

TOURIST BEHAVIOR AND FOOD TOURISM ACTIVITIES

SUCHITRA RIMDUSIT

Suan Sunandha Rajabhat University
E-mail: sujitar.su@ssru.ac.th

Abstract - The study of subject Tourist Behavior and Food Tourism Activities. Objective to study tourist behavior on Food Tourism. This study using quantitative research. The samples were 400 Thai tourists. The instrument used to collect the data was a questionnaire. It was found that the majority of Thai tourists who answered the questionnaire were female rather than male. Most ages are between 15-25 years old, most tourists are students. The average monthly income is less than 10,000 baht. Education at the undergraduate level.

The result of the study of tourist behaviors on food tourism activities is found that most tourists use travel time. 1-2 days per session. And most tourists travel for leisure. The tourists choose to eat mostly central Thai food. The tourists will always eat Thai food when traveling. The reason why tourists choose Thai food because of the taste of Thai food. In addition, the cost of Thai meals per meal is less than 100 baht. The activities that tourists choose to do in food tourism was tasting Thai food.

Index Terms - Behavior, Thai food, Tourism

I. INTRODUCTION

Thai food is well known among Thai and foreign tourists. Thai food is a reflection of the culture of eating. Including the transfer of wisdom and way of life of the Thai people as well. From the selection of raw ingredients to the unique in each locality. To the process of decorating the decoration of the wisdom of the Thai people to create dishes. To taste delicious and famous in the tourists. At present, food tourism is receiving attention in many countries.[1]

From the tourist's travel situation in the global food tourism. The World Tourism Organization has found that. Food tourism generates revenue of \$ 150 billion. The three most popular tourist destinations are the three most popular tourist destinations: Spain, France and Italy.

The food tourism situation in Thailand. The three most popular tourist destinations are the Chinese tourists. British tourists and Russian tourists. The motivation for traveling to Thailand is partly due to the uniqueness of Thai food, the diversity of food, and the unique character of each locality. Make a meal of different foods according to the ingredients to cook. The taste is unique to each type of food. The most popular Thai food from foreigners are: Tom Yum Kung, Green Curry with Pad Thai, Fried Basil with Red Curry, Roasted Duck with Lemongrass, Roasted Chicken with Salad, Stir Fried Chicken with Mango and meat fillets according to reports of Global Report on Food Tourism (2012) TAT Review Magazine Issue 2/2017 [2]

For the reasons mentioned above, the researcher is interested in research. "Travel behavior and food tourism" to study tourist behaviors related to food tourism and to study tourist food tourism activities.

II. MATERIALS AND METHODS

A. Objective of Research

The objective of this research is to study food tourism behaviors of tourists.

B. Research Methodology

The study on tourism behavior toward food tourism was a quantitative research by studying and collecting data from document research and survey research. This research mainly aimed to find guideline to develop food tourism in Thailand.

In collecting data, the researcher divided the study into 2 parts: Part 1 was the document research or the secondary research concerning food consumption, service marketing mix concept and motivation theories, research related with food tourism; Part 2 was the survey research in collecting data on tourism behavior toward food tourism.

The questionnaire was used as the research instrument. The sample of this research was 400 Thai tourists in Bangkok by using Taro Yamane's formula [3] with the reliability of 95 % and at the significant level of 0.05. The questionnaire was divided into 3 parts;

Part 1 the question on the background information including gender, occupation, monthly income and education level. To measure the commandments (Nominal scale) measures the frequency and percentage.

Part 2 the question about the behavior of tourist to travel include the duration of the trip, the purpose of travel, Thai food passion, frequency of eating Thai food, overall cost per meal in Thai dining, decision to choose Thai food, selecting duration to eat Thai food. Part 3 the question on Selection of food tourism activities, i.e., Visiting Food Production, Food tasting,

Eating in authentic Thai style, Cooking lessons and Buying a food tour.

The character in Part 2-3 are a measure of a Rating Scale, which is a measurement of interval scale has 5 levels (Rensis A.1961) [4]

Level 5	means	the most
Level 4	means	much
Level 3	means	moderate
Level 2	means	less
Level 1	means	the least

The average level is divided into 5 levels.

4.21-5.00	mean	the most
3.41-4.20	mean	much
2.61-3.40	mean	moderate
1.81-2.60	mean	less
1.00-1.80	mean	the least

The result is displayed used were mean and standard deviation.

III. RESULT

The research about "Tourism Behavior toward Food Tourism" The purpose was to study the behavior of tourists on food tourism, and to study food tourism activities model for applied to benefit of Thailand tourism. This is a quantitative research. The instrument used to collect data was a questionnaire. The background information of the respondents; gender, age, Occupation, monthly income and educational level was shown by frequency and percentage in Table I

Background Information	Frequency	Percentage
Gender		
Male	106	26.5
Female	294	73.5
Age (years old)		
15-25	245	61.3
26-35	44	11.0
36-45	47	11.8
46-55	44	11.0
56 up	20	5.0
Occupation		
Student	238	59.5
Government officer	78	19.5
Cooperate officer	22	5.5
Private business	47	11.8
Unemployed	15	3.8
Monthly income (Baht)		
Less than 10,000	232	58.0
10,001-20,000	63	17.3
20,001-30,000	74	18.5
30,001 up	25	6.3
Education level		
Less than Bachelor's degree	91	22.8

Bachelor's degree	271	67.8
Master's degree	37	9.3
Ph.D degree	1	0.3
Total	400	100

Table I
FREQUENCY AND PERCENTAGE OF BACKGROUND INFORMATION OF THE RESPONDENTS

It was found that the majority of Thai tourists who answered the questionnaire were female rather than male. Age is between 15-25 years old, most tourist are students. Monthly income is less than 10,000 baht. Education level at the Bachelor's degree level.

The study of tourist behavior and food tourism activities are shown in Table II

Tourist Behavior on Food Tourism	Tourist Behavior on Food Tourism Level		
	\bar{x}	S.D.	Interpretation
Time to travel each time			
1-2 days	3.70	1.13	much
3-4 days	3.22	1.03	moderate
5-6 days	2.37	0.99	Less
7 days or more	1.92	1.08	less
Purpose of travel			
Vacation	4.31	0.90	much
Business	2.20	1.17	Less
Conference	2.32	1.12	less
Visit relatives	3.57	1.08	much
Thai food that you like to eat			
Central Thai Cuisine	4.22	0.80	The most
Northern Thai Cuisine	3.18	1.20	Moderate
Southern Thai Cuisine	3.18	1.25	Moderate
Southeast Thai Cuisine	3.80	1.14	Much
Frequency of eating Thai food per week			
Every time	4.31	0.85	The most
1-2 times a week	3.27	1.23	Much
3-4 times a week	3.22	1.15	Moderate
5-6 times a week	3.37	1.24	Much
Costs per meal served Thai food (Baht per meal)			
Less than 100	3.71	1.22	Much
100-500	3.48	1.15	Much
501-1,000	2.55	1.27	Less
1,001-1,500	2.07	1.18	Less
1,501 baht and more	2.09	1.32	Less
Reason to choose Thai Food			
Delicious	4.49	0.74	The most
The unique identity	4.16	0.79	Much
Not too expensive	4.17	0.88	Much
Good location and atmosphere	3.85	0.91	Much
Variety of food	4.10	0.88	Much
Time to choose Thai food			
Breakfast	3.85	1.01	Much
Lunch	4.15	0.88	Much
Dinner	4.12	0.95	Much
Supper dinner	2.51	1.30	Less

Table II
Mean and standard deviation of tourist behavior on food

tourism.

Table II The result of tourist behavior toward on Food tourism. It is divided into the following behaviors:

1. Time to travel each time. It was found that the majority of travelers used to travel for 1-2 days ($\bar{x} = 3.70$), followed by 3-4 days ($\bar{x} = 3.22$), 5-6 days ($\bar{x} = 2.37$) and 7 days and more than 7 days ($\bar{x} = 1.92$)
2. Purpose of travel. It was found that tourists traveled for the purpose of traveling ($\bar{x} = 4.31$), followed by traveling to their relatives ($\bar{x} = 3.57$). The objective was to attend the seminar ($\bar{x} = 2.32$) and The purpose of doing business ($\bar{x} = 2.20$)
3. Thai food that you like to eat. Most tourists chose to eat Thai food in the central region ($\bar{x} = 4.22$), followed by Northeastern Thailand ($\bar{x} = 3.80$), northern and southern ($\bar{x} = 3.18$)
4. Frequency of eating Thai food per week. The majority of Thai tourists visited Thai food ($\bar{x} = 4.31$), followed by Thai food frequency 5-6 times per week ($\bar{x} = 3.37$). Week ($\bar{x} = 3.27$) and frequency of eating 3-4 times a week ($\bar{x} = 3.22$)
5. Costs per meal served Thai food. The average Thai food consumption was less than 100 baht per meal ($\bar{x} = 3.71$), followed by Thai food from 100-500 Baht per meal ($\bar{x} = 3.48$). ($\bar{x} = 2.55$). Thai food was paid at 1,501 Baht per meal ($\bar{x} = 2.09$) and Thai food was between 1,001-1,500 Baht per meal ($\bar{x} = 2.07$)
6. Reason to choose Thai Food. Thai food has a good taste ($\bar{x} = 4.49$), followed by Thai food because it is too inexpensive ($\bar{x} = 4.17$). Thai food is unique ($\bar{x} = 4.16$) Thai food has a variety of food choices. ($\bar{x} = 4.10$) and tourists chose Thai food by location and atmosphere ($\bar{x} = 3.85$)
7. Time to choose Thai food. Most tourists choose Thai food for lunch ($\bar{x} = 4.15$), followed by dinner ($\bar{x} = 4.12$), breakfast ($\bar{x} = 3.85$), and Thai food for dinner (after 21.00 p.m.) ($\bar{x} = 2.25$)

activities.

From Table III The result of selection of food tourism activities. It was found that tourists selected food tourism activities ; Food tasting ($\bar{x} = 3.36$) followed by Eating in authentic Thai style ($\bar{x} = 3.22$) and Visiting Food Production ($\bar{x} = 2.93$) ,Cooking lessons ($\bar{x} = 4.31$) and Buying a food tour($\bar{x} = 4.31$)

DISCUSSION

The research on Tourist behavior and food tourism activities. The samples were 400 Thai tourists. The data were collected by questionnaire. It was found that the majority of Thai tourists who answered the questionnaire were female rather than male. Most ages are between 15-25 years old. Most tourists are students. Monthly income is less than 10,000 baht. Education level at the undergraduate level.

The study of tourist behavior and food tourism activities showed that The time it takes for tourists to travel most 1-2 days per trip. The purpose is to travel to most travel for leisure. The tourists choose to eat mostly central Thai. The tourists will always eat Thai food when traveling. The reason why tourists choose Thai food because of the taste of Thai food. In addition, the cost of Thai meals per meal is less than 100 baht. The activities that tourists choose to do in food tourism is tasting Thai food. According to the research is based on the research of Benyapha in Pho Thong and Prof. Dr. Sombat Kanchanakij (2560). [5] Behavior and Satisfaction of International Travelers with Thai Food Along the Thai Way Bangkok. The study found that most international tourists came to Bangkok for 2-3 times, less than 5 days to Bangkok. The purpose is to travel to Bangkok for tourism. Mostly like to eat Thai food. Frequency of Thai food along the Thai way 2-5 times, the total cost per meal in the Thai food on the Thai Baht between 51-100 Baht experience have eaten Thai food in other countries outside Thailand. Tourists have decided to eat Thai food along the way. The satisfaction of foreign tourists about Thai food along the way. It is in a high level in terms of food and taste, service providers, location and equipment, and flavouring.

CONCLUSIONS

The study of the subject. "Tourist behavior and food tourism activities " to know that. Tourists choose Thai food from the taste of food. Therefore, the management of food tourism should focus on the raw materials for cooking, should choose quality raw materials while cooking, it tastes good. The most tourists often travel on food tourism mostly like to eat Thai food.

Model of food tourism activities	Level of Selection of food tourism activities		
	\bar{x}	S.D.	Interpretation
Visiting Food Production	2.93	1.16	Moderate
Food tasting	3.36	0.98	Moderate
Eating in authentic Thai style	3.22	0.96	Moderate
Cooking lessons	2.56	1.20	Less
Buying a food tour	2.20	1.19	Less

Table III
Mean and standard deviation of Selection of food tourism

REFERENCES

- [1] Poonsup Setsri, Four Regional Thai Food with Cultural Tourism, Suan Sunandha Rajabhat University, Bangkok, Thailand. 2018.
- [2] Global Report on Food Tourism, TAT Review Magazine, vol. 2, 2017.
- [3] Taro Yamane. Englewood Cliffs, New Jersey : Prentice-Hall, Inc., pp.x-405, 1967
- [4] Likert, Rensis A, New Patterns of Management. New York: McGraw-Hill Book Company Inc. 1961
- [5] Benyapha Yoopthong. A Behavior and Satisfaction of International Tourist toward Thai Street Food in Bangkok Metropolis, Theses and Dissertations; Chulalongkorn University.
<http://cuir.car.chula.ac.th/handle/123456789/45780>, 2015.

★ ★ ★