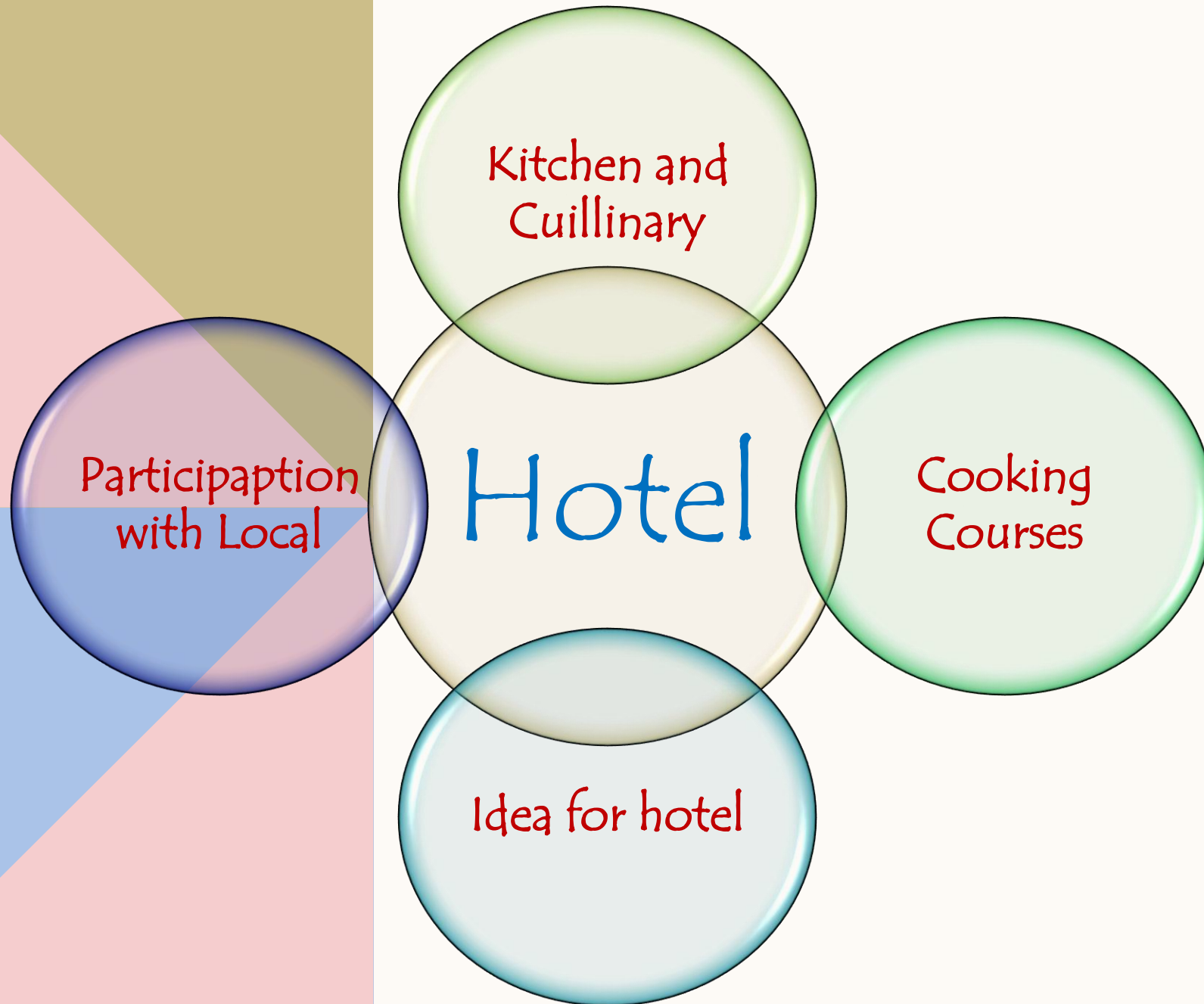


ความสำคัญของอาหารไทยกับ
เศรษฐกิจ

Mirjam Nilsson



ความสำคัญของอาหารไทยกับธุรกิจโรงแรม



HOTEL

WITH

THAI

FOOD

THAI FOOD IN HOTEL

4



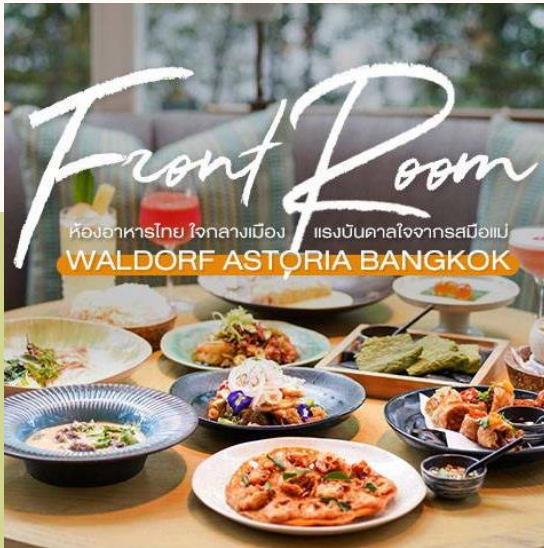
- Thai food is a part of Hotel, and promoted as highlight recipe to customers.
- Various classes of restaurants in hotels promote Thai food as recommended dish.
- One of department which earn money for hotel.
- Thai food is used as one of hotel's marketing strategies and many hotels are reputation for Thai food.
- During Covid 19, Food or Thai food has become main part of hotel which make a lot of money while other parts still close.



EXAMPLES OF THAI RESTAURANT IN HOTEL: 5

WALDORF ASTORIA BANGKOK

(FRONT ROOM RESTAURANT)



**FRONT ROOM
RESTAURANT**



OPENED KITCHEN



**CHINESE CHIVES
CRISPY**



**DEEP – FRIED
BREADED SHRIMP**

EXAMPLES OF THAI RESTAURANT IN HOTEL: 6

INTERCONTINENTAL PHUKET RESORT

(JARAS RESTAURANT (THAI FINE DINING))



**JARAS
RESTAURANT**



**TASTE OF JARAS
(AMUSE BOUCHE)**



**POACHED LOBSTER IN
DRIED RED CURRY**



PHUKET PINEAPPLE

THAI FOOD TO CREATIVE IDEA IN HOTEL ⁷



- Beyond modern style represented on Thai food. Food culture is integrated into the core element of hotel. It's not only product but may become part of hotel's décor.
- All kinds of Thai food are served for creating more experiences to customers. Esp. local food, street food ,Background, lifestyle etc. of owner
- After covid 19 pandemic, food department in hotel is emphasized as main part to make money for hotel and including the change of food service style

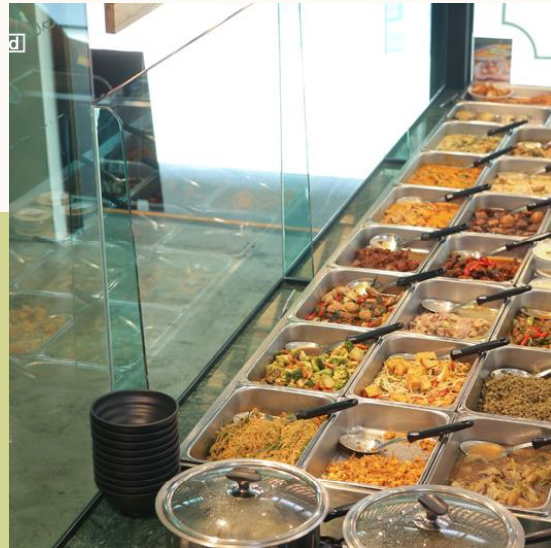


EXAMPLES OF HOTEL: **FOODOTEL**

8



BUSINESS OWNER
(NUTTAPONG PONGPALANCHAI)



**CONCEPT: STAY
LOCAL – EAT LOCAL**



**DECORATION WITH
THAI CUISINE
EQUIPMENTS**



**DECORATION WITH
THAI CUISINE
EQUIPMENTS**

EXAMPLES OF HOTEL: **MESTYLE MUSEUM HOTEL**

9



**THE MAP
RESTAURANT**



**EXECUTIVE CHEF
(K.JUMP)**



THAI FUSION RECIPE



THAI FUSION RECIPE

EXAMPLES OF HOTEL: PRODE MENU

11



WELCOM DRINK: NGOM-NGAY



AMUSE BOUCHE



**STARTER: LOBSTER
CHAE NAM PLA**

EXAMPLES OF HOTEL: PRODE MENU

12



PLA BU



GOLAE TALAY



PAK MO SAO NAM

EXAMPLES OF HOTEL: PRODE MENU

13



RUN JUAN



KUA HAM



JAEW HON

EXAMPLES OF HOTEL: PRODE MENU

14



**BLACK CHICKEN
CONGEE**



TAO THEUNG

EXAMPLES OF HOTEL: PRODE MENU

15



AMDAENG MOCKTAIL



**DARK CHOCOLATE
WITH INDIAN MINT**

THAI FOOD WITH LOCAL PARTICIPATION

16



The Motifs Eco Hotel

ต้นแบบโรงแรมยั่งยืนแห่งเมืองจันทน์
ที่หายใจร่วมกับธรรมชาติและเติบโตไปพร้อมชุมชน



- food which relates local food in the area, increases charming for hotel. Esp. using the local material of community around hotel's location.
- Involvement in community economic development.
- Sustainability trends



EXAMPLES OF HOTEL: THE MOTIFS ECO HOTEL

17



**SCENERY AND SURROUNDING OF
HOTEL**



HOTEL BUILDING



**SHARING ECONOMY
APPLIED WITH HOTEL
ADMINISTRATION**



MINI LOCAL STATION

EXAMPLES OF HOTEL: **MELIA HOTEL, CHIANG MAI**

18



MELIA HOTEL AT CHIANG MAI



**CHEF BILLY WITH 360
DEGREE CUISINE**



**MATERIALS FROM
HOTEL'S FARM AND
NEARBY**



KHAO LAB HOR KUNG

