

UPGRADING THE CREATIVE TOURISM ROUTE THROUGH LOCAL FOOD PROMOTION IN WEST COAST LINE.

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ABSTRACT

Upgrading the Creative Tourism Route through Local Food Promotion in West Coast Line to explore and study the creative tourism business model through local food culture in the West Coast Royal Coast region. West Coast Tourism covers 4 key provinces, namely Phetchaburi, Prachuap Khiri Khan, Chumphon and Ranong.

By developing and raising tourism, consisting of the Study of secondary data related to the concept of tourism development and tourism integration in relevant areas. As well as listening to opinions from relevant people in the area. By analyzing and synthesizing local food data from surveys of creative tourism routes both local food and local food of the study area A group of provinces in the west coast region or the Royal Coast. To find a suitable business model in the path by collecting data from tourists' queries along with the tourism route Use sampling techniques Regardless of the convenient probability of random picking because the tourists in the area are diverse and inconsistent, such as Thai tourists, foreigners, locals, and people outside the area.

Found that all the villages have similar characteristics, namely each village. There is a good area. Sometimes people in the village see it as a normal thing and therefore do not put it as a selling point in tourism. As well as the lack of public relations that is widely available to the public. Therefore, if relevant agencies will strengthen the tourism community must strengthen knowledge in marketing and public relations for the people in the community. And creating public relations media for the public to know to promote tourism to be more efficient also, things that prevent certain people in the community from paying attention to tourism. The main occupation is agriculture, so do not see the importance of adding value or pulling agriculture to travel.

Keywords: Creative tourism, Local food, and the west coast

INTRODUCTION

In the past several years, Thailand has earned income from foreign tourists of approximately 527,000 million baht or 8.5 percent of the value of exports. Or 5.8 percent of Gross National Product (GDP) (National Tourism Development Plan, 2012-2016). In 2012, an estimated 19 million foreign tourists were visiting Thailand in 2019 with Come to visit more than 23 million people. And excluding the growing number of domestic tourists due to the ability to access tourist information sources Accommodation of modern tourists today who can plan their travel routes by researching tourism information on the internet and various types of social media. Make the popularity of self-tourism instead of tourism by using services from domestic tour companies is increasing.

For the above reasons, it leads to specialized tourism which is specific to a particular market segment. It is a small group of tourists that focuses on travel experiences for specific interests and motivations from one's interest in a particular activity. The satisfaction of

tourists is not at the place or service for tourism. It is in the tourism activities and personal experiences that each person will receive. Examples of tourist-specific tourism that have received attention from specific market groups include cultural tourism, tourism for participation in competitions, or sports training for adventure tourism, and food tourism.

For food tourism or food learning tourism is another form of tourism that is gaining popularity because eating activities are an activity that tourists give priority. In tourism, Thailand has become famous for food for a long time and has become a part of tourism culture. Including food is a popular product for tourists to buy as souvenirs or souvenirs as well. Tourism activities for learning about food have received quite a lot of attention and are continuously growing. Because tourists will have experience in activities Tasting and eating food which is an activity that he already likes.

For the West Coast Royal Coast (Phetchaburi province Prachuap Khiri Khan Province, Chumphon Province and Ranong Province. It is very interesting because aside from the said region near to Bangkok Travel conveniently and can plan travel within one day. It is also a source of abundant agricultural raw materials is a local source of food and desserts with a long history. A survey by Thailand Development Research Institute 2011 found that local Thai food is common in all sub-districts of different provinces. In the western region make the opportunity to develop creative tourism through local food in the western region of Thailand more likely and able to develop sustainable tourism in the future. Therefore, if the tourism model has local wisdom hidden Combined with the creative tourism model, will create links and transfer spatial information to various groups Related throughout the production chain Marketing and various services And understand the way of life, traditions, culture and local wisdom of each locality very well

The researcher will research by studying and surveying creative tourism information through local food on the west coast of Thailand. As well as studying tourism situations to analyze strengths, weaknesses, opportunities, and obstacles to be used in the development of new business models that help promote the said tourism model

OBJECTIVE

To explore and study the creative tourism business model through local food culture in the West Coast Royal Coast region

METHODOLOGY

This research is to build and upgrade the creative tourism route through local food. In the west coast region of the Royal Coast. The study is divided into 3 parts.

Phase 1: Conducting a Survey Research relevant secondary data from documents, writings, textbooks, journals, researches, as well as relevant internet information. Then processed to find the definition of local food and business related to creative tourism through local food in the area. After that, the primary data will be collected from the relevant locations, such as the source of raw materials. Food production premises, restaurants, gift shops Tourist spots about food to be used as a source of information for the research process in the next phase.

Phase 2: Create a creative tourism route through local food in the Royal Coast West Coast region by analyzing the synthesis of relevant locations based on the identity of local food from the survey data. Research to assess the potential and possibilities of being part of the tourism route

Phase 3: Assessing creative tourism routes through local food in the area from the participants of all regions, including Thai and foreign tourists Experts in tourism, tour

companies, government agencies and private sector involved. It will use representatives from the above groups to help each other to participate in critiques. To get an appropriate approach. The feedback received will summarize recommendations and policy information to develop and build a creative tourism route through local food in the West Coast region.

The operation of each section is detailed in the research process as follows:

Phase 1 is a study of the potential of tourism routes for food learning. By starting with the survey, collecting data and knowledge of Thai food By studying the well-being And local food and local food Food-related stories such as food and festivals, traditions, and local food history in the West Coast region of the 4 provinces (Phetchaburi Province Prachuap Khiri Khan, Chumphon and Ranong). Once the information has been obtained Bring the data to analyze for food identity of the area and the research team will survey the area to find primary data By surveying tourist attractions related to local food Festival of traditions in the area related to food Or festivals that require special food in festivals And seasonal only By limiting the scope of population education as follows.

- The group of producers of food ingredients, such as owners of coconut plantations, sugar plantations, fisheries, and rice fields. Rice in the western region is a keeper and inherited local knowledge in the production of ingredients used in cooking such as jiggery, coconut sugar, coconut milk, vegetables and fruits grown in the area. Which is an important raw material of local Thai food
- Local housekeeper groups which are a keeper and inherited Thai and local wisdom in making Desserts, a traditional Thai cooking process.
- Knowledge groups and community leaders who can transfer knowledge of culinary wisdom and Local life.
- Government agencies that support and promote tourism in areas in the coastal region Western Royal Coast, including the Tourism Authority of Thailand in the area Provincial Commercial Office Provincial Tourism Office.
- Tour operators both in the area and companies with offices in Bangkok that have the target market are tourist groups that are interested in specialized tourism, both Thai and foreigners.

After surveying the area will conduct the analysis of important issues, classify the data and analyzing qualitative data, including SWOT Analysis, to identify the strengths, weaknesses, opportunities, problems, and obstacles to food learning. Focus on local food wisdom and cultural traditions related to food In the 4 coastal provinces of the Royal Coast

Field study

By surveying the field area By surveying information about Thai food in the area and tourist attractions related to tourist attractions Festival of traditions in the area related to food Or festivals that require special food in festivals And seasonal only The scope of the field study is as follows.

Sampling method

Since this research is qualitative research which the information needed is qualitative data, i.e. knowledge, expertise and the experience of those who know the samples were knowledgeable persons in food. And culture related to food in each province. Therefore uses the purposive sampling method. By focusing on the target group with knowledge Local food And related to the tradition Local culture By using snowballing sampling techniques and by searching for people in various fields from documents Hearsay from relevant parties And suggesting the next contributor Until obtaining the crystallized data.

RESEARCH METHODOLOGY

This field survey emphasized qualitative data, which is the knowledge, wisdom, expertise, and experience of the sample. Or important informant Semi structure in-depth interview, in which interviewees specify issues in the interview and participatory observation is a way to obtain that information by doing it with the informant.

Research tools

Interview issues and issues of observation as determined by the researcher from the research conceptual framework and the results of secondary data studies

Data analysis

After field data collection the interview notes are verbatim and content analysis is used to analyze the text. And important issues that appear in interviews and classify the information and establishing tourism concepts for learning about food Focus on local food, food wisdom and culture related to food. In the 4 coastal provinces of the Royal Coast (Phetchaburi Province Prachuap Khiri Khan, Chumphon and Ranong) and set tourist points of interest and tourism routes that are in line with food culture

Phase 2: Determining creative tourism spots through local food in the west coast region of the Royal Coast. And space exploration by brainstorming ideas within the research team to remove knowledge And food identity to tourism Build and develop creative tourism routes through local food. In the West Coast region of the Royal Coast

Phase 3 Assessing creative tourism routes through local food in the area in which, after determining the creative tourism route through local food in the west coast region of the Royal Coast and then deliver the route to those involved within the area to assess the suitability

To use the information and recommendations from the assessment to improve the route to be more suitable Target population groups for potential evaluation are Travel expert Travel agencies and tourists who are interested in specialized tourism. Or new tourism

RESULTS

The research, survey, and study of the creative tourism business model through local food culture in the Royal Coast West Coast. The research results can be summarized as follows: Is a study of the potential of tourism routes for food learning, starting with the survey, data collection and knowledge of Thai food By studying the well-being And local food and local food Stories about food such as food and festivals, traditions History of local food in the 4 coastal provinces of the Royal Coast (Phetchaburi Province Prachuap Khiri Khan, Chumphon and Ranong) can be summarized as follows

Local food information in the area Food and raw material information that is unique in each area can be used to define tourism concepts for learning about food Follow the creative tourism path through local food. In the west coast region of the Royal Coast, where tourism is defined for food learning

Divided according to the topography of each area, which can reflect the way of life of the people from the past to the present. Because topographical and geographical features are indicators of natural resources that exist in each locality And also determines the livelihood and livelihood patterns of the villagers as well

The main concepts of tourism for food learning Found that food occurring in various provinces Will be consistent with the raw materials in the area, both in terms of food and wisdom, For the most part, the way of life of the villagers will choose to process food according to their original raw materials in each area and will be a crop that can be cultivated and obtained from freshwaters, such as rice, vegetables, fruits, bamboo shoots, mushrooms, and pineapples. Freshwater, marine life such as seafood, mackerel, various kinds of shellfish and coconut, etc.

CONCLUSION

What every village looks similar to is each village. There is a good area. Sometimes people in the village see it as a normal thing and therefore do not put it as a selling point in tourism. As well as the lack of publicity that is widely distributed to the public. Therefore, if the relevant agencies will strengthen the tourism community must strengthen knowledge in marketing and public relations for the people in the community. And creating public relations media for the public to know.

Moreover, The community-based tourism management of OVC has been conducted based on the principle of 4P consisting of P : Place or tourist attraction aspect - Ban Ngao Village has its potential to be developed as a tourist attraction since there are many attractive unique destinations i.e. the elegance of the tin Buddha statute, Wang Matcha Aquatic Park having various kinds of fresh fish by which tourists can enjoy fish feeding, a local museum displaying a variety of utensils used in the past until present which is a tourist's learning source, in line with the study of Supattra Pranee (2019) on "Community-Based Tourism Model of OTOP Village Champion (OVC): A Case Study of Hat Sompan Village, Ranong Province" in view of P or product development aspect ; in other word, Ban Ngao Village has a well-known unique OTOP product, the cashew nut which is a local fruit processed to be an outstanding OTOP product of the village as well as various types of seafood which is in line with the study.(Supattra Pranee ,2019)

To promote tourism to be more efficient Also, things that prevent some people in the community from paying attention to tourism Since the main occupation is agriculture, so do not see the importance of adding value or pulling agriculture to travel.

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