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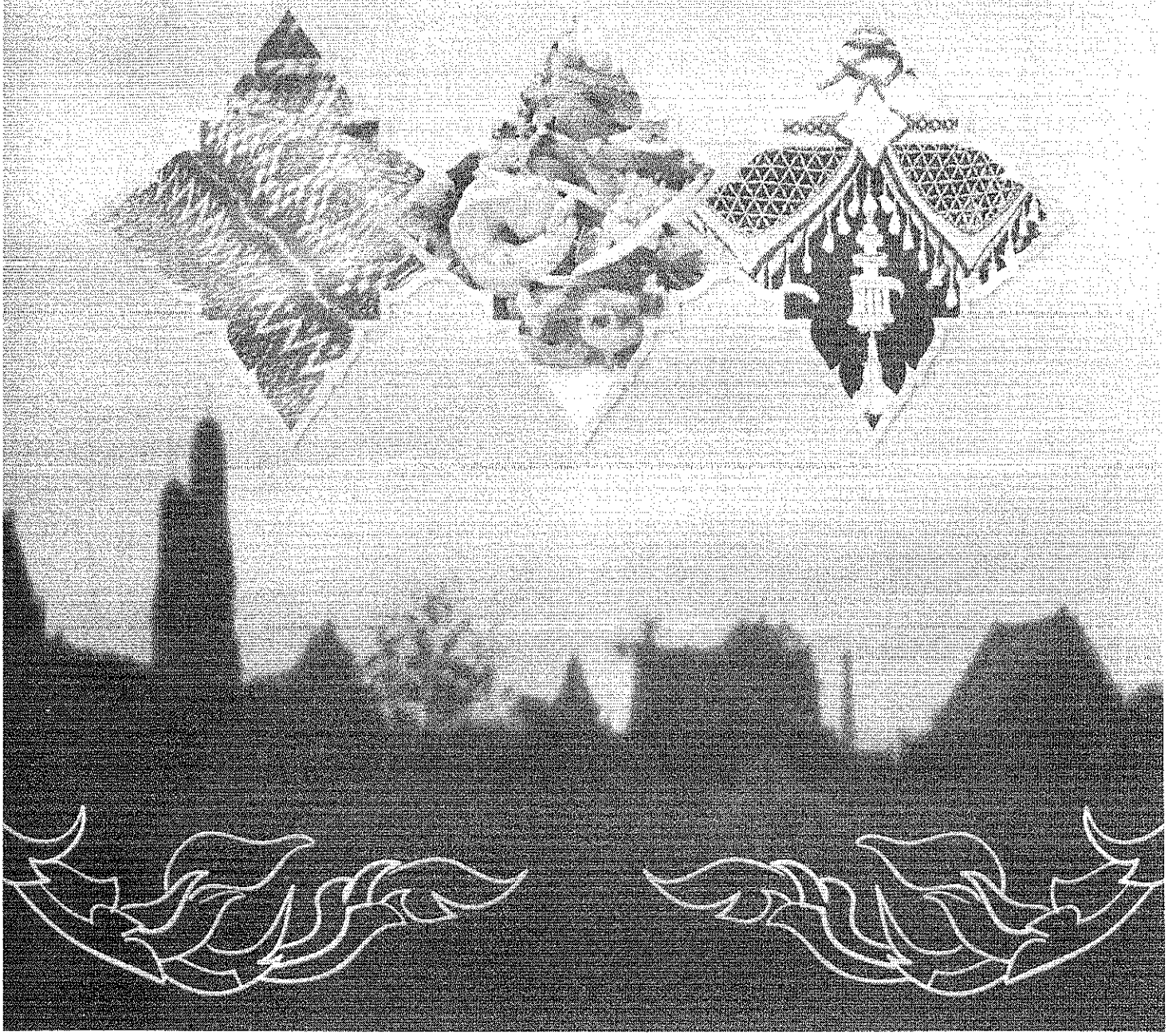

ทัศนคติของนักท่องเที่ยวในประเทศไทยที่มีต่ออาหารท้องถิ่นในอาเซียน

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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาทัศนคติของนักท่องเที่ยวต่ออาหารท้องถิ่นในเอเชียตะวันออกเฉียงใต้ในด้านผลิตภัณฑ์ (ลักษณะที่ปรากฏรูปลักษณ์ และรายการอาหาร) ราคา (ความคุ้มค่าของราคา และการแสดงราคา) สถานที่ (รายละเอียดของสถานที่ที่ใช้ในการขายอาหาร) และการตลาด (สื่อประชาสัมพันธ์ที่เกี่ยวข้องกับอาหารท้องถิ่น) และประสบการณ์ของนักท่องเที่ยวที่เคยบริโภคอาหารท้องถิ่นในภูมิภาคอาเซียน โดยเครื่องมือที่ใช้ในการศึกษาครั้งนี้คือ แบบสอบถามที่ถามนักท่องเที่ยวชาวไทย และชาวต่างชาติ ซึ่งผลการศึกษาพบว่า รายการอาหารที่เป็นที่รู้จัก และเคยบริโภคของนักท่องเที่ยวชาวไทย 3 อันดับแรกคือ สะเต๊ะ ข้าวมันไก่ไหหลำ ปอเปี๊ยะ ในขณะที่ชาวต่างชาติรู้จัก และเคยบริโภคอาหารในภูมิภาคอาเซียน 3 อันดับแรกคือ ผัดไทย ต้มยำกุ้ง และแกงมัสมั่น นักท่องเที่ยวชาวไทย และชาวต่างชาติมีทัศนคติที่ดีต่ออาหารท้องถิ่นในภูมิภาคอาเซียน โดยนักท่องเที่ยวให้คะแนนในแต่ละข้อในระดับมากในทุก ๆ ด้าน นักท่องเที่ยวทั้งชาวไทย และชาวต่างชาติมีทัศนคติที่คล้ายคลึงกันเกี่ยวกับผลิตภัณฑ์อาหาร โดยนักท่องเที่ยวชาวไทยให้คะแนนสูงสุดในด้านของลักษณะเฉพาะของอาหารท้องถิ่นแต่ละชนิดที่ปรากฏออกมา และการแสดงให้เห็นถึงวัฒนธรรมที่สามารถพบได้ในอาหารแต่ละชนิด (4.13 ± 0.60) ในขณะที่นักท่องเที่ยวชาวต่างชาติให้คะแนนในระดับมากที่สุดต่อความสะดวกในการเข้าถึงอาหารท้องถิ่น (4.08 ± 0.75) นักท่องเที่ยวทั้งชาวไทยและชาวต่างชาติมีทัศนคติที่ดีคล้ายคลึงกันในเรื่องของราคาอาหาร โดยเห็นด้วยในระดับมากกับความคุ้มค่าของอาหารกับราคาที่ต้องจ่าย (3.71 ± 0.76 และ 4.05 ± 0.77 ตามลำดับ) ซึ่งแสดงให้เห็นว่าระดับราคาของอาหารท้องถิ่นที่วางขายมีความสมเหตุสมผล สื่อสิ่งพิมพ์ และอินเทอร์เน็ต ได้รับคะแนนในระดับมากจากความเห็นทั้งชาวไทย และชาวต่างชาติ (4.04 ± 0.68 และ 3.79 ± 0.61 ตามลำดับ) ในขณะที่เอกสารคู่มือต่าง ๆ เป็นแหล่งข้อมูลที่ดีในการใช้ ซึ่งได้คะแนนทางด้านทัศนคติในระดับมากกว่าสื่อชนิดอื่น ๆ ทั้งชาวไทยและชาวต่างชาติ (4.07 ± 0.65 และ 4.01 ± 0.62 ตามลำดับ) ผลการศึกษาครั้งนี้แสดงให้เห็นว่านักท่องเที่ยวมีทัศนคติที่ดีต่ออาหารท้องถิ่นในอาเซียนในทุก ๆ ด้าน ดังนั้นผลของการศึกษาครั้งนี้สามารถนำมาใช้เพื่อการจัดการทางด้านการท่องเที่ยวได้ ความแตกต่างของ เพศ ช่วงอายุ ระดับการศึกษา และลักษณะอาชีพ ของนักท่องเที่ยวมีผลต่อทัศนคติอย่างมีนัยสำคัญทางสถิติ อย่างไรก็ตามควรมีการศึกษาถึงพฤติกรรมนักท่องเที่ยวที่เกี่ยวข้องกับอาหารท้องถิ่นในเอเชียตะวันออกเฉียงใต้ต่อไปเพื่อจะได้มีความเข้าใจต่อนักท่องเที่ยวให้มากขึ้น

คำสำคัญ: ทัศนคตินักท่องเที่ยว อาหารท้องถิ่น เอเชียตะวันออกเฉียงใต้

Introduction

In 1967, the Association of Southeast Asian Nations or ASEAN was founded with five original member countries including Indonesia, Malaysia, Philippines, Singapore and Thailand (Pangestu, 2009). Nowadays, ASEAN comprises of ten members with Myanmar being the latest country that has joined the organization (Pangestu, 2009). The purposes of the ASEAN establishment are stimulation of economic growth, adoption of an industrial project planning for improvement of living standards and construction of an industrial joint-venture scheme (Pangestu, 2009). The cooperation of ASEAN also focuses on the tourism industry due to the fact that the ASEAN region shows a high number of attractive destinations as evidenced by consecutive increases in the number of tourist arrivals. Moreover, the ASEAN region has been reported for its powerful growth of the tourism industry by the increase of tourist arrivals particularly Thailand, Myanmar, Vietnam and Cambodia (World tourism organization, 2014). The significant progress of the tourism industry facilitates the free flow of goods and services, based on the collaborative program named "The ASEAN Mutual Recognition Arrangement (MRA) on Tourism Professionals" (ASEAN Tourism Ministers Meeting (M-ATM, 2015). The collaborative program also considered the toolboxes for helping the hotel division, which consisted of front office, food and beverage service, food production etc. A comprehensive joint-program of marketing was also conducted in order to enhance the promotion of tourism activities, Southeast Asia destinations, and tourists' products and ultimately promote the Southeast Asia region as a powerful tourism industry (ASEAN Tourism Ministers Meeting (M-ATM).

The world tourism organization (2014) forecasts that the strongest growth of the tourism industry towards 2030 would be in the Asia and Pacific region together with the fastest growth of global market share. However, other regions such as the Middle East and Africa also gradually increased tourist arrivals and market share. This may reflect the higher competitiveness of tourism destinations, which may force Southeast Asia tourism. The increases of tourism competition encourage tourism industrial in the region to regenerate the potential tourist attractive destinations. It is important to consider the tourist products that have high potential to increase the attractive tourist destination. In Southeast Asia, it is obvious that several food menus of this region have been proposed for the best food menus among 50 food menus over the world (CNN travel staff, 2016). This existing best practice on food culture of Southeast Asia can be a powerful emblem for food tourism initiative.

Richards (2002) stated that local culture could be a potential source of new tourist products to attract tourists among the increased competition between tourism destinations. Local food production links to tourism by the local food retailers, who are local people, which can boost the local economy by utilizing local resources (Richards, 2002). Local food is a cultural artifact with numerous activities that people can involve in many locations and through many activities (Everett and Atchinson, 2008). Using local food directly or indirectly as the tourist product can add value to the destination and local food can be utilized to contribute the effective marketing of tourist destination (du Rand et al , 2003). The development of local food as important products for tourism should be conducted based on the context of the local or national culture (Richards, 2002). However, on the other hand, the context of tourist should be considered due to the diversity of their food perceptions. Food can be either an attractive factor for the tourists (Richards, 2002) or a potential impediment to affect tourist destinations (Cohen & Avieli, 2004). However,

there are the insufficient academic attentions paid to the way in which tourists involve in local food. It is important to explore tourist's attitudes regarding to the roles of food and relevant components that can be used for facilitating tourist's destination. The tourist attitudes toward local food can occur in several points of view which depend on their perceptions that may derive from tourist's experience and the market tend (du Rand et al , 2003). Likewise, the intention of tourist to purchase or to consume local food while they travel may be complex which needs to be elucidated for a better understanding of their attitudes. Although the local food can impress the tourists by the specialties and local identity which can offer the authentic and exotic experience to them, food related tourism has not been considered for its strong potential (du Rand et al , 2003). The convenience of infrastructure, safety and tourism resources also play a vital role for the destination decision. To facilitate the good attitude of tourist on the local food, it need to be identified the detail of their attitudes toward local food in South East Asia and need to understand tourist's attitudes prior to providing information to them (Wilcock *et al*, 2004). The obtained data in this study can help to explore the linkage between food and tourism that can be a framework for making destination marketing strategies and promotional material for tourism within the region. This study focused on the Thai and foreign tourists' attitude due to the fact that they have different in their attitude due to their different in perceptions and experiences. The data from both tourist type may be useful for tourism organization to contribute the tourist attractive destination that suitable for Thai or foreign tourist.

LITERATURE REVIEW

Consumer attitudes towards food product

The complexity of a consumer's purchase intention can be affected by several factors. Based on a study undertaken by Jaafar & Mohamed (2013) who found that the overall attitude toward private label food products was the most important factor in determining consumers' purchase intentions. Moreover, they indicated that the more positive attitude was the more likely to have more intention to purchase the food product. Wilcock *et al.* (2004) remarked that consumer attitudes toward food safety linked to the particular consumers' identity including demographic and socio-economic status, culture, personal preference and experience. The relationship between personal demographic can be found from a study of Johnson et al. (1998) which found that the elderly or old age groups may have the optimistic bias on food safety that may lead them to have high risk from taking the unsafe food from their unawareness in food safety and from the unclear appropriation of safety food storage duration.

Based on these researches, the intention of a consumer to buy food, or to try food products, depend on several factors, therefore, more investigation of consumer attitude should be conducted in order to obtain more details concerning food related aspects (Wilcock *et al.*, 2004). Understanding tourist's attitude can help to obtain the rational decision about the willingness to buy the food and how the tourists' percepts about the existing data associate with the local food. The weak or strong attitude on food product regarding to tourism should be investigate in order to find more information for tourism industrial.

Food Culture in Southeast Asia

The food cultures in Southeast Asia are diverse due to the fact that this region contains several ethnic, religious, and history diversities. Rice is the staple food in this region and people

use it to make different kinds of flour and noodle. The Southeast Asia food is notable for the complexities of flavors, aroma, rich in spice and herb, and using fresh local vegetables. The complexity of flavor found in Southeast Asia derives from the mixing of herb and spice in the food recipes resulting in the prominence of taste and aroma. The traditional cooking styles in Southeast Asia are boiling and grill and the meals are usually fresh prepared which are served all dishes together. However, since Chinese cooking style spread to this region, the using of heat tolerant kitchenware such as wok and metal pot has influenced cooking style in Southeast Asia. The using of wok or pan for deep fry, stir fry and braised technique has also influenced local people to create the unique cuisine that has occurred from combination between Chinese style and local style (Dome, 2016). Therefore, nowadays, the diverse menus in this region consist of several cooking methods including, traditional soup such as "Tom yam" (Thailand), Grill meat such as "satay" (Malaysia, Indonesia and Thailand), stir fry such as "Nasi goreng" (Indonesia) and "Phad Thai" (Thailand) , deep fry such as "deep fry Vietnamese spring roll" (Vietnam) and braise of several meats containing dish such as "Bak kut the"(braise pork leg and pork viscera) (Brent and Susan , 2014). The integrating of curry dish from India that has influenced food culture in Southeast Asia since the ancient period leads to the incorporation of using dry spice, fresh herb and coconut milk (substitute milk that usually uses in India) for cooking the unique curry of the region. The curry dishes of Southeast Asia ubiquitously appear among mainland countries and insular countries. In Thailand, the very famous curry dish such as "Mussaman" was listed by CNN (CNN travel staff, 2016) as one of the best food among 50 kinds of food in the world. Moreover, green curry and red curry also found in restaurant or street food in Thailand and Cambodia. In Malaysia and Indonesia different kinds of curry paste are used as the ingredient for mixing with meat or noodle. (Brent and Susan , 2014). A similar recipe and the process that people in this area use for preserving their foods can be found in the area that locates at the same geographical distribution. For example, the most favoring salty taste condiments using within mainland countries or Mekong countries are the fish sauce and fermented fish. This region locates near several rivers that contain high diversity of river fishes which are used as the raw material for creating the fish sauce and fermented fish. In Thailand, fish sauce is called "Nam pla" while people in Vietnam call "Nuoc Nam" and Cambodia call "Teuk Trey". The fermented fish also found in several menus of local food from Mekong region. In Cambodia, fermented fish is called "Prahoc" and it is used as the condiment combination with chili paste and adding in spicy salad while people in Thailand also use fermented fish as the seasoning for papaya salad and several kinds of soup and curry. Several food menus found in Lao, Vietnam and Cambodia influence from French since they became the French colonization. The appearance of baguette consumption in Lao, Vietnam and Cambodia is found ubiquitously and people also make some unique menus that harmony to their local cultures. (Rivière, and Smend, 2005 ;Esterik, 2008).

Although major cooking styles in this region seem to be similar throughout the area, the differences in raw materials, seasoning and eating pattern also appear. The different traditional eating pattern can be found among countries in mainland. People in Vietnam prefer to use chopstick while people in Thailand, Lao and Cambodia sometimes use their hands to eat traditional food such as sticky rice. The different kinds of eating pattern of Vietnam from Thailand, Lao and Cambodia derived from the influence of China culture on Vietnam. People in Thailand Lao and Cambodia consume sticky rice which traditionally use hand for eating (Esterik, 2008). The food in

Malaysia, Indonesia and Brunei are prepared based on the Muslim discipline while Singapore has several kinds of food menus due to the high different ethnic groups. Philippine has been influenced by Spain and United State of America since the Colonization period. Several kinds of food menus in Philippine are derived from the integrating of Spain and native people in the island (Brent and Susan , 2014) such as sausage call "Longganisa" and "Adobo" (meat seafood and vegetables simmered and marinate with vinegar) which is the popular dish in Philippine that has influenced from Spain.

Local food in tourism

Food has become an important factor for tourism due to the fact that food is one of our basic needs and can be a factor offering a substantial experience to the tourist. A significant expenditure of tourist was found to involve food (Mak *et al.*, 2012). Tourist use around one third of their revenue on food and beverage (Telfer & Wall, 2000). Kim *et al* (2009) remarked from several studies that the consumption of food and beverage by tourists when travelling became a key role of an economy based on tourism. As the rising of competition in the tourism industry, new tourist products have become more urgent. Tourist food preferences are becoming a crucial role to foster the food related activities including local food supply, agricultural production, and food imports. The demand of food for tourism can contribute to the food product for tourist attraction and may be the motivator for the destination decision (Mak *et al.*, 2012). Recently, the rise of food-related tourism has led to a number of food-related tourism definitions. For instance, the term "gastronomy" which is obviously known as the food related activities where by Richards (2002) mentioned in his report that gastronomy means to the wide range of food which can include the cultural practice related to food and the peasant food typical of the regional and local cuisine. Therefore the terms such as "gastronomic tourism" have been used for describing food-related tourism and can be taken into account in the destination marketing to attract tourist (Richards, 2002).

Linking to tourism, the information of the roles of local food in associate with tourist aspects is still insufficient. The meaning of local food has been proposed by Richards (2002) who stated that local food production derived from local people that use local raw materials and ingredients that collected in the local area. Local food production usually occurs in the rural area and it can be the tourist's products that generate the authentic experience. The local food or local cuisine can be call as "traditional product" which has been proposed that local food can arouse the local tourism industrial (Bessi`ere, 1998). Local food menus in Southeast Asia exhibit the linkage between geographical status, climate, religion, agriculture, ethnic and cultures. In rural area of Southeast Asia countries, several food menus show the very unique and specialty in their characteristic. Some special menus appear during festival and exist in specific area. For instance, during Ramadan period of Muslim in Malaysia, Indonesia and Singapore people in this area will do several of special foods to consume in their family such as Bubur lambuk (rice porridge with a variety of ingredients, sweet potatoes, prawns, beef, and herbs) and Ketupat (dumpling made of rice cooked in a woven palm leaf container) (Aquino, 2017) and these foods are sold in festival or sold as street food. These foods become traditional food and can be the attractive tourism product in the area due to the fact that food or catering experience is one of the important factors influencing tourist' perceptions of destinations (Jingjing, 2012).

Tourism in Southeast Asia

As already mentioned, Southeast Asia or ASEAN is the region that has high potential in the development of tourism. The tourism industrial in this region has long been established economic activities and has become the significant industrial throughout the region (Hitchcock *et al.*, 2008). The tourism industry in the region exhibits the rapid growth which associates to the success of campaigns that was contributed in the region. Thailand has become the high succession of facilitating the arrival of tourists by the campaigns "visit Thailand years" that was established in 1987". This event can be the driving force to promote tourism in various countries of ASEAN (Hitchcock *et al.*, 2008). Singapore also develops gastronomic tourism by setting the campaign Singapore as the land of fusion food and New Asia Cuisine (Chaney & Ryan, 2012). In Thailand, the tourism industry offers a growth rate from tourism income of more than that of the country's GDP (Kaosa-ard, 2002). Moreover, in 1997, among Asia Pacific countries, Thailand was rated as the highest score on food, historical sites and cultural events respectively (Kaosa-ard, 2002). This report was similar to a study of Aishah *et al* (2010) which remarked that foreign people always ranked Thai food at number four after Italian, French and Chinese foods. The most important role of popularity of Thai food was initiated from the promotional campaigns "Thailand as Kitchen of the world" that has been created by Thai government since 2005. This campaign fortified the Thai restaurants or Thai business sectors to invest outside the country and the government supports training courses, financial loans and information (Aishah *et al.*, 2010). Since, the tourism industry has become a significant factor for development in several countries in Southeast Asia, a number of studies have reported data about tourism in this region. The regional tourism integration among countries located in the Mekong watershed area was reported (Hong-gang, *et al.*, 2006). This corroboration comprised the countries where locate at the golden triangle including Thailand, Laos, Myanmar and China. The developed tourism products were border tourism, multi-destination tourism, and cruises on Mekong River (Hong-gang *et al.*, 2006).

Based on several points of view, the Southeast Asia showed the high potential of the tourism. The country group including, Singapore, Malaysia and Thailand have showed their strength in attain tourism. However, the high competitive tourisms industrial can force the organization to seek more information to increase tourism potential competition. The new tourists' attractive products might be the significant way to support the ability of the countries to compete with another region. With this issue, this present study will focus on the attitudes of tourist towards the local food and the derived data could be the useful information for tourism industrial engagement.

RESEARCH METHODOLOGY

The objective of this study was to investigate the attitudes of tourists toward local foods in Southeast Asia. Because of Thai and foreign tourists exhibited the different in their perception, this present study focused on the different attitudes of both groups and the result could be shown the different aspect of the different tourist gropes. This study attempted to explore the attitudes of Thai and foreign tourists towards 4 categories of local food including product, price, place, and marketing.

Research instrument

This study was a survey study by using questionnaires to obtain the data. The structured questionnaire consisted of 3 parts as follows:

Part I: This part of the questionnaire comprised 2 items. The first item was a socio-demographics content including, sex, age, education, career and residence. The second item was constructed to obtain the frequency of the Southeast Asia countries that respondents had visited within one year. The respondents were asked to check a list to complete their destinations so they can select more than one destination.

Part II: This part of the questionnaire was constructed to ask the tourists for their experience regarding to the food menus in this region. The obtained data showed as the ranking of percentage that tourists used to consume the food. For Thai tourists, the foods menus of that originate from Thailand were excluded such as Phadthai, Tomyum kung due to the fact that the tourists already known and it was supposed that all of them used to consume.

Part III: This part of questionnaire was constructed to assess the attitudes of the respondents toward local foods of Southeast Asia. There were 4 main aspects of the questionnaire including, product, price, place and marketing. These four categories were developed based on the marketing aspect by using the survey questionnaire for the in-depth information that can help to make the advantage on niche market (Chatchai, 2016). The product in this study referred to the food identity, appearance, the menus and the ingredients that exist among the local food in Southeast Asia. The price referred to the worthiness of the food and how those price labels were displayed. The place referred to the location of food selling, the atmosphere of the restaurant, the convenience to buy food. The marketing aspect referred to the media coverage of local food. More details of each aspect were aggregated to obtain more contexts of the respondents' attitudes. The respondents were asked to rate their attitudes by using a five-point Likert scale varying from 1 (definitely disagree) to 5 (absolutely agree). The range of the mean that were used for considering the attitude level as follows in table 1;

Table 1 The range of attitude score

Range of score	Attitude	level
4.21 – 5.00	Absolutely agree	High
3.41 – 4.20	Agree	Rather High
2.61 – 3.40	Not sure	Medium
1.81 – 2.60	Disagree	Low
1.00 – 1.80	definitely disagree	Very low

Before using the questionnaire to collect the data from tourists, a preliminary reliability check was done by testing the questionnaire with 30 people and using Cronbach's Alpha Coefficient by the R program (R Core Team, 2012). The Cronbach's Alpha value from the reliability construction was 0.8291, which was deemed to be reliable with a high degree of internal consistency for all measures.

Data collection

The data was collected by questionnaires filled out by tourists in Thailand. A convenience sampling technique was constructed for taking the samples. The samples comprised 484 Thai tourists who visited Southeast Asia countries and 492 foreign tourists. The data collection was undertaken during the period of November 2015 – May 2016. The selected areas in this study were the famous tourist cities in Thailand including, Pattaya, Phuket, Chiang Mai, Ubon Ratjathani

and Bangkok (as shown in figure 1). The places for collecting the data were at the airports, tourist attractions, restaurants, and hotels.

Data analysis

The obtained data was analyzed by using the R program (R Core Team, 2012). The general information of the respondents was analyzed and showed the results as frequency and percentage. The attitudes of the tourists towards local food in Southeast Asia showed the results as mean values ($\bar{x}$) and standard deviation. The disparities of the attitudes among category such as sex and tourist type were tested by t-test whereas the different between age , education and careers were tested by ANOVA.

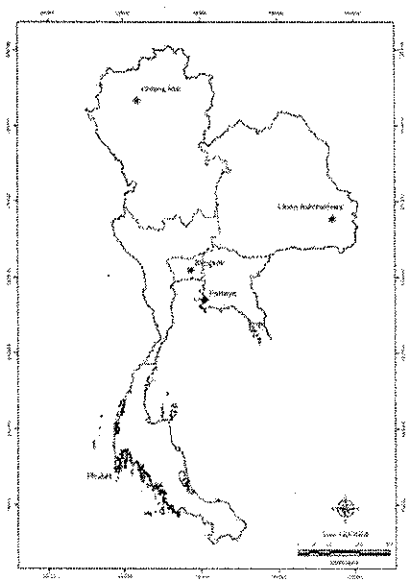

Figure 1 Sampling locations under this study. Round dots indicate the selected tourist cities in Thailand.

RESULT

Socio-demographics of Thai tourists

Of the 484 Thai tourists, 40.91% were male and 59.09 were female. The respondents less than 30 years old were 39.67%, between 31-40 years old were 33.06%, between 41-50 years old were 18.18%, and over 50 years old were 9.09%. The most respondents had a graduate bachelor degree (62.60%) followed by under graduate (20.45%). 25.41% of respondents were government officers, followed by 24.38 % of employees, 23.55% of students, and 17.56% were entrepreneurs. Most respondents were from the North East of Thailand (24.59%), followed by residents of the central part of Thailand (24.38%) and followed by the residents of the North of Thailand (20.87%).

Socio-demographics of foreign tourists

Of the 492 foreign tourists, 50.20% were male and 49.80% were female. The respondents less than 30 years old were 42.68%, between 31-40 years old were 27.85%, between 41-50 years old were 14.02%, and over 50 years old were 15.45%. The most foreign respondents were graduate bachelor degree (42.36%) following by under graduate (28.66%) and higher than bachelor degree

(23.98%). Most foreign respondents were employees (35.37%), followed by students (17.68%) and 15.24 were entrepreneur. Most foreign respondents were from Europe (42.68%), followed by USA (23.58%) and Asia (20.12 %).

The most visited countries within one year

The results of data analysis showed that most of Thai tourists visited Laos (45.66%) as the first ranking, followed by Myanmar (27.27%), Malaysia (21.90%) and Singapore (18.6%) respectively (Table 1). Meanwhile, the foreign tourists visited Thailand (81.31%) as the first ranking, followed by Singapore (25.61%), Malaysia (23.37 %) and Cambodia (18.29%) respectively (Table 2).

Table 2 The most visited countries of the respondents

Order	Countries	Percentage
Thai tourists		
1	Laos	45.66
2	Myanmar	27.27
3	Malaysia	21.90
4	Singapore	18.60
Foreign tourists		
1	Thailand	81.3
2	Singapore	25.61
3	Malaysia	23.37
4	Cambodia	18.29

The food menus

The result derived from asking the tourists to list for the food menus that they used to consume during they visited Southeast Asia was shown in table 3 and table 4. Most of Thai tourists used to consume Satay 79.96%, Hainanese Chicken Rice (72.11 %) and Cha gio /spring rolls 70.04 %) respectively. The first three menus that foreign tourists had the experience to consume them were the food menus the originated from Thailand including, Phadthai, Tomyum Koong and Mussaman curry.

Table 3 The ranking order of food menus that Thai tourist used to consume

Order	Food menus	Originated food menus	Respondents	Percentage
1	Satay	Indonesia	387	79.96
2	Hainanese Chicken Rice	Singapore	349	72.11
3	Cha gio /spring rolls	Vietnam	339	70.04
4	Num banh chok -Khmer noodles	Cambodia	262	54.13
5	Fresh lumpia	Philippine	259	53.51
6	Pho	Vietnam	238	49.17
7	Mee Goreng	Malaysia	217	44.83

Order	Food menus	Originated food menus	Respondents	Percentage
8	Bak kut teh	Malaysia	192	39.67
9	Roti Prata	Singapore	188	38.84
10	Kolo Mee	Brunei	158	32.64
11	Amok	Cambodia	86	17.77
12	Bun Cha	Vietnam	75	15.50
13	Luang Prabang Salad	Lao	73	15.08
14	Longganisa	Philippine	63	13.02
15	Or Lam	Lao	63	13.02
16	Mohinga	Myanmar	62	12.81
17	Laksa	Singapore	56	11.57
18	Jaw Maak Len	Lao	52	10.74
19	Nasi Lemak	Malaysia	45	9.30
20	Soups chhnang dea	Cambodia	43	8.88

Table 4 The ranking order of food menus that foreign tourist used to consume

Order	Food menus	Originated food menus	Respondents	Percentage
1	Phad Thai	Thailand	311	63.21
2	Tom Yam Goong	Thailand	277	56.30
3	Mussaman curry	Thailand	208	42.28
4	Cha gio /spring rolls	Vietnam	185	37.60
5	Satay	Indonesia	173	35.16
6	Pho	Vietnam	152	30.89
7	Amok	Cambodia	144	29.27
8	Roti Prata	Singapore	139	28.25
9	Nasi Lemak	Malaysia	133	27.03
10	Mee Goreng	Malaysia	133	27.03
11	Hainanese Chicken Rice	Singapore	121	24.59
12	Laksa	Singapore	116	23.58
13	Soups chhnang dea	Cambodia	107	21.75
14	Adobo	Philippine	103	20.93
15	Bak kut teh	Malaysia	103	20.93
16	Nasi goreng	Indonesia	103	20.93

Order	Food menus	Originated food menus	Respondents	Percentage
17	Fresh lumpia	Philippine	102	20.73
18	Bun Cha	Vietnam	88	17.89
19	Or Lam	Lao	84	17.07
20	Kolo Mee	Brunei	82	16.67

The attitudes of tourists towards product aspect

Thai tourists and foreign tourists have similar attitudes at the highest level on the product aspect of local foods ($\bar{x}$ =4.14 ± 0.68 and $\bar{x}$ =4.15 ± 0.73 respectively) (table 2). According to the contexts of the product aspect, Thai tourists had the highest attitude ratings for local identity and culture characteristics of local foods ($\bar{x}$ = 4.40 ± 0.54) while the variety of menus were rated to a lesser extent ($\bar{x}$ = 4.32 ± 0.59 and $\bar{x}$ = 4.29 ± 0.68 respectively) (table 5). However, foreign tourists showed different attitudes on the product aspect. They exhibited the highest ratings on the convenience to access local food ($\bar{x}$ =4.31 ± 0.69) while the verity of food on the menus as well as the appearance of local identity were rated to a lesser extent

Table 5 The mean values of tourist's attitude towards the context of product aspects

Attitudes aspect	Thai tourists	Foreign tourists
1. Local foods in ASEAN represent the local identity and local culture.	4.40 ± 0.54	4.23 ± 0.60
2. Local foods in ASEAN show the diverse menus	4.32 ± 0.59	4.26 ± 0.64
3. Local foods in ASEAN have the good appetite	3.87 ± 0.73	4.21 ± 0.72
4. Local foods in ASEAN show particular appearance or interested characteristics	4.11 ± 0.63	4.12 ± 0.73
5. Local foods in ASEAN show interesting consumption patterns	4.06 ± 0.60	4.00 ± 0.79
6. The raw materials of local food in ASEAN show novelty	4.15 ± 0.66	4.05 ± 0.77
7. The local foods in ASEAN are made from high nutrient raw materials and contain herbs and spices.	4.29 ± 0.68	4.07 ± 0.80
8. The local foods in ASEAN have a good reputation and are popular among tourists	4.10 ± 0.69	4.11 ± 0.75
9. The local foods in ASEAN are convenient to find and consume	3.93 ± 0.79	4.31 ± 0.69
The overall mean scores	**4.14 ± 0.68**	**4.15 ± 0.73**

Data represented as $\bar{x}$ values ± SD

The attitudes of tourists towards price aspect

As shown in table 6, both Thai tourists and foreign tourists showed the highest level of attitudes ($\bar{x}$ = 3.82 ± 0.69 and $\bar{x}$ = 4.22 ± 0.66, respectively) towards the worthiness of local foods

when compared to their quality. Meanwhile, the display of local food prices was rated as the lowest score.

Table 6 The mean values of tourist's attitude towards the context of price aspect

Attitudes aspect	Thai tourists	Foreign tourists
1. The prices of local foods in ASEAN are worth when compared to their quality	3.82 ± 0.69	4.22 ± 0.66
2. The prices of local foods in ASEAN are worth when compared to their quantity	3.79 ± 0.70	4.15 ± 0.65
3. The prices of local foods in ASEAN are clearly displayed	3.52 ± 0.85	3.78 ± 0.89
The overall mean scores	**3.71 ± 0.76**	**4.05 ± 0.77**

Data represented as $\bar{x}$ values ± SD

The attitudes of tourists towards place aspect

As shown in table 7, this part comprised 4 questions relating to the convenience of approach to the restaurants, the location of the restaurants, the atmosphere and the representative of local identity. The results showed that Thai tourists rated the highest score ($\bar{x}$ = 4.13 ± 0.60) toward the appearance of local identity from the local restaurants whrn compared to another characteristics. There was a marked different in attitude from foreign tourists which showed the highest score towards the location of local restaurants ($\bar{x}$ = 4.08 ± 0.75).

Table 7 The mean values of tourist's attitude towards the context of place aspects

Attitudes aspect	Thai tourists	Foreign tourists
1. The restaurants, food court or food stall that sells local food in ASEAN are convenience to approach	3.72 ± 0.77	4.07 ± 0.72
2. There are restaurants, food courts or food stalls that sells local food in ASEAN near hotels or tourist attractions	3.87 ± 0.69	4.08 ± 0.75
3. The restaurants, food courts or food stalls that sells local food in ASEAN feature a natural atmosphere	3.98 ± 0.65	3.92 ± 0.74
4. The restaurants, food courts or food stalls that sells local food in ASEAN have a particular local identity	4.13 ± 0.60	3.88 ± 0.68
The overall mean scores	**3.93 ± 0.70**	**3.99 ± 0.73**

Data represented as $\bar{x}$ values ± SD

The attitudes of tourists towards the marketing aspect

As shown in table 8, the marketing aspect in this study focused on the communicative context according to the local food. The respondents were asked to rate the media channel that they perceived the advertisement about local foods. The results revealed that Thai tourists had the highest score of attitude towards magazines or tourists guide books ($\bar{x}$ = 4.04 ± 0.64) and the Internet ($\bar{x}$ = 4.04 ± 0.68) as the noticeable advertisements relating to the place where they can

buy local foods. Meanwhile, foreign tourists had the highest attitudes towards the recommended documents from local restaurants ($\bar{x}$ = 3.79 ± 0.71). In the second item, both Thai and foreign tourists had the highest score of attitudes towards the tourist guide books as their sources of recommended information related to local food in Southeast Asia.

Table 8 The mean values of tourist's attitude towards the context of marketing aspects

Attitudes aspect	Thai tourists	Foreign tourists
1. The advertisements relating to local food restaurants, food court or the places where the tourists can buy local food in ASEAN are regularly exhibited via :		
1.1 TV/Radio	3.73 ± 0.85	3.40 ± 0.88
1.2 Magazines/Tourists guide books	4.04 ± 0.64	3.70 ± 0.85
1.3 Internet	4.04 ± 0.68	3.74 ± 0.86
1.4 Banner/Printed media	3.75 ± 0.76	3.73 ± 0.79
1.5 Recommended documents or brochure	3.85 ± 0.74	3.79 ± 0.71
The overall mean scores of Advertisement aspect	**3.88 ± 0.75**	**3.67 ± 0.83**
2. There are the recommendations about local food in ASEAN via the following channels:		
2.1 Tourist guide books	4.07 ± 0.65	4.01 ± 0.62
2.2 Hotels/Accommodation/Guest houses	4.04 ± 0.66	3.91 ± 0.66
2.3 Food expertise/ Chefs	3.83 ± 0.75	3.68 ± 0.78
2.4 Travel agencies	3.96 ± 0.70	3.68 ± 0.80
2.5 Several media such as TV, radio, internet	3.97 ± 0.74	3.57 ± 0.80
The overall mean scores	3.98 ± 0.70	3.77 ±± 0.75
The overall mean score of the marketing aspect	**3.93 ± 0.73**	**3.72 ± 0.79**

Data represented as $\bar{x}$ values ± standard deviation

The disparity of attitudes among the category of the respondents

To study the different of attitude between the categories including, types of tourist, sex, age, education and careers of the respondents, the data of each category were compared by using t-test and ANOVA as already mentioned above. The result revealed that Thai tourists and foreign tourists showed the significant different ($p < 0.05$) of attitudes towards local food on the price and marketing aspects as shown in table 9. Thai tourists agree with the price lower than foreign tourists while Thai tourists agree in the existing communication channel higher than foreign tourists. The attitudes towards the product and marketing aspect of local food showed the significant different between sex of respondents. Female agree with the product characteristic and marketing higher than male. The significant different attitudes between age groups exhibited among product and marketing aspect. These differences can be inferred that the different age groups of respondents exhibited different attitudes toward the product characteristics and marketing aspect of local food. The different attitudes towards product, price and marketing aspect found in different education group. While, the different significant attitudes of all aspects found among the careers group.

Table 9 Analysis of the different tourists' attitude towards local food in Southeast Asia

Respondents detail	Score ($\bar{x}$ ± SD)			
	Products	Price	Places	Marketing
Tourists type	**4.14±0.46**	**3.88±0.62****	**3.96±0.54**	**3.83±0.56****
Thai	4.14±0.43	3.71±0.62	3.99±0.53	3.93±0.53
Foreigner	4.14±0.49	4.05±0.57	3.99±0.53	3.72±0.56
Sex	**4.14±0.46****	**3.88±0.62**	**3.96±0.53**	**3.83±0.56****
Male	4.09±0.49	3.89±0.63	3.96±0.53	3.74±0.58
Female	4.18±0.44	3.86±0.62	3.96±0.53	3.90±0.52
Ages	**4.14±0.46****	**3.88±0.62**	**3.96±0.53**	**3.83±0.56****
Less than 30 yr	4.11±0.47	3.89±0.62	3.94±0.55	3.82±0.60
30 – 40 yr	4.22±0.47	3.86±0.65	3.99±0.50	3.90±0.54
41 – 50 yr	4.17±0.39	3.88±0.55	3.96±0.57	3.82±0.46
more than 50 yr	3.99±0.45	3.90±0.64	3.95±0.50	3.67±0.53
Education	**4.14±0.46***	**3.88±0.62****	**3.96±0.53**	**3.83±0.56****
Undergraduate	4.16±0.46	4.00±0.61	4.02±0.52	3.93±0.56
Bachelor	4.16±0.45	3.85±0.63	3.93±0.53	3.85±0.53
Higher than Bachelor	4.06±0.49	3.81±0.59	3.97±0.54	3.65±0.58
Career	**4.14±0.46****	**3.88±0.62***	**3.96±0.53***	**3.83±0.56****
Student	4.06±0.50	3.80±0.66	3.84±0.57	3.85±0.57
Officer/State enterprise employee	4.20±0.43	3.82±0.56	3.96±0.51	3.85±0.50
Employee	4.14±0.44	3.93±0.66	4.00±0.54	3.77±0.55
House keeper	4.32±0.39	4.01±0.45	4.06±0.31	4.11±0.38
business owner/merchandise	4.19±0.45	3.87±0.54	3.98±0.44	3.94±0.46
Others	4.05±0.49	3.99±0.67	4.01±0.62	3.61±0.72

* means significant at p value < 0.05, ** means significant at p value < 0.01

DISCUSSION

In this study, we assessed the attitudes of both Thai and foreign tourists toward local food in Southeast Asia. The obtained data can be used to support the tourism industry in Southeast Asia particularly. The results of this study revealed that Laos was the most popular choice for Thai tourists as their destination followed by Myanmar and Malaysia. It should be noted that these countries locate at the boundaries of Thailand which may conveniently make a travelling. In addition, Hong-gang & Chang-chun (2006) reported that there was regional tourism integration between quadrangle economic cooperation zones. This integration consists of the cooperative tourism products, which focus on the cooperation between those countries at the border area such as the promotion of border tourism that was constituted by China/Thailand and Myanmar or

China/Thailand and Laos. Moreover, the successful development of multiple destination tourism and the cruise on the Mekong river program, which was mainly managed by Thailand and Laos, could be a factor stimulating Thai tourists to visit Laos and Myanmar (Hong-gang & Chang-chun, 2006). Regarding to this study, the top three most visited countries for Thai tourists possess the high potential to be the good destination for tourism. It can be inferred that the countries locate at the border of Thailand such as Lao, Myanmar and Malaysia should be promoted for Thai tourist for making their destination. A survey of experience of Thai tourists on the food menus that they ever tried in this study revealed that Thai tourists had the experience on food originated from diverse countries in Southeast Asia. The food menus such as Satay, Hainanese Chicken Rice and Cha gio /spring rolls were the top three menus that they used to consume. These menus originated from different countries and the menus can be found ubiquitously in Thailand particularly in street food.

However, foreign tourists preferred to visit Thailand. This result was similar to the report of the World Tourism Organization (2014) which indicated that in 2013, Thailand was the only country from ASEAN in the top 10 positions in 2013. Kaosa-ard (2002) suggested that several factors for the successful tourism industrial in Thailand were people, food, nightlife, historical sites and cultural events. This present study also emphasized the previous study of Kaosa-ard (2002). Regarding to the high frequency of the experience on several Thai food menus resulting from foreign tourists in this study, may infer that tourists interested in Thai food and they tried the Thai food for any reason. The high trend of Thai food experience among foreign tourists may use to attract the tourists and help to promote for destination.

The findings in this study revealed that both Thai tourists and foreign tourists showed a good attitude towards all aspects of local food which means that they agree with the proposed aspects in this study. Among the four aspects, the product aspect concerning local food in Southeast Asia was rated at the high score. Thai tourists showed the highest score of local identity that appeared from local food in Southeast Asia. This result is relevant to a study of Jingjing (2012) who indicated that local cuisine aggregated several characteristics of the communities' culture and the cultural identity of local cuisine was the critical factor that influences tourists to have a dining experience and helped them to appreciate local culture. Regarding to this study, it can be inferred that the existing identities of local food in Southeast Asia countries can be used to promote for destination decision. The good attitude of tourists in this study can reflect that several food menus that originated in this region possess high ability to be the tourist attractive product.

Regarding to our findings, the Thai tourists and foreign tourists ranked the attitudes score of the diversity of local menus at a high level. This could be due to the reason of geographical difference and distinct ethnic influence in the Southeast Asia region. Obviously, there are several ethnic groups and different religions in Southeast Asia, which causes diverse cultures and food menus in this region. Askegaard & Madsen (1998) indicated that local geographical conditions contribute to the availability of food items and eating patterns. The Southeast Asia region contains a diversity of geographical characteristics, which contribute to the varieties of food products, cultures and eating patterns. Thus, the tourist highly agree with the variety of local menus from both Thai and foreign tourist in this study emphasizing that food related tourism may offer a variety of experiences by offering diverse food, cultures and menus.

However, the foreign tourists gave the highest score for convenience of consumption and the approach to local food. This agreement was consistent with their attitudes toward the place aspect, which they highly agree with the location of local restaurants that were located near accommodation or tourist attractions. In most Southeast Asia countries, places selling food are ubiquitous particularly street food. Bhowmik (2005) reported that food from street vendors in Asia could be found easily on the streets and food vendors attracted tourists who need more appreciate experience from local food. Jingjing (2012) indicated that Chinese tourists felt inconvenienced if they cannot find food traders near tourist attractions. Jingjing (2012) remarked that street food located near tourist attractions might offer some advantage. When the tourists want to have various experiences from trying local foods, they can buy diverse food items from street food near tourist attractions at one place. Therefore, it is important to focus on the places where tourists can buy a variety of local food in one place.

Based on the results, both Thai tourists and foreign tourist highly agree that the local foods were good value when compared to their quality. This finding may refer that the price of local food was reasonable depending on food quality. Jingjing (2012) reported that the price of the food was an argument product, which means the good service surrounding the product provides additional value for the consumer. This factor is not the major driving force that can directly stimulate a customers' intention but it can be a collateral factor influencing them to make a decision. The attitudes on the price aspect in this finding were similar to the study of Jaafar & Mohamed (2013), which indicated that consumers who have experience about affordable and worthy price would have a positive perception towards private label food products. They also demonstrated that the consumers who responded to the questionnaire were more likely to be a price sensitive group and the price of the product can be a significant predictor of whether they will buy the private label food products. Therefore, the good attitudes on the price aspect of local food as shown in this study may reflect on the important data for the local area organizations to maintain the quality of food in order to attain food related tourism. Nevertheless, it is important to say that the displays of local foods prices in Southeast Asia may need to be improved. The tourists showed the lowest attitudes toward this aspect. Hence, based on this finding, the local food retailers should display food prices and show as much as information as possible about local food.

Based on this finding, the printed media and Internet were more likely to have high attitudes levels than another media. The tourist's referred that they usually found advertisement about local food from those media. Lew (1991) indicated that the printed media such as guidebooks were one of the sources of tourist information that helped the tourists to match them with the environment and offered the best to meet their interest and needs. Hence, the results in this study suggested that the printed media that the tourists can bring with them from anywhere are still important. However, since the Internet has been developed and become the *modus operandi* among people in 21th century, the information about tourism and travel behavior of the tourists appears to be influenced by the Internet (Lange-Faria & Elliot, 2012). The data contained on the Internet is an important tool for tourism marketing. In recent years, the rapid growth of using the Internet as the media for the promotion of tourism has been reported (Horng & Chen-Tsang (Simon), 2010). It was noted that the mass media including printed media and the internet should be specially constructed for the promotion of local food. Because local food and dining

culture were important resources of tourism, hence, the extraordinary promotion activities or marketing strategies should be addressed (Horng & Chen-Tsang (Simon), 2010). Regarding to the context of tourists attitudes in this study, the details about food products in Southeast Asia including cultural identity, menus, recipes, eating pattern, place and price should be addressed into marketing media.

The result in this study showed that different sex, age group education and career of the respondents significantly influenced on the attitude toward the proposed aspect. The different in attitudes can occur from different socio-demographic which may refer that tourists have their different perceptions and experiences based on several factors. From the study, the score of marketing activities for food related tourism exhibited lower among foreign tourist when compared to Thai tourist. This may associate with the ability in using language of the tourism enterprise or media creators. The loss of language ability may affect the willingness to buy or the making decision for travelling because they cannot get the suitable detail about the local food. Tourists in the age more than 50 years show the lowest attitude on product in comparison with the younger age group. This may derived from the point that the older age group had the specific perception of their food choice while they travel. The old age group may need the more unique food product concerning to their health or they need a particular food that appropriate to their contents in which can be a particular food such as vegetarian food, healthy food, and organic food. The important issue concerning the extent of this study can be concluded that the construction of tourism products to attract for destination decision should be created based on several factors including sex, age, education and career.

CONCLUSION AND RECOMMENDATIONS

Since the local foods are the tourist product that shows a crucial role in the tourism industry. The selection of travelling destination of the tourists may influence by the food-related activities and socio-demographic factors. Since the Southeast Asia region has a strong increase in tourist arrivals, a substantial number of studies also reveal data about food-related tourisms in this region. From the data in this study, the guideline for recruitment of food tourism in this region should be addressed as follow;

1. The standard of food product such as food menus information, food appearance and food tastes should be contributed,

2. The price display should be clearly provide for tourist,

3. The place for selling local food should be provided near the tourist attraction,

4. The promotion of local food should be addressed into marketing media and the identities, the embedded culture in the local food menus should be added in several types of media.

The result of this study revealed that both Thai and foreign tourists had the good attitude on local food. They also have diverse experiences on several food menus of Southeast Asia. The different attitudes on food exhibited among tourists' type, sex, age, education and career. The findings of this study show that both Thai and foreign tourists had high attitudes toward all aspects of local food in Southeast Asia. Thai tourists rated the highest scores for the product category, which also gave the highest scores towards the appearance of local identity and local culture of local food, while foreign tourists rated the convenience of finding and consumption of local food.

This data suggested that local foods in Southeast Asia might have good potential for generating the tourism destination decision to this region due to their specific cultural characteristics and the availability of local food for the tourists. The attitude of tourists in this study suggested that the prices of local foods were reasonable when compared to their quality. The major communicative channels that the tourists used were printed media (magazine, tourists guide books and brochures) and the Internet. This marketing aspect suggested that printed media and the internet may play a crucial role for promoting food-related tourism therefore; several details concerning local foods should be addressed.

LIMITATION

However, there were some limitations appearing in this study. Due to this study being conducted in Thailand, the respondents may have some bias attitudes and information when answering the questionnaires. Therefore, the investigation of tourists' attitudes should be conducted with tourists in other Southeast Asia countries. It should be noted that the results from the evaluations and the attitudes couldn't predict all aspects of people intention. Ajzen & Cote, (2008) suggested that even attitude can be used as a tool for predicting everything, due to the fact that attitude depends on several factors. Therefore, the next investigation on tourist's behavior and in-depth interviews should be addressed.

ACKNOWLEDGEMENT

Thanks to Colonel Suraphong Subongkod, instructor of Graduate School, Kasem Bundit University, Thailand, for supporting map of Thailand. This work was supported by a research grant from the National Research Committee office, Thailand.

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