

Approach for Promoting Local Food through Tourism: A Case Study of Kudichin community Bangkok, Thailand

Hathairat Boonchan*

**Student, Tourism Management, International College*

Suan Sunandha Rajabhat University, Nakhon Pathom, Thailand

E-Mail: hathairat_min@hotmail.com

Abstract

This study approaches Promoting Local Food through Tourism. The study area of this research was Kudichin community Bangkok, Thailand. The objective was to investigate culture of local food in Kudichin community. To study the approach for promoting local food through tourism, researcher applied mixed method: qualitative method for collecting data from research interview answered by a group of 5 entrepreneurs in Kudichin community and 5 locals. Result of study can formulate guidelines for local food promotion in Kudichin Community. Then, quantitative method is applied to get data from questionnaire measuring level of satisfaction of tourists who visit Kudichin community. 50 tourists are chosen and then information is analyzed to find proper ways to promote local food through community tourism.

Keywords: Promoting, Local food, Culture, Food tourism

Objectives

1. To investigate culture of local food in Kudichin community
2. To study the approach for promoting local food through tourism
3. To establish guidelines for tourism local food promotion

Introduction

Nowadays food tourism counts as one of alternative types of tourism that gained interest from international and domestic tourists. Many tourist attractions around the world use local food as a tool to encourage tourists to visit places. Because local food has unique identity and has a century of succession in way of life and community culture (Chimbanrai and Wongsaroj 2015), it is important in presenting identity and culture according to the destination. The process represents the first stimulus for tourists to visit and get impressed with the taste of food. They might come back again soon as if Thailand promotes tourism with traditional Thai food. This becomes proactive tourism aligns with the policy of the government because eating is main activity for that tourists spend most of their time; 1 of 3 in travelling budget. Kudichin community is the old community of Portuguese descent in Thailand located along the Chao Phraya River in Thonburi. Traces the history of this community. Represents a way of life and a lot of interesting stories. The relationship between the differences of race, religion and culture in the community, including China, India and Europe have lived together in harmony for over 200 years (Khaosod 2018).

The local food culture in Kudichin community takes part in Kudichin community's way of life. Inherited over hundreds of years, food has a unique identity, popularly savored locally and made by local villagers who are Thai citizens originated from Portugal. They have inherited the methods of cooking and eating. For example, rice noodle with chicken yellow curry or Portuguese rice noodle combines spices with yellow chilly. It is a sacred food for both Thai people who are Portuguese descent because it mingles perfectly with Thai food. Kudichin dessert or Kanomfarung, Kanomnarnuan, Kanomkusarung etc. are only found in this community.

Literature Review

- ***Food Tourism in Local Economic Development and National Branding Nigeria (Chigozie Nwokorie, 2015)***

For food tourism and its impact on economy of host community, a linkage exists between tourist attraction managers and stakeholders in the food industry especially at the local level in order to create a synergy in providing adequate food requirements for tourists. If destinations encourage visitor to spend longer periods with the environment, the local economy will benefit from multiple effect as a result of businesses generated by the network of entrepreneurial activities of local stakeholders.

- ***Promotion of Culinary Tourism as a Destination Attraction of North-East India (Rani Baruah, 2016)***

Northeast India Culinary Tourism has vast potential for increasing employment and earning large sums of foreign exchange besides country's overall economic and social development. Tourism is a multi-dimensional activity and basically a service industry. It would be necessary that both Central and State government, private sector and voluntary organization become activity partners in the endeavor to arraign sustainable growth in tourism. Culinary is beastly and experienced in India because food dimensions change and a tourist and enjoy the different food with different experience.

- ***Developing Culinary Tourism: The Role of Food as a Cultural Heritage in Kenya (Okech, 2014)***

This research has attempted to focus on the importance of food and drink while promoting cultural heritage and indeed its contribution to the tourism industry as a whole. The diversity in culture should be viewed as strength in marketing for food tourism in Kenya. Culinary tourism could play a pivotal role in the development and management of cultural heritage tourism. For the impact of food tourism is enormous and can improve the overall economy of any country. Tourists are more inclined thanks to less demand for more traditional food. As this allows the access to cultural and historical heritage of the various cultures to make it more authentic, the paper further reveals that culinary identity and heritage can be expanded and exploited within the development of cultural heritage tourism framework. It is evident that food is an important element in the construction of a distinct regional identity.

- *Gastronomic Tourism, A New Trend Cotemporary Tourism (Gheorghe, Tudorache and Nistoreanu, 2014)*

It is obvious that gastronomy plays an indispensable role in the promotion of tourism. During process of gastronomic tourism development, traditional strategic tools articulate the quality, variety and uniqueness of local products and gastronomy of a territory. Consequently, the creation of plans to from development guidelines and create gastronomic tourism products is perceived as a priority for tourist destinations.

- *Potential of Local Food and Guidelines for Tourism Promotion through Local Food of Nan province (Chimbanrai and Wongsaroj 2015)*

About the potential of Nan local food, the assessment results 5 potential components from 13. First, the difficulty to find raw cooking material. They use local food to attract tourists, show the local food culture, use local raw materials, and present the identity of local area. This information is gained by interview the expert group, travel business association and related government agencies. The interview result mentioned above is moderate.

Methodology

Both quantitative method and qualitative method were used in this research. The research use qualitative method to study for collecting data from using interview organized for group of 5 entrepreneurs in Kudichin community and 5 local people in the same community. The research use quantitative method to study for collecting data from using questionnaire about Level of satisfaction of tourists that come to visit Kudichin community 50 tourists and then information is analyzed to find proper way to promote local food through community tourism.

Results

Frequencies and Percentage

How tourists come to Kudichin community	Percentage
1.Private car	8%
2.Boat	80%
3.Taxi	10%
4.By walk	2%

Table 1 Frequencies and Percentage

From table 1, mostly or tourists use Boat for come to visit community (80%).

How tourists know Kudichin Community?	Percentage
1.Facebook	48%
2.YouTube	2%
3.TAT website	4%
4.Friends	36%
5.T.V.	16%

Table 2 How tourists know Kudichin Community

From table 2, most of tourists know Kudichin community by Facebook (48%).

The purpose of visit	Percentage
1.Taking Photo	84%
2.Studying the way of life of local people	24%
3.Travel in with family	6%
4.Eating/Experience local food	42%

Table 3 Purpose of Visit

From table 3, the most popular purpose of visit is taking photo (84%), and followed by eating and experience local food (42%).

Tourist's Favorite Menu	Percentage
1.Thomkhemportugal	16%
2.Rice noodle with chicken curry	68%
3.Ngaongod curry	10%
4.Sunmo beef	6%
5.Saipabyak	6%
6.Khanomfarang	78%
7.Khanombowcrismas	26%
8.QueQue	2%

Table 4 Tourist's Favorite Menu

From table 4, the highest score belongs to Khanomfarang (78%), and followed by Rice noodle with chicken curry (68%).

The satisfaction level of tourists that come to visits Kudichin Community that results show in Table 5-9.

Attributes	Mean	Std. Deviation
1. Identity that is different from other foods	4.39	0.702
2. Identity of taste	4.40	0.756
3. Novelty and attractiveness	4.40	0.728
4. Use local raw material for cooking	4.24	0.744
5. Variety of local food	4.38	0.697

Table 5: The Information Level Of Satisfaction About Identity Of Local Food Based from Tourists' Opinions.

Table 5 shows that the satisfaction level of identity of taste and novelty and attractiveness gained the highest score (4.40). The second one was that identity that is different from other foods (4.39), followed by variety of local food (4.38).

Attributes	Mean	Std. Deviation
1. Taste of food	4.56	0.541
2. Freshness of food	4.44	0.577
3. Cleanliness of food	4.46	0.579
4. Packaging	4.16	0.650

Table 6: The Information Level Of Satisfaction Of Quality Of Local Food Based On Tourists' Opinions.

Table 6 shows the satisfaction level of tourists in Quality Taste of food gained the highest score (4.56). The second one was Cleanliness of food (4.46), followed by Freshness of food (4.44), and increased as a Packaging (4.16).

Attributes	Mean	Std. Deviation
1. Cost appropriate with quality	4.52	0.762
2. Cost appropriate with value	4.52	0.544

Table 7: The Information Level Of Satisfaction Of Cost Efficiency Based On Tourists' Opinions.

Table 7 shows that the satisfaction level in cost appropriate with value gained the highest score (4.52).

Attributes	Mean	Std. Deviation
1. Environment of food store	4.06	0.740
2. Convenience of walk to food store	4.00	0.639
3. Clear directional signpost to food stores	3.84	0.710
4. Clear signpost of food stores	3.84	0.842
5. Clean dining tables and chairs	3.70	0.789
6. Enough dining tables and chairs for customers	3.68	0.794

Table 8: The Information Level Of Satisfaction Of Characteristic Of Local Restaurant Based On Tourists' Opinions.

Table 8 shows that satisfaction level of tourists in characteristic of local restaurant environment of food store gained the highest score (4.06). The second one was convenience of walk to food store (4.00). The third one was clear directional signpost to food stores and Clear signpost of food stores (3.84).

The results from the interviews addressed preserving culture and way of life of local. They can also bring the local specialties in the community to attract tourists. As they offer food menu including both main course and dessert, it has a unique taste and shows origin of foods. Khanomfarang Dessert can be made with specific formula of each house. Tourist cannot find this dessert in another area.

Conclusion

The study found that local food attract tourist to visit the Kudichin community. Apart from food menu, the identity, quality, cost, and the environment inside and outside the restaurant of local food including local culture motivates tourists to visits in community. Quick and easy connection to the city center and other attraction is also a key factor that encourage tourist to visit.

Discussion and Recommendation

In Kudichin Community, the villagers are yelling as brothers from the past to the present. There are great cultural heritages such as cooking, taste of food, specific taste from different recipe. But in term of research, there should be guideline to promote local food to attract tourists to get more of the following suggestions. They should organize more tourism activities involved in learning and cooking with residents, Packaging design helps attract more customers, local food festival should be organized annually. Enhanced promotion social media channels are an advantage.

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