

The Promotion of Local Culinary Tourism in Rayong

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Abstract: This research aimed to promote local culinary tourism in Rayong, study behavior and satisfaction of Thai tourists towards local culinary tourism in Rayong, and develop the guidelines for promoting local culinary tourism in Rayong. The questionnaires were used to collect data from 400 Thai tourists visiting Rayong. An appropriate sample size was determined confidence level at 95% and collect the data by convenience sampling. The data was analyzed by descriptive statistics to analyze the potential of local culinary tourism in Rayong. The findings revealed that the promotion of local culinary tourism in Rayong was presented in 4 aspects. For the identity of local culinary, the satisfaction of tourists towards unique local culinary was rated at the highest level, ($\bar{x}=4.32$). For the worthiness, satisfaction towards reasonable price was rated at the highest level, ($\bar{x}=4.14$). For the quality of local culinary, satisfaction towards freshness was rated at the highest level, ($\bar{x}=4.10$). For the service provider, tourist's satisfaction towards informing clearly about local culinary was rated at the highest level, ($\bar{x}=3.90$). Furthermore, there should be more active advertise because technology is one of the best ways to search the tourism information

Keywords: Tourism Promotion, Local Culinary, Rayong province

1. Introduction

Cooking is constantly evolving, which is an invaluable representation of the wisdom and way of life of each locality. In the past, food was a neglected element of tourism compared to other elements. Nationally and regional tourism promotion agencies around the world involved in food tourism found that 88.2 percent of food was an essential element in branding and enhancing the local image and 67.6 percent thought that their country or region has a strong image of food tourism. Most opinion saw that the most important component of promoting food tourism was the quality and variety of local ingredients. Offering a mix of cultural and exotic cuisine that maintains local identity for food tourism, 79 percent saw food festivals as their most important commodity and 62 percent focused on food tourism routes. In cooking teaching and food workshops, 68 percent said their attractions promote tourism by using food as a point of sale through promotional activities [1] and found that another popular form of tourism was local food choices because eating was considered a daily routine for tourists. In accordance with Sarita Phantian (2017), studied the development of Thai food tourism management model using the creative economy concept in the central river basin provinces in the area of Bangkok, Sumthon Songkhram and Suphanburi as the representative of the provinces in the central river basin, the results showed that food tourism as an attraction in driving tourism had attracted a lot of attention from tourists and could develop into a new type of tourism called Thai food tourism [3]

Rayong Province is a province located in the eastern part of Thailand which is a tourist destination with excellent fruits such as mangosteen, durian, rambutan, as well as fresh seafood, processed food, shrimp paste and fish sauce due to favorable weather conditions and suitable topography. It is also known as a beautiful tourist destination, beautiful long beach along the Gulf of Thailand and world-class beautiful islands such as Koh Samet. The Tourism Authority of Thailand would like to raise the level of local food in the Rayong community to be recognized nationally, while creating a food-based tourism experience of 10 delicious local dishes along with the extension of tourism in Rayong Province. Rayong province has a wide variety of food menus and ingredients with indigenous identity and culture that have yet to be developed to be known. To be one of the channels that distribute income to the community and to strengthen, the tourism industry has joined with the Tourism Authority of Thailand to create a project "Community chefs invite you to eat Rayong food" in collaboration with Chef Chumpon Jangprai, Iron Chef Thailand and Thai food menu experts to help develop local recipes and create new recipes from local ingredients in the Rayong community to meet the acceptable standards as well as creating community chefs in Rayong Province to create community food in Rayong Province [4]. In line with Zhang et al (2019), studied the quality and loyalty of local food and sustainable tourism experiences, it was found that Rural development, both economic and environmental, could continue to be associated with local food and play a vital role in attracting tourists to preserve traditional cultures and supporting the regional economy. However, the authenticity and quality of local food must still be fully convinced. As it was a competitive advantage for most localities, the accuracy had not been studied on how authenticity, quality, traveler satisfaction and traveler loyalty were. This study examined the role of accuracy in the framework of quality, satisfaction and loyalty. The results emphasized authenticity and

key to the quality, satisfaction and loyalty of food tourism. The relationship between quality, satisfaction and loyalty characteristics of tourists depended on the food that tourists perceived the authenticity of the local food in the countryside [5].

PTTGC launched the “Chef Chumpol for Community Chefs” project to develop local Rayong food menus and expand Thai tourism (2017) by creating community chefs to create new menus, upholding the identity of local ingredients in Rayong, where at least one menu is derived from 19 local ingredients from Rayong Province: shrimp paste, fish sauce, Chamuang leaf, Diplazium esculentum, shampoo ginger, mussels, crab, fish, dried squid, sun dried fish, Pisang Awak, 3-flavor jujube, durian, pineapple branch, Klang noodles, Rambutan, Rough cocklebur, mangosteen and mangosteen were used to develop the potential of community chefs in Rayong province as well as promoting tourism along the food traces of Rayong province to be outstanding, interesting and pleasing to the taste, and promotion for professional cooking. This creates a feeling of pride in Thai and Thai cuisine, as well as its contribution to preserving Thai food to be valued and recognized internationally.

The creation of a special menu with local ingredients from Rayong will become a signature dish in Rayong as part of the promotion of local food tourism to Rayong Province: Kang Khaw Pu Bi Chamuang (Curried Roasted Crab with Chamuang Leaves), Kaeng Khua Le Phala Hi (Sea Mussel Curry with Pineapple Shoots), Keng Som Curry Paste (Sour and Spicy Soup with Crab, Pickled Bamboo Shoots, and Burweed) Nam phrik. with Rakam, Grilled Thai fish cake, Kaeng pa with truffle, Kang Khaw with Lay shellfish, Sen Mi Nam Daeng Boran Noodles, Pork Ribs in Chamuang BBQ Sauce, Keng Som Curry Paste (Sour and Spicy Soup with Crab, Pickled Bamboo Shoots, and Burweed), Tom Som Pla Ga Pong Ra Kam (Sour Herbal Soup with Ga Pong Fish), Yam Samphan Ha Sahai (Thai-style Spicy Salad with Five Ingredients), Deep-Fried Shrimp with Sweet-and-Sour Chamuang and Thai-style. Spicy Salad with Shrimp and Deep-Fried Burweed [6].

In accordance with Matthew J, Stone (2019) studied food tourism research focusing on tourism behavior before or during travel including tourism development and food marketing from a tourism destination perspective. This survey study indicated that food activity influences travel satisfaction and influences intention to return and there was an opportunity to take the destination from the food experience related to the memory of the experience and the souvenir of the trip. It also influenced the image of the destination and leads to future purchases. Consistent with Sangkyun Kim (2019) studied on examining food tourist motivation using the participants' phenomenological method, this approach selected food tourists who were at least partially motivated to visit specific locations related to local food tastings to food production professionals which was conducted with respondents, Mizusawa Village udon in Japan. The results of the study indicated that the main motivations of Japanese tourists to the Ban Mishushawa Islands looked as follows: access to various media, raising awareness, memory, imagination that appeal to the senses and authenticity of the cooking method [8].

Therefore, the term local food tourism refers to the ability to express identity, quality, value and service providers to promote tourism in Rayong province.

The researcher is therefore interested in conducting research on promoting local food tourism in Rayong Province.

This was a study of the satisfaction of Thai tourists with local food in Rayong Province. This result would benefit government agencies, private sectors and communities that can be used to support tourism to Rayong Province. In addition, the community could use the research results to improve and develop the community in accordance with the needs of tourists. This would make the villagers in the community realize the importance of local food, which could be employed and generate additional income within the community to be strengthened forever.

2. Research Objectives

1. To study the satisfaction of Thai tourists with local food in Rayong Province

Research scope

Area scope: Rayong Province

Scope of data source: Thai tourists traveling to Rayong Province

Content Scope: A study of the satisfaction of Thai tourists with local food in Rayong Province.

Period scope: December 2019 - June 2020

3. Research Methods

This study was a quantitative research.

1. The source of information is from Thai tourists traveling to Rayong
2. The data collection tool used 400 questionnaires.
3. The method of data collection is to collect information as convenient
4. Data analysis methods use descriptive statistics: frequency, percentage, mean, standard deviation, Chi-square, T-test, One-Way ANOVA and Scheffe's multiple comparison.

Data analysis

The promotion of local food tourism in Rayong province according to the four potential components was obtained from the study of descriptive statistics analysis to characterize the personal factors and local food consumption behavior of tourists traveling to Rayong Province as shown in the table below.

Table 1: Personal factors and local food consumption behavior of tourists

Personal factor		Percent
Gender	Male	38.75
	Female	61.25
Occupation	Student / student	26.25
	Government officials / state enterprises	23.25
	Private company employee	11.25
	Personal business / business owner	16.25
	Unemployed / unemployed	8.50
	Self-employed	12.00
	Other	2.50
Average monthly income	Less than 10,000 baht	29.80
	10,000 - 20,000 baht	26.00
	20,001 - 30,000 baht	18.00
	30,001 - 40,000 baht	9.70
	40,001 - 50,000 baht	8.50
	More than 50,001 baht	8.00
Domicile of tourists visiting Rayong Province	Bangkok	32.00
	Central region	30.25
	North	13.25
	South	7.00
	East	9.00
	Northeast	8.50
Decisions for traveling to Rayong Province.	Making your own choices and decisions from social media	43.00
	Father / mother	17.00
	Own child	10.00
	friend	22.00
	Agency / Organization	5.00
	Tour company	3.00
Number of travel days	1 day	26.00
	2 days	52.00
	3 days	12.00
	4 days	6.00
	5 days	2.50
	More than 5 days	1.50
Number of times eating local food	1 time / day	50.25
	2 times / day	33.50
	3 times / day	16.25
The cost of eating local food	Less than 100 baht	7.00
	100-200 baht	21.25
	201-300 baht	45.25
	301-400 baht	3.00
	401-500 baht	14.50
	500 baht or more	9.00
Time to eat	Breakfast	8.00

	Lunch	38.50
	Dinner	53.50

From Table 1, the results of the study showed that most of the Thai tourists who traveled to Rayong Province were female (61.25), students / students (26.25), average monthly income less than 10,000 baht (29.80), domicile of tourists from Bangkok (32), making travel decisions, making your own decisions on social media (43), traveling for a period of 2 days (52), eating local food on average 1 time / day (50.25), eating local food at dinner (53.50) and cost between 201-300 baht (45.25).

Satisfaction of tourists towards promoting local food tourism in Rayong province

Table 2 Satisfaction level of Thai tourists towards local food in Rayong Province

Identity of local food	\bar{x}	SD.	Satisfaction level
1. Unique	4.58	0.66	Highest level
2. Uniqueness of taste	4.33	0.77	Highest level
3. Uniqueness of the smell	4.19	0.72	High level
4. Interesting novelty	4.08	0.87	High level
5. Using local ingredients in cooking	4.13	0.89	High level
6. Variety of local food items	4.06	0.80	High level
Total	4.23	0.77	Highest level
Quality of local food	\bar{X}	SD.	Satisfaction level
1. Food taste	4.16	0.69	High level
2. Food freshness	4.22	0.64	Highest level
3. Cleanliness of food	4.19	0.67	High level
4. Food decoration	3.89	0.88	High level
5. Nutritional value	4.09	0.74	High level
6. Food quality standard	4.05	0.80	High level
Total	4.10	0.70	High level
Value	\bar{X}	SD.	Satisfaction level
1. Reasonable price with food quality	4.24	0.75	Highest level
2. Reasonable price with the quality received	4.12	0.75	High level
3. Reasonable price compared to normal food	4.08	0.81	High level
Total	4.14	0.76	High level
Characteristics of service providers	\bar{X}	SD.	Satisfaction level
1. Dress code of service personnel	3.88	0.81	High level
2. Speed and accuracy of the service staff	3.87	0.89	High level
3. Providing accurate local food advice	3.96	0.84	High level
Total	3.90	0.85	High level

4. Results

Studies on promoting local food tourism in Rayong province on the 4 aspects of tourist satisfaction were as follows.

Identity of local food - When considering each review, tourists were satisfied that the local food was unique and different from the general food (mean \bar{x} = 4.58), followed by unique flavor (\bar{x} = 4.33), unique smell (mean \bar{x} = 4.19), using local vegetables as ingredients for their cooking (mean \bar{x} = 4.13) and unique and interesting (average \bar{x} = 4.08), respectively. Variety of local food items, tourists had the lowest level of satisfaction (mean \bar{x} = 4.06). Tourists were perceived about the image of Thai food, Thai food has a unique flavor. Maintaining the original flavor of the food is important. In order to preserve the Thai food culture, the taste of food should not be modified according to the tourist groups, but the local taste must be preserved. Otherwise, there will be no local standard of taste at all.

Quality of local food - When considering each item, it was found that the tourists were most satisfied with the freshness of the food (mean \bar{x} = 4.22), followed by the cleanliness of the food (average \bar{x} = 4.19), taste of food (mean \bar{x} = 4.16), nutritional value of food (mean \bar{x} = 4.09) and the quality was standardized (mean \bar{x} = 4.05), respectively. The setting of the dishes was appetizing, the tourists had the lowest level of satisfaction (mean \bar{x} = 3.89). The freshness of the food was at a high level (49.3 percent) and satisfied to the greatest extent. (32.9percent), therefore, these were two important factors: the use of fresh ingredients and the quality of the ingredients used in cooking.

Value - When considering each case, it was found that the tourists were most satisfied in terms of price and quality (mean \bar{x} = 4.24), followed by the price suitable for the received value (mean \bar{x} = 4.12), travelers were least

satisfied in terms of affordable price levels compared to conventional food (mean \bar{x} = 4.08). The results of Neranchara Kijwikarn (2014) [9] found that tourists had a high level of perceived Thai food image in terms of value for money: Thai food prices were reasonable, affordable compared to other local dishes and Thai food was worth buying., the restaurant should clearly state the price of the food in the food menu, food prices should be fair, they shouldn't make tourists feel that they are being taken advantage of by overpriced food prices.

Characteristics of the service provider - When considering each report, it was found that the tourists were most satisfied with providing staff with clear and accurate information about local food (mean \bar{x} = 3.96), followed by the dress code of the service personnel (average \bar{x} = 3.88) and tourists were least satisfied with the speed of service of their employees (mean \bar{x} = 3.87). In addition, the study on attitudes, satisfaction or local food consumption behavior of Chitrawadee Sukying (2001) [10] also found that influencing local food choices included taste, food cleanliness and safety, utensils, equipment, cleanliness and safety of premises, reasonable food prices as well as providing services with tidy, courtesy, polite and good human relations of service providers, etc.

5. Recommendations

Guidelines for promoting tourism through local food in Rayong Province - From the results of the study, the researcher had proposed a way to promote tourism on the possibility and guidelines that would help drive the promotion of tourism through local food in Rayong Province, which could be divided into 4 areas as follows:

1. Local food identity - Promoting tourism through local food found that the novelty and variety of local food was very satisfactory but it could still be further developed in order to promote and develop the potential of more local food because each local dish was unique and different from the general food. The results of the study showed that tourists enjoyed a unique local food that was most different from conventional food, so it should be promoted and developed to build tourism strengths. In addition, the community should be promoted and developed to recognize the importance of local food resources and their values in order to further develop the sustainability of local food identity.

2. Quality of local food - To promote sales to tourists to gain confidence, relevant government agencies should set local food quality standards using quality assurance marks such as awards or certificates and labels for clean, tasty food in order to give tourists more confidence in the restaurant. They should also describe the ingredients used to prepare the ingredients, their nutritional values, and the emphasis on local food as a healthy food. Cooking with local vegetables using local ingredients is unique.

3. Value - The tourism business group or the relevant government agency should set the mid-price standard of local food so that the price was reasonable compared to the general food. Certain restaurants sell food prices that are exaggerated, giving travelers the impression that they were being taken advantage of. Restaurant operators should take into account the suitability of food in terms of quality, price and value that customers receive in order to impress tourists and come back to use the service again, this is because the results of the study showed that the tourists had a higher satisfaction level in terms of food prices compared to conventional food. However, prices on food items should be clearly stated in order to show honesty in pricing and to build trust in their food choices as well.

4. Service - The tourism business association and relevant government agencies should provide training and education to the public about local food, so that people in the community or staff serving restaurants could provide information about Rayong food and able to accurately recommend local food to tourists in order to give tourists the opportunity to eat local food as much as possible. Restaurant operators should develop their human resources skills according to service standards and the ability to work to provide fast service, not having to wait for long customers. This was in order to give tourists an impression and come back to use the service again. This was because the results of the study showed that the tourists were satisfied with the speed of service of the staff, but also proposed improvements or improvements in the speed of serving additional food.

6. Conclusion

The researchers found that tourists' satisfaction with the unique characteristics, unique taste, food freshness, reasonable price, variety of local food items, food decoration, The dress code and the promptness of the local food recommendations of the service staff were highly satisfied with the tourists. However, there were still gaps for bringing more latent abilities to develop their potentials. For example, in the area of public relations and marketing, relevant government agencies and local restaurant operators should cooperate in organizing tourism routes through local food in the province, mapping to show restaurants to tourists and provide basic information to tourists, including events, festivals, local food and local food sales of each area in the pedestrian street to promote food for tourists to see, recognize and have the opportunity to taste. This will showcase the local culinary culture of Rayong people, including holding food contests, exhibits and selling local food products in order to stimulate further development of local food products.

In addition, it should continuously increase the role of proactive tourism publicity because of the current trend of tourism; tourists had a need to try local food while traveling. However, tourism promotion for local food should be carried out by using information technology and online social networks to communicate and build networks between tourists and tourist attractions to provide tourists with access to the real publicity of information about food. Nowadays, the vast majority of tourists use technology as a means to search for tourism information.

7. Suggestion

1. It should publicize to related persons, entrepreneurs and restaurants to know the guidelines for working together in order to provide information to tourists in the same direction.

2. Tourism should be promoted through food to tourists through various media such as radio advertising, brochures, magazines and social Media of all types to reach all groups of tourists, which will affect the perception of tourists thoroughly.

3. Local food occupation by public relations, education, value building, eating local food and creating local pride in terms of the value of local food and the nutritional value should be encouraged and supported

4. Development of creative and unique local food by using local food wisdom to create identity and differentiation of products through development ideas and integration with the potential of local ingredients to be able to develop local food to be more unique, quality and distinctive should be encouraged.

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