potential loyalty guest the hosts will have. Therefore, individuals play different effective roles and behavior in everyday life to interact each other depending on time, place and audiences on both front stage and back stage of a social theatre. The presentation of food tourism in Phuket is conducted by components of stage, actors and audience.

(1) Stage of Performance

Stage and atmosphere are a part of performance that indirectly encouraged attractiveness and efficient outcome. The stage covered floor plan, atmosphere and decoration of the performance. Food festivals and street food market are samples obviously defined a performance of food tourism in Phuket.

The Sunday walking street market or Lard Yai market on a fascinating road named Thalang road is bustling with tourists and shop stalls. The road was closed every Sunday to conduct an attractive walking street market. There are many shop stalls selling Thai souvenirs, cloths, DIY goods, art works and so on the road. The market is mainly separated into two zones that are shopping zone and food zone. The highlight of this market are live performances of live music and dance and a number of local food stalls. Local food stalls carefully presented Phuket traditional food through live performances of cooking.

Furthermore, live music and live traditional Thai dance from local individuals enable tourists broadened their invaluable food tourism experience. The thunderous live music that spread out over the market created more memorable experience and more relaxed atmosphere during shopping and dining. Wooden benches are provided in front of each live musical performances for tourists. Tourists are not only gained food culture experience from the walking street market, but they comprehended Phuket traditional norms, traditions, belief and cultures. While, street

food market and food festival effectively contributed impression and happiness to all kinds of tourists.

Phuket Food Tasty Fest is another food tourism presentation, it aimed to promote Phuket traditional food culture. Inside the festival consisted of a number of Phuket traditional food stalls, live performance and live cooking contest. The festival was surround decorated by Phuket traditional food pictures in the festival aims to display the meaning of food culture and to encourage the recognition of Phuket culinary. The stage was set up with beautiful decoration according to different style of performance. Music and light or any visual effect were not be missed to encourage more fascinating performance. An overall scene and atmosphere increase impression of tourists.

(2) Actors

Hosts display self-real performance when on the back stage of community. At the front stage, host act as an actor to present performance what guests or tourists called audiences expected to view. However, the performance will be shaped by social values, norms and belief. For example, displaying Thai style greeting as the 'Wai' by the gesture of placing the palms of hands together and holding it in front of the chest towards tourists or guests who visiting the places such as airline, hotel, restaurant and so on. Thai hosts usually present the gesture of 'Wai' together with saying Thai greeting word "Sawasdee" and making a warm smile to satisfy the tourists.

In the food festival and food market viewed as a theater, the actors are food stalls sellers who cooked and sold food to the tourists. While, the actors could be chef who participated in any culinary contest or performance. Food festival, street food and food stalls market are another social large theatre where displays real performances by presenting five senses included sight, hearing, smell, touch, and taste to tourists. These kinds of food activities are favourite activities among Chinese tourists, and most tourists felt impressive. According to Punturee (2014), suggested that the real impression of food tourism experiences can be conducted through five senses activities. While, food festival and street food market in Phuket provide a great live food performance on the social stage.

In the street food market or the Sunday walking street market on Thalang road, local food stall sellers cooked and sold food in the same time at

their stalls. The live cooking performance essentially attracted all tourists' attention. The goal of the seller who acted as an actor and carefully conducted professional chef role was to reach audience' attention, then buying their food. Moreover, good smell of food when cooking effectively catch tourists' attention although they were a bit far away from the stall. Warm greeting and persuasive calling by the sellers is another way to catch tourists' attention. Live cooking performance from food stall seller is not only attracts tourists by five senses, but it also displays Phuket traditional culture on food through the performance. It is not necessary to learn Phuket culinary culture by reading book or visiting the museum, tourists are able to learn by watching the show conducted by the sellers.

(3) Tourist as Audiences

In food tourism performance, audiences could refer to tourists or customers who visited food stall and street food market. Audiences or tourists who walked by might buy the food from the stalls by making a decision depending on smell, sound, food outlook, stall decoration and especially the live performance of seller. Moreover, persuasive manners of sellers highly attract audience attention as some audiences felt hesitate to taste and to buy food.

The welcome face and performance enable tourists felt free to have a look the menu, food and especially cooking performance. Some audiences took a photo or lived a video of cooking performance through social media. In particular, foreign tourists shown strong interest in traditional food of each food stalls, and some tourists tasted free food sampling before deciding to purchase it. Most tourists ate food from the stalls by sitting on provided bench or standing inside the market, in the same time they paid a great attention in live musical and show performances. Some tourists joined dancing with the actors.

The social theatre through food festival and walking street market are a practical food tourism activities that encourage sustainable and productive food tourism promotion. All performances acting on the front of stage highly satisfied audiences and presented all local values included cultures, norms, belief to tourists. The good impression of tourists will broaden the reputation of food tourism in Phuket.

4.5 Capitals in Dimension of Food Tourism Support

The successful tourism industry is contributed from precious values inside the community. The importance of local values towards tourism development in Phuket can be analyzed by using the 'Capital concept' of Bourdieu (1986). The theory mainly describes capital as a noneconomic form which has an efficiency to reproduce and expend profits. To promote tourism of the community, people promote local values such as norms, cultures, traditions, natural resource, attractions and so on as tourism products. While, the four capitals included economic capital, cultural capital, social capital and symbolic capital all encourage rapid development of food tourism in Phuket.

4.5.1 Economic Capital

Under the character of economic capital, economy in Phuket rapidly expands in order to support tourism industry growth. The basic infrastructures which are water, electricity, road, airport, public transportations and others are quickly established in many areas of Phuket. All basic infrastructure continually developed to support the rapid growth of province. As well as, Phuket international airport was expanded to support the increased number of passengers and airlines each day. A number of accommodations such as local and international hotels continually established in Phuket. There are a lot of both Thai, western and eastern restaurants over Phuket. Huge shopping malls also were found in each area of Phuket to accommodate tourists who are willing to spend money on purchasing products. The rapid growth of economic from tourism encourages Phuket to become a large city and one of the major cities in Thailand.

4.5.2 Cultural Capital

According to cultural capital, Phuket traditional cultures have played an important role as a tourism product nowadays. The multicultural community of Phuket is beneficial to tourism to attract many tourists both Thais and foreigners visiting Phuket each year. All local cultures of Phuket are well conserved by the major government and private organizations and local citizens. Phuketian people added values to these priceless cultures by promoting them as a tourism product. These popular Phuket cultures consist of traditions, festivals, foods, clothes and architecture. Particularly, the Peranakan culture is recognized as an identity of Phuket culture in which highly differentiated Phuket culture from others. A variety of social activities are organized to maintain the local values and to promote the identity of Phuket.

community. In particular, those social activities are related to Phuket traditional cultures. For example, Phuket Baba or Peranakan wedding festival is an event reactivated to promote and to conserve one of Phuket traditional ceremonies in human life. A couple of groom and bride that prefer to participate in this beautiful ceremony need to pay a wedding cost. People attended this event included all grooms and brides have to dress in gorgeous Baba costume with special accessories. The parade of wedding held along the Thalang road to celebrate this exclusive event, and the ceremony was taken place at elegant Sino-Portuguese mansion in Phuket old town. Besides, food in the wedding ceremony has particular meaning. Some couple of this event came from foreign country due to the support from the Tourism Authority of Thailand in Phuket (Hotels.com, n.d.). Peranakan wedding ceremony is an annual event of Phuket to encourage Phuket culture recognition and to promote Phuket community as a tourism event.

Moreover, there are many traditional culture related festivals conducted throughout the year in Phuket. Some festivals inherited from generation to generation such as Phuket Vegetarian festival and Por Tor festival, but some festivals are events created to promote Phuket cultural values. For example, Phuket Chinese New Year festival is a mass event in Phuket to celebrate Chinese New Year for three days and to promote tourism in Phuket old town area. The festival takes place in Phuket old town along Thalang road, Phangnga road and Krabi road. The routes in this area closure to hold the festival in the evening till night. The festival participants could experiences Phuket cultures and traditional food. In Kathu district also organized 'Kathu Cultural Street Festival' annually to promote local community cultures includes ways of life and especially food.

The true values of Phuket cultures encourage Phuket being a symbolic community with it inherit identity. Phuket cultures are various and absolutely different to other provinces. Phuket cultural heritage could attract high intension from tourists both Thai people and foreigners. In particular, Phuket traditional food culture is a part of all traditional festival and life pattern. A unique food cultural identity essentially encourages the province achieved 'a Creative City of Gastronomy' By UNESCO. Phuket traditional food culture not only becomes a significant part of Phuket indigenous life, but it priceless value further creates revenue to local community and encourages a good image of community. The tourists could have indeed experiences of their vacation in Phuket because the Phuket tourism is covering all dimension of tourism included natural tourism, cultural tourism, food tourism, sport tourism and so

on. Phuket cultural heritage is another factor importantly support tourism industry in Phuket especially in Phuket municipality area.

4.5.3 Social Capital

Tourism industry in Phuket cannot be prosperous without the benefit from social capital. The collaboration of local people and every organizations in Phuket helps Phuket gained successful goal on tourism and other industry. There are a variety of social associations in Phuket that has its own particular purpose and mission. A relationship creation is one of the purposes of numerous association establishment. A strong social network or social relationship within the community in which could affected from government organizations, private organizations, business sectors or even social associations is positive on community growth and particularly strong and sustainable social development. Social growth and development need a good coordination from every sections in society. Each organizations both government organizations and private sectors has its own role and responsibility to develop the community. While, the citizens help supporting those organizations by following their plan and suggestion. Some association and organizations in Phuket have provide an utmost effort on community development and cultural heritage conservation.

To illustrate, a variety of government organizations in Phuket coordinated with private organizations, educational institutions and other social associations such as Phuket Peranakan association, Phuket hotels association, and others in order to preserve and promote Phuket traditional food culture so that the UNESCO declared Phuket as a creative city of gastronomy in 2015. In particular, the strategic plan of Phuket: City of Gastronomy in 2017-2021 aims 1) to increase food safety standard of Phuket to international standards 2) to promote creative economy by creating economic values to local community through food tourism 3) to increase educational strength with food tourism research and innovation for sustainability and 4) to establish social network and coordination of a strong creative city of gastronomy development (Phuket city of gastronomy, n.d.)

Moreover, a good coordination on society development obviously presented through cultural preservation. Even culture is a beautiful value heritage identified group of people in common belief, pattern, and way of life, culture could become extinct. Phuket traditional cultures included costumes, food, ceremony, festival and others are conserved under the recognition and development by the government organizations and social associations in Phuket. For example, some social

events and festivals recently be created to support tourism and cultural preservation liked walking street market, Chinese New Year festival, Kathu cultural street festival, etc.

4.5.4 Symbolic Capital

Under symbolic capital, Phuket indeed has many signatures in which other people will recognize. The famous tourist attractions liked Patong beach, Phromthep cape and Chalong temple, etc. are highlight of Phuket so that every tourists cannot miss. Moreover, some highlight attractions pictures were promoted on any tourist brochures and pages about the province. Signature Phuket culture as Peranakan which combine Malaysian and Chinese culture together is one of symbols of the province. The Peranakan culture is not only found in Phuket, but it is also found in Malaysian and Singapore. Phuket traditional culture which was influenced by Peranakan culture usually be seen on traditional clothes named Baba-Nyonya costume. Phuket traditional food is another symbol of Phuket that cannot found in other provinces. For example, Phuket stew pork (หมูฮ้อง), O-Tao (โอวต้าว), O-Aew (โอวเอว) and so on. Chino-Portuguese building along Thalang road and Phuket old town is one of the highlight places in Phuket where tourists always recognize. Some Phuket traditional festivals liked vegetarian festival and Phuket Chinese New Year and old town become famous and are recorded in tourism calendar. A variety of symbols in Phuket that are unique and exotic to other communities represent Phuket province as an attractive tourist destination among many tourists worldwide. All signatures related Phuket caused tourists easily recognized and remembered this fantastic island. It cannot reject that all symbols of Phuket which be contributed from natural resources to charming cultures essentially push the growth of tourism industry as the tourism products.

The coordination of these four capitals which are economic capital, culture capital, social capital and symbolic capital efficiently distribute huge advantages to Phuket's tourism industry. The lack of any capitals in community might causes an insufficient outcome because every capitals support each other. Capitals inside the community are similar to core values of Phuket that have a high possibility to convert into higher profit. A good attention and circumstance on each sections and capitals in tourism industry of Phuket will further develop the sustainable tourism in future because these core values can be preserved and will not disappear if there is a

good development plan. Unlike, natural resources are able to disappear due to non-renewable resource.

4.6 Roles of Government Organizations and Structural-Functionalism Theory on Food Tourism Development

When society has been described by the interrelated parts as a functional structure, functions play important roles on maintaining central stability. The structural-functional theory of Durkheim and Radcliffe-Brown are quite similar that each social elements support each other to maintain solidarity. In term of food tourism development in Phuket, social solidarity is one of essential elements contributed to food tourism success. Apart from restaurants and community individuals, the government organizations and private organizations in Phuket are significant drivers on food tourism development. Every organizations have different function, each organizations has its own responsibilities and roles to support and to develop food tourism in Phuket. In particular, every different functions from these organizations fulfills the whole development process becoming completed.

Furthermore, a core value that is a central factor motivated food tourism development for every organizations in Phuket is the gastronomy symbol as a 'City of Gastronomy' by UNESCO. A received announcement as the 'City of Gastronomy' by UNESCO has played an extremely important role on maintaining Phuket food culture and developing food tourism. Besides, the time limit of the awards also pushes all organizations attempted to maintain food cultural value and to further support a city of gastronomy in different ways based on the roles and responsibilities of the organization.

In contrary, business sectors such local Thai restaurants and food souvenir stores viewed the government and private organizations in Phuket still lack of food tourism related support and development in the particular part of local business sectors because overall gastronomy missions of these organizations are usually viewed in macro-level development or whole provincial development. Each business sectors survives in the market by their own strategy and plan regardless the assistance from others. Particularly, a common social relation between business sectors and government and private organizations is often presented in the characteristics of trainer and trainee.

4.7 Food Tourism Development on the Basis of Chinese Tourist in Phuket by Marketing Mix (4Ps)

An effective food tourism development requires great guidelines appropriated the target market. The marketing mix comprising of product, price, place and promotion is able to fulfil a community goal on food tourism development based on Chinese target and to attract Chinese tourists and others recognizing Phuket traditional food. Even though Chinese tourists basically enjoy shopping and eating particularly seafood in Phuket, most Chinese tourists still lack of the knowledge regarding Phuket traditional food. This is a threat on food tourism development in Phuket as traditional food is one of essential key drivers. An efficient marketing plan affects sustainable food tourism development.

4.7.1 Product

Food is a key factor on promoting and developing food tourism. An identity of Phuket traditional food became a symbol of Phuket so that people will recognized. Food culture is an inherent value of Phuket community in which is able to expand tourism revenue by being as tourism product. The standard taste and food tradition should be reserved in order to maintain the inherent food culture of Phuket to the next generation. The information about Phuket traditional food as well as eating pattern of Thai people should be shared to increase good acknowledgement among tourists. However, taste of food can be occasionally changed on request by the customers to satisfy their taste preference.

A new menu creation of Thai and Phuket traditional food is a good opportunity on expanding original values in the community. A new creative menu is exotic so that it highly attracts people's attention. A menu creation contributed from Chinese tourist's basic preference is beneficial. For example, a menu creation from durian that is one of the most favourite Thai fruit among Chinese tourist is an opportunity to attract Chinese market.

The presentation of food should be well considered. Apart from the standard of native Phuket culinary, entrepreneurs should emphasize on hygiene of all cooking process. The presentation of Thai dish with Thai culture identity will increase values of the dish. The presentation of Thai food through the design of Thai arts and Thai culinary culture is another method to expand values of Thai food dishes as well as to increase values of Thai culture worldwide. The design model of Thai dish

emphasized on art composition such as colour, texture, line and so on to emphasize on Thai characteristics and be appropriate to the Thai restaurant abroad (Krachodnok, 2011). For example, the use of Thai leaf liked pandanus leaf and banana leaf for decoration on dish defines Thai identity. Thai style vegetable carving will serve Thai beauty and Thai gorgeous culture so that the values of dish is increased. Besides, good service provided enables customer felt more comfortable and satisfied.

The food culture as a tourism product also included food related activities. Cooking class is another attractive activity of food tourism that highly affect a greater understanding of Thai culinary in which they could learn unique Thai culinary recipe. A real participation of native activity liked cooking provides a superb experience to tourists. However, most cooking class for foreign visitors in Phuket usually be found in Thai popular dishes such as Tom Yum Goong, Green Curry and Mango Sticky Rice. Therefore, it is better to promote cooking course with Phuket traditional dishes in order to encourage 'a City of Gastronomy'.

Furthermore, festival is another food tourism product. Local festivals is an effective instrument for local economy and tourism development. While, local festival hosting usually requires public assistance from central government or local officials. However, local festival hosting should consider effect on nonmarket if use it as tourism instrument because it might be look as image production instead (Felsenstein & Fleischer, 2003). Food festival and local festival should be promoted as tourism product to attract tourist attention. Phuket traditional food commonly is a part of every festival, and food is a part of tourism as a necessary thing of life. Thus, the emphasis of food in each festival hosted is another way to support food tourism.

4.7.2 Price

Every consumers are sensitive to price of product and service. Food is a necessity goods that people need to buy despite of change in income. However, a reasonable price of food could be set as it is fair for both buyers and sellers. The overprice food and product could decrease tourism image. Tourists may change to visit another similar destination.

Nevertheless, high price of food can be set under careful consideration based on related elements such as quality, quantity, values, location and service. High price of food will not cause any problem if customers truly perceive high values of that product and service as a premium product. In particular, public

organizations should control goods and service pricing in Phuket in order to prevent product overcharged rate and dissatisfaction of pricing by tourist.

A payment option of Chinese payment platform will apparently serve Chinese tourists convenience. For example, Alipay, WeChat Pay, and China Union Pay. Restaurants in Phuket could set up some Chinese payment methods to support Chinese customers' payment because Chinese tourists often apply mobile payment at present.

4.7.3 Place

Phuket traditional food could be served as special menu in the restaurant. A good decoration of the restaurant could definitely provide great atmosphere during a meal. The decoration presenting Phuket traditional cultures distributes immense dining experience. Besides, street food stalls in local market, weekend market and walking street market also be popular among tourists as they perceived that food price in local market be cheaper than restaurant. However, all restaurants and street food stalls are better to truly emphasize on hygiene standard.

4.7.4 Promotion

According to Chinese tourists still lack a knowledge regarding Phuket traditional food, Phuket traditional food was perceived as new product in the market for Chinese target. Thus, an introduction of Phuket traditional food should be vastly conducted to create awareness among tourists. The restaurants could promote Phuket traditional food as highlight menu of the day on menu list or by personal introduction. Most of menu in each restaurant is almost the same, the restaurant should increase a variety of food. The variety of Thai and Phuket traditional foods provided at the restaurant could reduce duplicate menu to other restaurant.

During era the technology became a part of life, social media and mobile application are important for almost activities of human being. People are able to receive information across countries. However, some information and applications were prohibited in some countries. The best channel to promote food tourism and Phuket traditional food to Chinese tourists is Chinese social media such as WeChat, Weibo, Youku and so on.

Phuket food tourism and traditional food could be promoted through Chinese television programs such as travel channel and cooking channel. The broadcast of Phuket food cooking show is an effective way of Phuket food culture

presentation. Audiences could aware of all process of culinary and values of Phuket food. Furthermore, sale promotion could be promoted to attract tourist's interest and awareness.

4.8 Model of Food Tourism Development in Phuket

Government and private organizations in Phuket have played active roles in local values heritage encouragement and tourism system in various sections. A distinctive vision, mission and objective of each government and private organizations identify different roles and responsibilities of each organizations based on its expertise and extent. A society consists of a variety of sections or elements which is definitely different to fulfil the complete social system and to ensure the stability. In a community, each government organizations and a private organization in Phuket has also played as outstanding leaders of the community followed the central government and ministries' policy to develop and to manage the community.

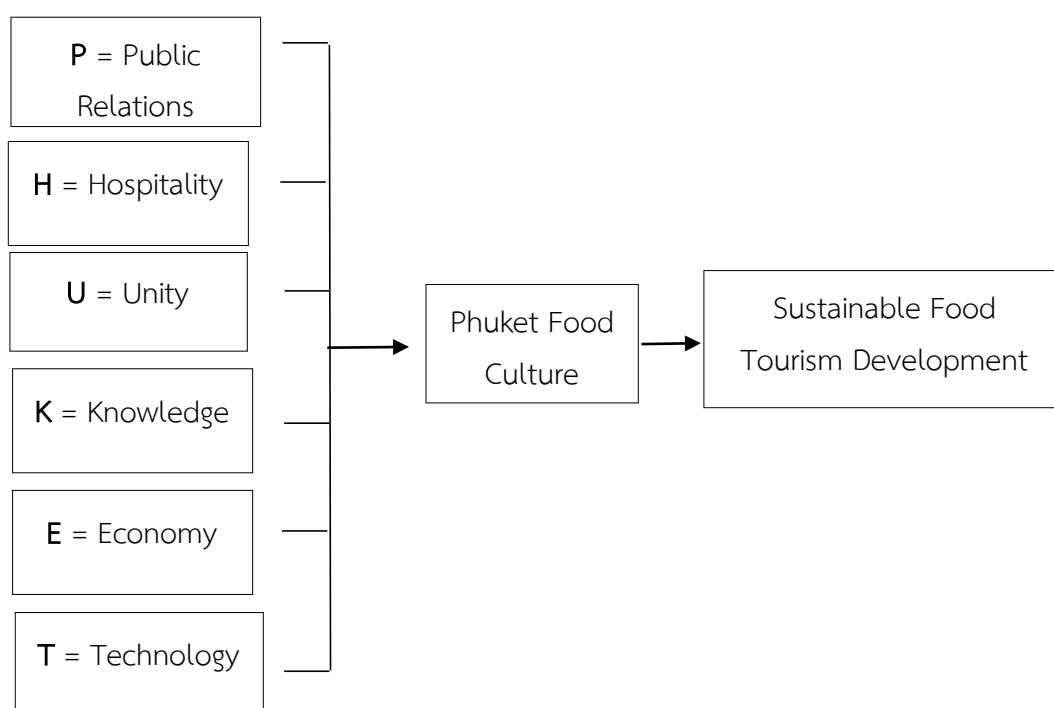
The government and some private organizations are mainly responsible for whole tourism system in Phuket, they ensure the proper tourism operation of each sections. For example, infrastructure, tourism facilities, environmental preservation, safety, regulation, tourism image, protection of any related fields and etc. In similar, the government of New Zealand also plays a significant role in tourism throughout overall tourism system which mainly summarized in two main actions. First, the New Zealand government has played as a steward to assure well management of tourism system as well as involved activities of facility, regulation and coordination across the system. Second, the government has played as an actor who is responsible for own investment and interventions of related activities such as infrastructure and public conservation (Ministry of Business Innovation & Employment, 2018).

The tourism system of Phuket cannot work completely unless each government organizations and stakeholders well coordinate and support each other based on overall community benefit target. However, the coordination between government organizations and key stakeholders are narrow in some specific sections which are education and skill enhancement and social event invitation only because the government organizations are responsible for overall community development and overall tourism system in order to achieve public benefit. There are some similar and specific roles of each government organizations and private organization in Phuket

towards food tourism in which be summarized into four major roles; (1) marketing implementation (2) public relation and knowledge sharing (3) community development (4) infrastructure development and local values encouragement.

An overall roles and responsibilities of government organizations and private organizations in Phuket towards food tourism is still on the beginning stage of development which aims to create awareness and recognition of Phuket traditional food through exotic activities and to support the Creative City of Gastronomy announcement. Nevertheless, Phuket has a competitive advantage in various dimension so that Phuket has a high potential to achieve the success of food tourism. Therefore, the PHUKET model is designed to encourage food tourism development for government organizations and concerned organization in order to enable Phuket food tourism to become a sustainable tourism destination (see Figure 4.25).

Figure 4.25 Food Tourism Development Model in Phuket: PHUKET Model



The PHUKET model is created to suggest a food tourism development method in Phuket. PHUKET model comprises six elements that should be considered to add values into the Phuket traditional food culture for a sustainable food tourism

development. Phuket food culture is a core value of food tourism development as well as a reward of a Creative City of Gastronomy. PHUKET model consists of public relation (P), hospitality (H), unity (U), knowledge (K), economy (E), and technology (T).

First, public relation refers to involved activities for increasing the recognition and reputation of Phuket traditional food to various tourists included Chinese tourists who are a major tourist in Phuket at present because foreign tourist especially Chinese tourist does not know and distinguish how Phuket traditional food look like. Phuket traditional food is defined as a new thing in the market. Thus, the government organizations as well as key stakeholders should implement massive introduction in order to build good awareness of Phuket traditional food in this initiative through marketing activities. For example, promotion, event and festival conduction, create branding and advertisement.

Second, hospitality is an essential element applied to satisfy tourist and to create unpredictable impression and experience of tourists. The Thai style hospitality has gained a great result and impression from various Thai and foreign tourists for a long time, this is an identity of Thai tourism. All Thai style hospitalities should be emphasized and conserved. For instance, helpfulness, friendliness, kindness, generosity and positive thinking without social discrimination. Moreover, the stakeholders or business units included Thai restaurant should serve Thainess or Thai image to express native identity through decoration, design and surrounding atmosphere. Particularly, Phuket traditional culture presentation through architecture, arts, decoration and equipment could increase the satisfaction during meal and create authentic experience.

Third, unity refers to a community unity. The government organizations, related stakeholders and citizens should coordinate to exchange problems and suggestions while support each other to support values heritage and develop the strong community. Problems of low coordination between government organizations and stakeholders could be solved by conference and onsite problem observation. A successful food tourism and community development requires a harmonic opinion, attitude and effort from all concerned in the community. Otherwise, the social system cannot work properly.

Forth, knowledge refers to knowledge sharing and skill development of human resources in the Phuket. The knowledge of Phuket traditional food should be correctly accumulated for conservation to the next generation. The government

organizations in Phuket have emphasized the significance of food cultural values as well as another values heritage by collecting data, sharing and promoting Phuket values heritage through various activities as a tourism product. Besides, a number of training courses and seminars are conducted by government organizations and some private organizations to enhance citizens' skills and techniques to reach the standards.

Fifth, economy is defined as a food tourism development through a creative economic concept. A creativity could create values added products and services through differentiation and identity creation. The government organizations and stakeholders could development Phuket food culture and a City of Gastronomy as a key driver and as a tourism product in this matter. Furthermore, although government organizations have played roles on community infrastructure development and ensure stable management of overall economic and tourism system, the government organizations should encourage creative economy throughout the community and business sections for optional strategic plan because creativity could increase further job position, revenue, stability and sustainability together with cultural values encouragement.

Sixth, technology is considered to develop technological industry or digital industry for supporting tourism industry. Technology should be developed and applied for improving livelihood of community by following a smart city policy from the central government. A smart city aims to increase living quality standard and economy and to facilitate livelihood of community by connecting technology with basic infrastructure development. Technology has become a significant part of human life, it enables human being more convenient. In the same time, environment and natural resources require a well management for long term conservation.

Phuket originally becomes a world famous tourist destination for a long time, the cultural values heritage also significantly become powerful forces to enable tourism sustainability. An effective cooperation of various government organizations and stakeholders that support each other and support the common objectives of Phuket traditional food encouragement is beneficial for a stronger community development. The PHUKET model guides development plan and strategies to government organizations and stakeholders on the emphasis of Phuket traditional food for sustainable development when food tourism of Phuket remains an introduction stage.

CHAPTER 5

CONCLUDING REMARKS

5.1 Conclusion

A long historical culture of Phuket community enables this community containing diverse cultural values and life patterns. Phuket historical cultures are integrated with various cultures in which affected by the migrant and trade in the past. Beside, Peranakan culture largely influences Phuket community after the immigration of Chinese people to Penang and Phuket during flourish tin mining period (Siripong, 2012). A combination of multicultural values shapes Phuket identity liked nowadays and absolutely different to another provinces in Thailand. Phuket identity is various and is not limit on cultural values.

In fact, the geographic landscape of Phuket has an effect on surrounded beautiful natural resources. Surrounding white sand beaches greatly attract a variety of tourists around the world continuously visiting Phuket. At present, Phuket became one of popular destinations for Chinese tourist. There are a number of Chinese tourists traveling to Phuket by themselves and tour agent. When tourism industry happened, a city is vastly expanded and infrastructures are developed. Tourism necessary such accommodation, transportation, tour agents and so on is established. Tourists' information has been translated into various languages for serving tourist convenience. The trend of each tourist nation volume could affect business pattern due to potential conflict influenced by different cultural communication.

In addition, food is a part of human life, and native food is local identity. A number of restaurants included Thai food restaurants, western food restaurant, and other foreign cuisine restaurants is vastly opened at every part of Phuket province. Besides, tourists certainly think of seafood when traveling to such an island landscape province. An announcement of 'a City of Gastronomy' of Phuket is a new opportunity to expand its cultural values. The inherit values and symbols of Phuket community distribute a huge advantage on economic development through tourism. Phuket's tourism industry is not depend on natural tourism anymore. The various cultural values and history of Phuket community greatly support diversified tourism types in one province. Food tourism is a great opportunity for Phuket community to expand tourism industry and develop local economy. However, the community development requires a power and an effective control from local government organizations in Phuket. As

well as, a reward announcement as a ‘City of Gastronomy’ by UNESCO in 2015 is accomplished by the effort of numerous public organizations in Phuket.

5.1.1 Food Tourism Development in Phuket and Government Organizations Support

A successful tourism industry highly means mutual assistance from government, private organizations and local citizens. Public assistance that came from government organizations and local officials has played the most important role on provincial management. All administrative and developing plans which covered policy are practically implemented and controlled by each government organizations. Indeed, different local government organizations or even private organizations absolutely takes responsibility for different social roles and extents in Phuket. Every government organizations in Phuket has some common objective to achieve in spite of different roles. Besides, different roles of all organizations have fulfilled social requirement becoming an effective smart city, even though some policies and roles of each organizations are directed from the ministry and central government of Thailand.

All government organizations have emphasized on Phuket traditional cultures as an inherit values for native community. The precious values profitably contribute community growth and prosperous economy. Local government organizations and some private sectors in Phuket have put much effort into Phuket traditional cultures reservation and development. As a result, almost lost traditions and cultures have been restored and preserved until nowadays. Furthermore, an obvious effort of Phuket government organizations and some private organizations on Phuket traditional food has achieved a great success of being announced as a City of Gastronomy by UNESCO in 2015. After the reward achievement, each government organizations still further controls and develops the community according to reward policy and term in different role and responsibility in order to reserve this reward as a City of Gastronomy. Therefore, an announcement of a city of gastronomy is an important driver influenced on food culture and food tourism development at present. Besides, this announcement is a key factor distributed an effective cooperation of each organizations in Phuket community because a cooperation of all government organizations has largely promoted community growth and achieved success. However, a community could not be operated completely regardless mutual assistance of all social elements included government organizations, private organizations and citizens.

Infrastructural development is a basis of every industry development included tourism industry, and it is a basis of community development. Basic infrastructure in Phuket municipality and other areas continually develops and improves to support the growth of province such as road, transportation, electricity power supply and water supply. In Phuket municipality, a famous tourist attraction such Phuket old town which covering some roads is full of numerous both Thai and foreign tourists walking along the road and shooting photos. While, many old buildings were repainted and restored with Phuket traditional culture atmosphere preservation. The electric poles along the roads in old town were moved out and applied electric wire ground instead in order to improve the scenery. Infrastructure in some areas in Phuket province not only be developed to support city growth, but it supports tourism and provincial image.

Beyond relevant responsibilities and specific roles of each government organizations and some private organizations, a common role that every organizations has is providing citizens useful information and conducting training to local community. The knowledge regarding Phuket traditional food is better recognized and effectively gathered from various sources by concerned organizations. Then, the relevant information is provided to increase an emphasis of Phuket food culture in diverse methods. While, each organizations will conduct training in own responsible field, and some training topics are related to gastronomy. Particularly, different government organizations and private organizations have supported the reward announcement of a city of gastronomy and food tourism in different activity and method based on own roles and responsibility. However, food tourism and city of gastronomy announcement support activities in Phuket municipality obviously managed by a coordination of various sectors especially government organizations being a main organizer. Various gastronomy related festivals or events are conducted throughout the year in Phuket municipality area under the management of local government organizations and some private sectors in the purpose of tourism and a gastronomy city reward promoting. Local citizens and local business indirectly take those events to earn further income and expand market. In the same time, tourists included Thais and foreigners could really experience Phuket native cultural food on the special occasion.

The roles of government organizations in Phuket highly shown on inherits values encouragement. A plenty of local values especially historical cultures is supported and be added higher value on economic advantage. Phuket's food culture

is vastly recognized by many relevant government and private organization so that the creative city of gastronomy reward by UNESCO provides a huge success and popularity to Phuket province as well as delight to everyone. On the ground of tourism industry based economy of Phuket, a reward of city of gastronomy open up an opportunity to apply it as a tourism product. Government organizations emphasized the encouragement of city of gastronomy by implicating it in most community festivals and events because Phuket traditional food culture originally participates in every part of life time and events. Particularly, training conduction and knowledge expansion related food, hygiene and gastronomy mainly managed by the government organizations and some private organizations.

Although all government organizations and private sectors have fully played it roles and responsibilities in provincial food and tourism development, a coordination with other private sector liked local restaurants is limited to some dimensions. The main supporting relation between government and some private organizations and local Thai restaurants is knowledge management through training. An educational course subject is various depended on the responsibility scope and field of each organizations. To remark, food hygiene and culinary cleanliness are usual training subject. In each community's relevant festivals and events, local restaurants usually takes a part of social event as a food seller because food zone is an important part which cannot be neglected of the events and festivals. Public promotion of the festival is under the management of government organizations. Besides, numerous restaurants and some local businesses were invited to participate in the festivals. All in all, the relation between local restaurant and government organizations obviously shown on educational and festival participant support.

5.1.2 Food tourism Development on Chinese Based Target in Phuket

At present a plenty of Chinese tourists who came from the mainland of China continuously visit Phuket province regardless of unpleasant issues regarding Chinese tourists in Thailand. Chinese tourists choose to visit Phuket in different methods. In spite of language limitation, the advance technology and globalization decrease the inconvenience influenced by miscommunication and language barrier. The social media and online purchase application enable user search information across the country. Most famous tourist attractions in Phuket are plenty of tourists included Chinese tourists in which came by tour agent and self-planning.

Chinese tourists enjoy shopping and eating delicious food. The popular foods that most Chinese usually experience in Phuket are Thai fruit and seafood. In fact, Chinese people commonly prefer local street food. Any walking street market or festival and local market are popular among Chinese tourists visited to shop and to find fine native dishes. Some Chinese tourists prefer choosing Thai-seafood restaurants by considering popular rate and comment on the Chinese food recommended application. The full useful information regarding restaurant and dishes fully provides to users without worrying miscommunication. Besides, the application could recommend restaurant by the nearest area of a user. Social media and online applications are an important channel for promoting information and do marketing on Chinese target because technology and online application have been a part of Chinese pattern. There are a number of Chinese social medias which is similar to other nation social media liked Facebook, Youtube and Instagram nowadays when foreign social media is prohibited inside China. The development of online payment method highly affects human daily life change, people spend less by cash. A leading Chinese online financial platform such as Alipay and Wechat Pay has been an important part of Chinese people as a useful money pocket. Chinese people do not carry a wallet anymore, they conveniently do online payment and all financing through one application on mobile. As a result, some restaurants and shops in Phuket start installing these Chinese online payment for supporting Chinese customer.

Famous Thai dishes such as Tom Yum Goong, Pad Thai, green curry, stir-fried carb with curry or any related seafood dishes are well recognized by Chinese tourist. In contrast, Phuket traditional dishes gain a low awareness from Chinese tourists. Some Chinese tourists have ever tasted exotic dish such Phuket traditional food, but they do not know. Chinese tourists perceive Thai cuisine as a spicy and sour food with various condiments in a dish. Moreover, Chinese tourists who traveling to Phuket thought Thai dishes absolutely differed to Chinese native cuisine even though comparing to Sichuan cuisine which mainly containing of spicy food. In fact, most Chinese tourists dislike spicy flavour, they prefer plain flavour instead. However, some Chinese tourists still are not afraid to try some Thai spicy dishes. Chinese tourists are not afraid to have new experience. When selecting the restaurant, Chinese tourists are not only make a decision depended on popularity and reliability of the restaurant, they also consider the menu and deliciousness. Beautiful environment and decoration surrounded restaurant could increase great impression of dining experience. The atmosphere of restaurant enables dining time more comfortable.

The emphasis on local cultures increases high value of Phuket identity in which be effective on tourism development. Food tourism development in Phuket based on Chinese tourists should consider different related elements through the marketing mix (4Ps) included product, price, place and promotion. Seafood related dishes are the utmost favourite food of Chinese tourist in Phuket. Seafood dishes with Thai style culinary have gained immense popularity from Chinese tourists especially Thai culinary with Thai herbs, black pepper and curry condiments. In contrast, Phuket traditional dishes require great advertisement to attract Chinese tourists as well as other regional tourists because of low awareness of Phuket traditional food. Besides, the good awareness of Phuket traditional food should be highly introduced through possible channels. Chinese online promoting channel is a simple and effective way to directly access Chinese market with massive volume audiences and lower cost. The reasonable price and deliciousness standard of food are important elements that every restaurants should emphasize. Significantly, the food tourism development of Chinese tourist target could follow the PHUKET model for sustainable development by focusing on public relations, hospitality, unity, knowledge, economy and technology.

5.2 Discussion

Phuket is not only plenty of natural resources, but this province contains numerous inherit values from provincial development since the past. All values consisted inside the community such as culture, social network, economy and symbol efficiently work together and provide a great advantage to Phuket province. Phuket achieves a widespread popularity and success on tourism industry. A variety of businesses is organized in Phuket supporting tourism industry and various regional tourists. One of popular businesses in Phuket is restaurant, there are a number of restaurants around Phuket province both Thai and various foreign cuisines because food is a necessary for human and food is a part of tourism. As a result, Phuket has a high potential of food tourism development. The native dishes in Phuket are one of Phuket's identities. Multicultural community of Phuket identifies a long historical and prosperous community of Phuket since the ancient time. After Phuket is announced by UNESCO in 2015 as a creative city of gastronomy, Phuket traditional food is greater emphasized and developed as a tourism product. Phuket food culture is preserved and is promoted to increase a good awareness.

A community development requires a management of local government organizations. An infrastructure is a basis development of each community, and it supports tourism industry of Phuket. Each government organizations has played a distinct role and responsibility in community development depended on a specific field of that organization. While, these government organizations have some common purposes and some specific objectives on community management and development. However, all government organizations and some private organizations play a role for public purposes. A lack of at least one government organization could cause an incomplete function of community management. An announcement by UNESCO as a city of gastronomy is an outstanding role of a great cooperation of government organizations, some private organizations and others on Phuket food culture emphasis beyond other inherit cultural values.

In a dimension of food tourism development in Phuket, government organizations have played a primary role on creating food culture awareness. Food tourism development in Phuket stills in a beginning process. Gastronomy related events and festivals have been a part of all Phuket relevant festivals and public activities. Some festivals and activities particularly created to support Phuket traditional food awareness. A reward of a creative city of gastronomy provides extra valuable opportunity on tourism development as a tourism product as well as Phuket traditional food. Particularly, food culture is perceived as a core value put a supreme effort into increasing local value and developing a community by government organizations. The roles of government organizations in food tourism are obviously shown on public promotion and education at present. While, a local restaurant support is limited to knowledge development although it cannot reject that knowledge background is a basis of any development. The cooperation of government organizations and local restaurants should be increased in other dimensions beyond educational support. An onsite meeting could observe a real situation and discover problem and requirement from a local business. The public organizations, local businesses and citizens could coordinate to share an opinion and a problem in order to develop the community in an appreciate direction. Conference for sharing and seeking workable solution for real problems could help improving an effective coordination between public sectors and restaurants and developing sustainable food tourism accordingly.

In the era of globalization, advanced technology has become an essential part of human daily life, it effectively provides the utmost convenience to people. An advanced technological application on community and tourism

development costs less expense, but it gives people big advantages. The promoting regarding food tourism through online channels is more effective because it could share information across the region and enter mass audience markets. To remark, achieving Chinese market should highly consider cultural difference and regional information regulation. Although Chinese tourists continuously travel to Phuket, local business and related organizations should pay more attention to difference of culture, characteristic and behavior because miscommunication could cause negative image of a community and issues.

5.3 Suggestion

5.3.1 Policy Recommendations

(1) The government organizations and stakeholders should develop Phuket's food tourism by focusing on FIT Chinese tourists. Food tourism development of Chinese tourist target could proceed through the STP marketing or the segment, targeting and positioning model that analyzes the true values of goods and services to the correct group of customer by efficient communication. The Chinese tourist in Phuket can be segmented by considering behavior into two major groups that are FIT tourist (Free Independent Traveler) and Group tour. The FIT tourist refers to tourists who have a freedom of decision making and self-organized trips, the number of this tourist group is likely to increase. This tourist group has a higher purchasing power. While, the group tour refers to tourist traveled with tour agent that already fixed itinerary. They mainly visit popular landmarks, the tourists have no freedom for choosing tourist attractions, shopping places, restaurant and hotel. Therefore, the food tourism development of Chinese tourist target should mainly emphasize on Chinese FIT tourist target because this tourist group has a higher potential to increase revenue in extensive dimensions. While, Chinese tourist tends to travel by FIT because of advance technology and increased online market users. The positioning of food tourism in Phuket towards Chinese tourist should also focus on differentiation by creating authentic experience to Chinese tourist with high quality of Phuket traditional food and seafood as well as exotic gastronomy activities in the Peranakan atmosphere.

(2) Government organizations and stakeholders should promote Phuket traditional food and food tourism towards Chinese tourist through Chinese social media and online market.

(3) Government organizations and stakeholders should strengthen Phuket traditional food culture of a community and food tourism development through the PHUKET model.

(4) Government organizations and stakeholders should strengthen food tourism in Phuket by creating a brand of Phuket's food tourism as 'a destination of gastronomy' in Thailand so that tourists not only recognize Phuket as a destination of beautiful beaches, but Phuket also be recognized as a land of wonderful dishes and seafood.

(5) Government organizations and stakeholders should ensure the security of tourists and community in order to increase the confidence and tourism image in case of unexpected issue happened.

(6) The infrastructure included electricity, water supply, road and especially public transportation should be maintained the standard and be developed for supporting the growth of community and number of tourists.

5.3.2 Further Research Recommendations

(1) Phuket traditional food is a multicultural food that utterly distinctive to other regional cuisine. Researcher who are interested in food culture could conduct related study in specific fields of Phuket traditional food.

(2) Phuket traditional food is a combination of various cuisines since the ancient time. Researcher who are interested in the history and origin of Phuket traditional food could conduct a research to discover the root of this cuisine.

(3) This study is limited to the specific target of Chinese tourists. Researcher who are interested in this issue could conduct in further foreign tourist target case study.

BIBLIOGRAPHY

- Akama, J. S. (2002). The role of government in the development of tourism in Kenya. *International Journal of Tourism Research*, 4(1), 1-14.
- Aksan, N., Kisac, B., Aydin, M., & Demirbuken, S. (2009). Symbolic interaction theory. *Procedia-Social and Behavioral Sciences*, 1(1), 902-904.
- Anywhere. (2015). *Phuket creative city of gastronomy by UNESCO*. Retrieved June 3, 2018 from <https://www.anywheremagazine.com/phuket-food>
- Arkorn, T. (2010, March 26). Thailand's creative economy [PowerPoint slides]. Office of the National Economic and Social Development Council. Retrieved December 25, 2018 from https://www.nesdb.go.th/nesdb_en/ewt_w3c/ewt_dl_link.php?nid=4174
- Bethany, J. (n.d.). *Erving Goffman's Theories: Impression Management, Dramaturgy & Symbolic Interaction*. Retrieved August 1, 2018 from <https://study.com/academy/lesson/erving-goffmans-theories-impression-management-dramaturgy-symbolic-interaction.html>
- Bliss, M. L. (2014, October 10). Is Food The New Status Symbol?. *Media Post*. Retrieved December 28, 2017 from <https://www.mediapost.com/publications/article/235941/is-food-the-new-status-symbol.html>.
- Boonpienpon, N. (2017). Street food: Charm for a new tourism experience in Asia. *Veridian E-Journal, Silpakorn University*, 10(1), 47-58. Retrieved December 25, 2018 from <https://www.tci-thaijo.org/index.php/Veridian-E-Journal/article/view/79938>
- Bootyu, P. (2014). *The Community Involvement in Sustainable Tourism Development in Prachuap Khiri Khan Municipality Area*. Master's Thesis in Business Administration, Silpakorn University.
- Bourdieu, P. (1986). The forms of capital. In J. Richardson (Ed.), *Handbook of Theory and Research for the Sociology of Education*. Retrieved January 12, 2018 from http://home.iitk.ac.in/~amman/soc748/bourdieu_forms_of_capital.pdf
- Bourdieu, P., & Nice, R. (1977). *Outline of a Theory of Practice*. Cambridge: Cambridge university press.
- Burns, P. M. (1999). *An introduction to tourism and anthropology*. New York: Routledge.
- Cambourne, B. & Macionis, N. (2011). Linking food, wine, and tourism: the case of the Australian capital region. In *Food tourism around the world: development, management and markets*. New York: Routledge.

- Coconuts Bangkok. (2017). Thailand comes in third on world tourism revenue list. *Coconuts Bangkok*. Retrieved July 24, 2018 from <https://coconuts.co/bangkok/news/thailand-comes-third-world-tourism-revenue-list/>
- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology*, 13(2), 179-201.
- Debitoor. (2017). *Capital – What is capital?*. Retrieved October 5, 2019 from <https://debitoor.com/dictionary/capital>
- Department of International Trade Promotion, Ministry of Commerce. (2013). *THAIFEX – 2013 leads Thai Kitchen to the World*. Retrieved December 19, 2017 from <http://www.ditp.go.th>
- Electronic government agency. (2016). *Digital Government towards Thailand 4.0*. Retrieved July 5, 2018 from <https://www.ega.or.th/en/content/2031/11769/>
- Felsenstein, D., & Fleischer, A. (2003). Local festivals and tourism promotion: The role of public assistance and visitor expenditure. *Journal of Travel Research*, 41(4), 385-392.
- Flew, T. (2014). Creative industries: A new pathway. *InterMEDIA*, 42(1), 11-13.
- Goffman, E. (n.d.). *The presentation of self in everyday life*. Retrieved August 1, 2018 from <https://pdfs.semanticscholar.org/ad26/49c8c32890ce1afb346b333e19bec089a6a6.pdf>
- Gragg, M. (2017). *What Is Cultural Capital?* Retrieved November 24, 2018 from <http://study.com/academy/lesson/what-is-cultural-capital-definition-examples-theory.html>
- Hall, C. M. & Mitchell, R. (2001). Wine and food tourism. In *Special Interest Tourism: Context and Cases* pp. 307-329, Wiley.
- Hall, C. M., Sharples, L., Mitchell, R., Macionis, N. & Cambourne, B. (2011). *Food tourism around the world: development, management and markets*. New York: Routledge.
- Hotels.com. (n.d.). *Baba (Peranakan) Wedding Festival in Phuket*. Retrieved February 20, 2019 from <http://www.phuket.com/phuket-magazine/baba-wedding-festival.htm>
- Hoffman, K. D., Czinkota, M. R., Dickson, P. R., Dunne, P., Griffin, A., Hutt, M. D., Krishnan, B. C., Lusch, R. F., Ronkainen, I. A., Rosenbloom, B., Sheth, J. N., Shimp, T. A., Siguaw, J. A., Simpson, P. M., Speh, T. W. & Urbany, J. E. (2005). *Marketing principles and best practices*. 3rd ed. US: Thomson south-western.
- Hurun Report. (2016). *Generation Y Chinese luxury travelers come of age: The Chinese luxury traveler 2016*. Retrieved November 15, 2018 from <https://jingdaily.com/generation-y-chinese-luxury-travelers-come-age/>

- IGI Global. (2017). *What is Symbolic Capital*. Retrieved November 28, 2018 from <https://www.igi-global.com/dictionary/symbolic-capital/28917>
- Isaac, R. (2008). *Understanding the behavior of cultural tourists*. International Higher Education Breda. Retrieved November 25, 2018 from <https://www.rug.nl/research/portal/files/2742056/summary.pdf>
- Isar, Y. R. (2013). *Creative economy report: widening local development pathways*. Retrieved June 3, 2019 from <http://www.unesco.org/culture/pdf/creative-economy-report-2013.pdf>
- Juthamane, S. (2018, March 31). Creative economy and Thailand 4.0. *Journal of Kasem Bundit University*, 19(1), 208-217. Retrieved June 3, 2019 from <https://www.tci-thaijo.org/index.php/jkbu/article/view/110040>
- Kasikorn Research Center. (2018). *แนวโน้มเศรษฐกิจและการท่องเที่ยว ปี2561*. Retrieved July 24, 2018 from <http://ttaa.or.th/wp-content/uploads/2017/09/%E0%B9%80%E0%B8%A8%E0%B8%A3%E0%B8%A9%E0%B8%90%E0%B8%81%E0%B8%B4%E0%B8%88%E0%B9%81%E0%B8%A5%E0%B8%B0%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%97%E0%B9%88%E0%B8%AD%E0%B8%87%E0%B9%80%E0%B8%97%E0%B8%B5%E0%B9%88%E0%B8%A2%E0%B8%A718012561.pdf>.
- Krachodnok, S. (2011). Thai food presentation: emphasize on Thai Characteristic. *Veridian-E Journal, Silpakorn University*, 3(1), 63-78.
- Khampruk, J. (August, 2018). Phuket Tasty Fest 2018. *Phuket.net*. Retrieved February 15, 2019 from https://www.phuket.net/articles/2018/08/phuket-tasty-fest-2018/?fbclid=IwAR3qFjX0cHTxSaetDtFla_Hozh7S2LLrM1WIHPZP_IDzDf3Y033GSbDibLo
- Legazy Phuket Gazette. (2015, December 22). UNESCO dubs Phuket “City of Gastronomy”. *The Tigers*. Retrieved on February 10, 2019 from <https://thethaiger.com/news/phuket/UNESCO-dubs-Phuket-City-Gastronomy>
- Long, Lucy M. (2010). *Culinary tourism*. Kentucky: The University press of Kentucky.
- Longman Dictionary. (n.d.). Retrieved July 28, 2018 from <https://www.ldoceonline.com/>
- Mason, R.E., Rath, P.M., Husted, S.W. & Lynch, R.L. (1995). *Marketing practices and Principles*. 5th ed. New York, NY: Glencoe McGraw-Hill.
- McCarthy, E.J. & Perreault, JR.W.D. (1993). *Basic marketing: a global-managerial approach*. 11th ed. Homewood, IL: Irwin.

- Ministry of Business Innovation & Employment. (2018). Aotearoa New Zealand government tourism strategy: summary. Retrieved November 30, 2018 from <https://www.mbie.govt.nz/have-your-say/tourism-strategy-consultation/>
- Mundee, S. (2014). *Gastronomy Tourism Strategic development: Enhancing Opportunities for Tourism Industry in Thailand*. Doctoral dissertation in Business Administration, Naresuan University.
- Nabnian, S. & Nabnian, E. (2000). *A passion for Thai cooking*. Bangkok: Horatanachai Printing Ltd.
- Najpinij, N. (2011). *Constructing "Thainess" within International Food Spaces: Thai Gastronomy in Five Star Hotels in Bangkok*. Doctoral dissertation of Philosophy Program in Thai Studies, Chulalongkorn University.
- Nation TV. (2017). "ไทย" มีรายได้จากท่องเที่ยวมากที่สุดอันดับ 3 ของโลก. [Video file]. Retrieved July 24, 2018 from <http://www.nationtv.tv/main/content/378571617/>.
- Oxford English Dictionary. (n.d.). Retrieved July 28, 2018 from <https://en.oxforddictionaries.com/>.
- Pooklookpiclic. (2012). *วิจารณ์หนังสือ: แนวความคิดฮาบีทัสของปีแอร์ บูร์ดิเยอเกี่ยวกับทฤษฎีทางมานุษยวิทยา*. Retrieved July 24, 2018 from <http://pooklookpiclic.tumblr.com/post/19555948887/%E0%B8%A7-%E0%B8%88%E0%B8%B2%E0%B8%A3%E0%B8%93-%E0%B8%AB%E0%B8%99-%E0%B8%87%E0%B8%AA-%E0%B8%AD-%E0%B9%81%E0%B8%99%E0%B8%A7%E0%B8%84%E0%B8%A7%E0%B8%B2%E0%B8%A1%E0%B8%84-%E0%B8%94%E0%B8%AE%E0%B8%B2%E0%B8%9A-%E0%B8%97-%E0%B8%AA%E0%B8%82%E0%B8%AD%E0%B8%87%E0%B8%9B-%E0%B9%81%E0%B8%AD%E0%B8%A3>
- Postill, J. (2008). *What is practice theory?*. Retrieved July 24, 2018 from <https://johnpostill.com/2008/10/30/what-is-practice-theory/>
- Phetyai, P. (2011). *Opinions and Satisfaction of Chinese Tourist towards Thai Food*. Master's Thesis in Home Economics, Kasetsart University.
- Phuket Gastronomy. (n.d.). Retrieved March 15, 2018 from <http://phuketgastronomy.com/>
- Phuket city of gastronomy. (n.d.). *แผนยุทธศาสตร์ Phuket: City of Gastronomy 2560-2564*. Retrieved February 20, 2019 from http://www.te.psu.ac.th/webte2015/wp-content/uploads/2015/06/Phuket-City-of-Gastronomy-edit_%E0%B8%81.%E0%B8%9E.60.pdf

- Phuket Gazette. (December 23, 2015). UNESCO dubs Phuket 'City of Gastronomy'. *The Nation*. Retrieved June 3, 2018 from <http://www.nationmultimedia.com/aec/UNESCO-dubs-Phuket-City-of-Gastronomy-30275512.html>
- Punturee, P. (2014). *Tourist Experience: The creation of food tourism activities in Thailand*. Master's Thesis in Hotel and Tourism Management, Naresuan University.
- Royal Thai Embassy, Washington D.C. (n.d.). *Thailand 4.0*. Retrieved July 5, 2018 from <http://thaiembdc.org/thailand-4-0-2/>
- Rungrat, R. (2010). *The Public, Private and Community Cooperation for Sustainable Tourism Development: A Case Study of Hatyai City Municipality*. Master's Thesis in Public Administration, Prince of Songkla University.
- Rojrungsat, P. (2013). *Importance and communicative learning activities through food tourism for international women market tourists of Thailand*. *Journal of Thai Hospitality and Tourism*, 8(1), 61-72.
- Sajjachayaphan, C. & Metiyothin, S. (2013). *The pattern of government's policy on the promotion of Thai restaurant business in France market*. *Journal of graduate school of commerce Burapha review*, 2(11), 95-112.
- Sato, T. (2011). *Functionalism its axiomatics*. Retrieved July 28, 2018 from <http://Sociopedia.isa>
- Shea, G. (2017, 24 June). Best 23 cities for street food from Miami to Tokyo. *CNN travel*. Retrieved January 4, 2018 from <http://edition.cnn.com/travel/article/best-cities-street-food/index.html>.
- Singsomboon, T. (2014). Tourism promotion and the use of local wisdom through creative tourism process. *International journal of business tourism and applied sciences*, 2(2), 32-37.
- Singsomboon, T. (2015). The use of Thai food knowledge as marketing strategies for tourism promotion. *Thammasat Review*, 18(1), 82-98.
- Siripong. (2012, February 21). Phuket's Baba Culture. *Phuketindex*. Retrieved March 20, 2019 from <https://live.phuketindex.com/phuket-baba-culture-23.html>
- Statista. (2017). *Global travel and tourism industry - Statistics & Facts*. Retrieved October 11, 2017 from <https://www.statista.com/topics/962/global-tourism/>.
- Stanley, J. & Stanley, L. (2015). *Food tourism: "a practical marketing guide"*. Oxfordshire, UK: CABI.
- Structural Functionalism. (n.d.). Retrieved July 28, 2018 from [http://www.gdcbemina.com/Study-Material/BA-FINAL-YEAR-STUDY-MATERIAL\(SOCIOLOGY\)/PAPER-A-unit_3-_Perspectives_of_Sociology.doc](http://www.gdcbemina.com/Study-Material/BA-FINAL-YEAR-STUDY-MATERIAL(SOCIOLOGY)/PAPER-A-unit_3-_Perspectives_of_Sociology.doc)

- Smith, V. L. (1989). *Hosts and guests: The anthropology of tourism (2nd ed.)*. University of Pennsylvania press.
- Suankaew, P. (2014). The success of the Thai kitchen to world policy with cooperation between public and private sectors. *SDU Research Journal*, 10(1), 47-58. doi: 10.14456/sdu-human.2014.34
- Subedi, D. P. (n.d.). *Structural functional perspective in sociology*. [Web log post]. Retrieved July 28, 2018 from http://subedi.orgfree.com/docs/Structural_Functionalism.pdf
- Thansettakij Multimedia. (2018, Feb 13). กลยุทธ์ไทยคาดปี 61 นักท่องเที่ยวจีนเที่ยวไทย 10.4-10.6 ล้านคน. *Thansettakij Multimedia*. Retrieved July 24, 2018 from <http://www.thansettakij.com/content/258812>
- The Nation. (May 27, 2017). Tourism industry needs to adapt quickly to ‘Thailand 4.0’, TAT says. *The Nation*. Retrieved July 5, 2018 from <http://www.nationmultimedia.com/news/business/EconomyAndTourism/30316434>
- The World Food Travel Association. (2017). Retrieved August 15, 2018 from <https://www.worldfoodtravel.org/cpages/home>
- The Balance. (2017). *Capitalism*. Retrieved August 25, 2018 from <https://www.thebalance.com/capitalism-Characteristics-examples-pros-cons-3305588>
- Tittenbrun, J. (2016). Concepts of capital in Pierre Bourdieu’s theory. *Miscellanea Anthropologica et Sociologica*, 17(1), 81-103.
- Tourism Authorization of Thailand [TAT]. (2017). Foodie-food tourism trend 2017. *TAT Review*, 3(1), 27-35.
- Tremblay, G. (2011). Creative statistics to support creative economy politics. *Media, Culture & Society*, 33(2), 289-298.
- UNESCO. (n.d.). *Creative cities networks Phuket*. Retrieved June 3, 2018 from <https://en.unesco.org/creative-cities/phuket>
- Vacharin, B. (1988). *The taste of Thailand*. Bangkok: Asia books.
- Van Vuuren, C., & Slabbert, E. (2012). *Travel motivations and behavior of tourists to a South African resort*. *Tourism & Management Studies*, 295-304.
- Wahab, S. (1975). *Tourism Management*. London: Tourism International Press.
- Wangsai, C. (2017). Food will keep us alive. In *Tourism Authorization of Thailand [TAT](Ed.), Foodie-food tourism trend 2017. TAT review*, 3(1), 61-65.
- Watson, C. (2009). *A world of flavours Thailand*. London: Apple press.

- Wattanacharoensil, W., & Schuckert, M. (2016). Reviewing Thailand's master plans and policies: implications for creative tourism?. *Current Issues in Tourism*, 19(10), 1045-1070.
- Wiens, M. (2017, 31 July). 40 Thai foods we can't live without. *CNN travel*. Retrieved December 18, 2017 from <http://edition.cnn.com/travel/article/bangkok-food-thai-dishes/index.html>
- World Tourism Organization [UNWTO]. (2012). *Global report on food tourism*. Madrid: UNWTO.
- Yeoman, McMahon,-Beattie, Fields, Albrecht & Meethan. (2015). *The Future of Food Tourism: Foodies, Experiences, Exclusively, Vision and Political Capital*. Bristol: Channel View Publications.
- เลิศพร ภาระสกุล. (2559). *พฤติกรรมนักท่องเที่ยว*. พิมพ์ครั้งที่ 3. กรุงเทพฯ: จุฬาลงกรณ์มหาวิทยาลัย

APPENDIX A

In-depth Interview Questions for Government Organizations in Phuket

1. Do you think food and local culture/identity are related? Why?
2. In your opinion, what is the signature of Phuket food and how important is it towards tourism?
3. What do you think about the image of food tourism in Phuket at present?
4. How important are Chinese tourists to food tourism in Phuket at present?
5. Do your organization have any plan/method for supporting Chinese tourist in term of food tourism?
6. What do you think about food tourism in Phuket? Does it is likely to be grow in the future?
7. What do you think about the readiness of food tourism in Phuket?
8. What is the important thing of food tourism encouragement?
9. How important are your organization to food tourism encouragement? What is the role of your organization on food tourism encouragement?
10. Have your organization coordinated with any private sectors/restaurants/enterprises on food tourism development? How?
11. What style or which way that food tourism in Phuket should be developed?
12. What is problem of food tourism development?
13. How do your organization support and preserve Phuket traditional food?

Appendix B

In-depth Interview Questions for Restaurants' Owner/Manager and Food Souvenir Shop

1. Basic Information of the restaurant

- 1.1 Is there any Chinese customer in your restaurant? How much of them?
- 1.2 How long does the restaurant been opened? Please notify the started date/year of the operation.
- 1.3 Do your restaurant focus on any specific group of customer?

2. Chinese Customer Support

- 2.1 How do your restaurant attract to Chinese customer?
- 2.2 Which channel do your restaurant promote and advertise towards Chinese customer?
- 2.3 Do your restaurant have any preparation to support Chinese customer? (In term of Chinese language, cultures, payment)
- 2.4 In your opinion, are Chinese customers similar or different to other customers?
- 2.5 What is the problem or obstacle to support/serve Chinese customer?

3. Food

- 3.1 What kind of food is offered in your restaurant?
- 3.2 What is the favorite dish of Chinese customer?
- 3.3 Have Chinese customers ordered Phuket local food?
- 3.4 Do Chinese customers have any special request on food or others? (e.g. taste)
- 3.5 Do your restaurant has any special cooking style for Chinese customer? How?
- 3.6 Do your restaurant create any new menu especially for attracting the interest of tourists?

4. Food Tourism Development

- 4.1 Do you understand or know about food tourism? How?
- 4.2 Do you know Phuket is named a 'City of Gastronomy' by UNESCO? If 'Yes', How?
- 4.3 What do you think about opportunity of food tourism and food tourism development in Phuket? Will food tourism be developed in the future?

- 4.4 Do your restaurant be supported or receive any recommendation from the government organizations and private sectors?
- 4.5 Have your restaurant ever attended any conference or seminar related to tourism development or food tourism? How?
- 4.6 Have your restaurant ever participated in food exhibition/cooking contest/food festival or any food activity that arranged by the government organizations? How?
- 4.7 What do you think about the role of government organizations on food tourism development?
- 4.8 Do your restaurant require any recommendation or assistance from the government organizations? How?

Appendix C

In-depth Interview Questions for Chinese Tourists

1. Basic Information of Informant

- 1.1 What is the purpose of your visit to Phuket?
- 1.2 Where do you usually go for dining? (Hotel, local restaurant, shopping plaza, local market, street food, etc.)
- 1.3 Do you prepare the information regarding food or restaurant in Phuket prior your journey?
- 1.4 How do you receive or search the information regarding food and restaurant in Phuket? (Which channel?)

2. Restaurant

- 2.1 What style of restaurant do you like?
- 2.2 How do you choose the restaurant?
- 2.3 Are atmosphere and decoration in the restaurant significant/essential for your dining? Why?
- 2.4 Do the number of restaurant in Phuket suit to tourists and be various?
- 2.5 Is the price of food in restaurant reasonable?
- 2.6 What is your most impression/satisfaction of the restaurant where you ever visited?

3. Food

- 3.1 Do you like Thai food? How?
- 3.2 What Thai dish do you know, and what is your most favorite Thai dish?
- 3.3 Do you know any Phuket traditional food? If yes, please notify the dish name.
- 3.4 What is the identity of Thai food and how it is different or similar to Chinese food? How?
- 3.5 Do you think Thai food is various?
- 3.6 What do you think about taste of Thai food?
- 3.7 What do you think about the price of food in Phuket?
- 3.8 Have you ever attended any activities related to Thai food/local food?
 - a. Food festival
 - b. Cooking Class
 - c. Food tasting
- 3.9 Is there any problem during your meal or participating food activities?

Appendix D

Letter of Acceptance



July 1, 2019

*Letter of Acceptance*Dear **Miss Putsadee Sanitprem,**

The Editorial Team of Journal of International Studies (JIS), is pleased to inform you that your manuscript entitled "*The Roles of Government Organizations and Key Stakeholders toward a Sustainable Food Tourism Development of Chinese Tourist Target: Case Study of Phuket Municipality*" has been accepted for the publication.

Your manuscript is scheduled to be published in the upcoming journal issue *Journal of International Studies, Prince of Songkla University, Vol. 9 No. 2 July - December 2019*.

Kind regards,

(Asst. Prof. Pim De Jong, Ph.D.)
 Editor-in-Chief
 Journal of International Studies,
 Prince of Songkla University



VITAE

Name Miss Putsadee Sanitprem

Student ID 6030321003

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor Degree of Arts (First Class Honor) in International Business China (International Program)	Faculty of International Studies, Prince of Songkla University, Phuket Campus	2016

Work – Position and Address

Hospitality Executive (Chinese Speaking), Life Style Services – Laguna Holiday Club Ltd., 390/1 Moo1 Srisoonthorn Road, Cheangtalay, Thalang Phuket 83110