

# **TOURIST INDUSTRY PROMOTION: AIM TO INTRODUCE THAI FOODS MATCHING WITH NORTHERN PROGRAM'S TOURS TO SERVE SUSTAINABLE TOURISM**

by

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## **ABSTRACT**

The promotion of Tourist industry and “Thai food to the world” became as an impacted of socioeconomic development in Thailand, due to the tourist industry had become important part to bring about the economic growth in Thailand, included such businesses; hotels, restaurants, logistic and souvenirs’ business. Which stake holders of the whole process of tourist industries of government and privates sectors needed to concern to encourage tourist destination, to say longer and to satisfy traveling in Thailand. The objective of the study was to find 1) To survey tours’ companies in Thailand located in such part of the nation 2) To survey the symbol and characteristic of food in the Northern provinces of Thailand, in order to indicate as culinary tourism in the future and 3) To survey local ingredients and cooking style of Northern foods, which indicated as symbol and characteristic of food in the Northern provinces of Thailand. The population was tours companies’ owners and restaurants’ owners. Tour’s companies registered list with Thai Tourist Office, traveling brochure and Interviewing was tool for data collection. The result of the study revealed that all most half of the tours’ companies in the Thailand had established in Bangkok and central part of Thailand, most of the tourists always stop in Bangkok, then extend traveling to the country side later. Northern provinces of Thailand, had divided into 2 parts of 1) upper Northern provinces, which had related history of Lan-Na territory, Chiangmai was the capital. They had their own language, culture and ceremony. 2) Lower Northern provinces had related history of Sukhothai regime. Symbol and characteristic of food in the Northern provinces of Thailand, in order to indicate as culinary tourism in the future found that; upper Northern provinces had influenced by Lan-Na regime with menus, ingredients and cooking processes. “Khan-Tok dinner” was represented with Lan-Na food. Lower Northern provinces served Sukhothai soup noodle, Cha-kang-laos soup noodle and Khao-kab. Northern provinces always served meal with crispy pork skin. Local ingredients and cooking style of Northern foods, which indicated as symbol and characteristic of food in the Northern provinces had separately different. Northern part of Thailand had such different kind of fruits and vegetable, which could be promoted as tourist destination for the Northern tour routing in future. Promotion of tourist industry with foods concern, as the symbol of Northern provinces, because those foods known as delicious for most of the customers, neat or interesting presentation and easy to promote as symbol of the places, but the local foods with special need to learn with special taste and aroma would be second step for the tourists whom need to gain in-depth of Northern culture experiences. As Thai foods had good reputation in part of Thai culture, for the future tourist promotion we may concern to add up foods to promote tourist industry in Thailand.

## **KEYWORDS**

Tourist Industry Promotion, Thai Food, Sustainable Tourism

## **INTRODUCTION**

The promotion of Tourist industry and “**Thai food to the world**” became as an impacted of socioeconomic development in Thailand, due to the tourist industry had become the most important part to bring about the economic growth in Thailand with related to such businesses; hotels, restaurants, logistic, souvenirs and all of tourists attraction’s businesses. Which stake holders of the whole process of tourist industries of government and privates sectors needed to concern to encourage fruitful tourist destinations to continue remaining of good quality and top grade of tourist destination for all the tourists around the world, to say longer, to satisfy traveling in Thailand in all kind of activities and by the same time serve individual and community development as sustainable development for long future.

In 2009 tourist industry had brought about the economic growth more than 17,577 million USD, or about 8.5 % export value in Thailand. The tourist industry had employed more than 2 million labors or 5.8 GDP, (Thammasart University, 2009) which absorb unemployed condition in high level.

Thailand had the advantages of tourist destination such as; natural sightseeing, historical, cultural and specifically cities sightseeing. The tourist industry in Thailand had developed furthered tourist destinations in such perspectives; adventure tourism, ecotourism, spiritual tourism, sport tourism and health tourism. The strategic to develop tourist industry in Thailand Act of Economic and Social Development in 2012-2016 concern the sustainable development in all sectors, (The ministry of tourism and sport, 2011) value added of tourist products through the idea of creative economic and innovation tourist destination development became necessary, to chair community responsibility to serve sustainable tourism, such as the promotion activities for local tourist attractions; home stay by community's management and local products development as One Tambol (district) One Produce (OTOP), in order to serve lifelong learning and sustainable development, according to the Thai Present King expression of "Blow up from inside, an idea to develop human and community as sustainable development" (The Chaipattana Foundation Jurnal: 2003). Then the research of "Tourist Industry Promotion: Aim to Introduce Thai Foods Matching with Tours programs to Serve Sustainable Tourism" is necessary, in order to introducing Thai foods or Thai culinary as tourist destination was necessary to maintain tourist to stay longer period of time, to satisfy of traveling and staying in Thailand.

The objectives of this study are: 1) to survey tours' companies in Thailand located in such part of the nation, 2) to survey the symbol and characteristic of food in the Northern provinces of Thailand, in order to indicate as culinary tourism in the future, and 3) to survey local ingredients and cooking style of Northern foods, which indicated as symbol and characteristic of food in the Northern provinces of Thailand

## **KNOWLEDGE AND THEORIES SUPPORTED**

1. Knowledge management of local Thai food to support tourist industry had done within 5 steps; 1) Exploration local wisdom and knowledge within normal life style, then capture and synthesis knowledge with the history, community's interests and the state of the evidences to 2) Identify and organize the data, then focus group and 3) Exchange and apply knowledge with the subject matters in the community for conclusion of the explicit knowledge 4) Transfer and share knowledge with various medias 5) Collect and store knowledge as best practice for the nation database and as lesson to learn in future (Henrie and Hedgepeth, (2003), Nonaka and Takeuchi, (2004), Vichan Panich, (2002), and Pravet Vasri, (2002).
2. Self – sufficient economy theory: means "Having enough to live on and to live for". His Majesty King Bhumibol Adulyadej, the present King of Thailand said, (The Chai-Pattana Foundation: 2003). The theory was promoted to guide Thai people to the concerns of living for oneself and to not cause problems to others. The main concept was to convince Thai people to be conscious by working to support oneself, then form a social network for the others' needs, such as to sell whatever has been leftover. One of the concepts of sustainable development in Thailand.
3. Thailand country divided in to 5 parts of Northern, Northeastern, Central, Eastern and Southern provinces, within 77 provinces.
4. Eating out always done for tourist activities, nearly a hundred percent of tourists dine out whenever they traveling and the local foods was one of the motivating factor in choosing a tourist destination. (Craig Schmantowsky, 2012)
5. World standard concerned: as we had learned that, "We are what we eat" meant that if we consumed healthy food, bring us good health, not to get sick, have happy life, safe individual and safe government budget to pay hospital expenses. Those concerned also met the International Standard Organization's requirement for the global business as well as could be part of the culinary tourism in future.

## METHODOLOGY

### Population/sampling size

The population was tours' companies' owners and restaurants' owners in the Northern provinces in Thailand, within 14 provinces.

- Upper Northern provinces include 8 provinces; Chiangmai, Chiengrai, Mae-Hongson, Pra, Nan, Payaow, Lampang and Lamphoon

- Lower Northern provinces include 6 provinces; Sukhothai, Pissanulok, Ud-Taradit, Tak, Kampanget, and Pechaboon

### Tool for data collections

Tour's companies registered list with Thai Tourist Office, traveling brochure and Interview form was tool for data collection.

### Statistical analysis

Frequency, percentage, means and standard deviation was statistical tool for data analysis.

## RESULTS

The result of the study revealed that all most two fifth of the tours' companies in the Thailand (39.10%) had established in Bangkok, the capital of Thailand. More than one third (35.41%) established in the Southern part of Thailand, and 17% were established in the Northern part of Thailand. (Table 1)

**TABLE 1**  
**TOUR'S COMPANIES ESTABLISHED IN THAILAND**

N=3506		
<b>Tour's companies in Thailand</b>	<b>Amount</b>	<b>Percentage</b>
Bangkok	1371	39.10
Central part of Thailand	159	4.54
Upper Northern provinces	437	12.46
Lower Northern provinces	54	1.54
Upper Northeastern provinces	26	0.75
Lower Northeastern provinces	41	1.17
Eastern provinces	175	4.99
Western provinces	1	0.03
Upper Southeastern provinces	275	7.84
Lower Southeastern provinces	967	27.58
Total	3506	100.00

There were almost a half of the tour's companies in Thailand located in the central part of Thailand (43.94%), which Bangkok is the capital, more than one third of the tour's companies located in the southern of Thailand (35.42%), according to the interviewing of the tour's companies owners, found that, most of the tourists always stop in Bangkok, then extend traveling to the country side later, even though the tourists always traveling to the northern part of Thailand, but, still purchased programs tours form Bangkok.

Southern provinces had more tour's companies, was changed because of direct flight to the South of Thailand, then the tourist could fly directly to southern part instead of starting from Bangkok, also due to the good reputation of tourist destination in the southern part, such as Puket, Krabi and Trang with beautiful natural resources and peaceful beach. Eastern provinces became to have more tour companies might be because of the government indicated the Eastern part of Thailand to be manufacturing and heavy industry plant, which effected to the economic growth and more International companies from abroad came to settle heavy industry plant, in the Eastern part of Thailand. In the Northeastern part of Thailand indicated as not wealthy area for years, because of the low quality of soil land and limited of rain water for cultivation, but the government had improved infrastructure and so on, then in the future after the people

had gained income and economic of family and community, then the tour's company my establish more in the future. (Table 2)

**TABLE 2**  
**TOUR'S COMPANIES LOCATED IN THE DIFFERENT PART OF THAILAND**

<b>Tour's companies in Thailand</b>	<b>Amount</b>	<b>Percentage</b>
Bangkok and Central part	1531	43.94
Northern provinces	491	14.00
Northeastern provinces	67	1.92
Eastern provinces	175	4.99
Southeastern provinces	1242	35.42
<b>Total</b>	<b>3506</b>	<b>100.00</b>

Northern provinces of Thailand, had divided into 2 parts of 1) upper Northern provinces included 8 provinces; Chiangmai, Chiengrai, Mae-Hongson, Prae, Nan, Proyao, Lamphoon and Lanmpang provinces. These 8 provinces located in the hill and mountain sight areas, which separated by the geography themselves. These 8 provinces also had related history of Lan-Na territory, which Chiangmai was the capital. They had their own speaking and writing language, culture and ceremony, before became ruled by the Ayuthaya and Rattanakosin regime of Siam, then the country of Thailand. 2) Lower Northern provinces included 6 provinces; Sukhothai, Pissanulok, Tak, Kampanged, Ud-Taradit and Pechaboon provinces. These 6 provinces located geography in flat land, but only Pechaboon province, located in the hilly and mountain area. All the 6 provinces in lower Northern provinces had related to the history of Sukhothai regime, and Sukhothai was the capital of Thailand for 213 years, at Christian era of 1157-1370 (the country of Siam, then Thailand was ruled by Sukhothai regime, then Ayuthaya regime, Thonbury regime and Rattankosin, at the present). The characteristic of language and human being of people at the lower Northern was quite different from such characteristics in the upper Northern part of Thailand.

Symbol and characteristic of food in the Northern provinces of Thailand, in order to indicate as culinary tourism in the future found that; foods and characteristics of upper Northern provinces had influenced by Lan-Na regime with menus, ingredients and cooking processes. 10 menus of foods in the upper Northern provinces shown as the following; Khao-soi (noodle served in curry soup), Nam-ngew, Hung-ley curry, Sai-uaow (Thai northern sausage), Care curry, Lab, Ho curry, Nampic-Ong dip, Nampic-Noom dip, and Oorm curry. In the upper Northern provinces people always eat glutinous rice (sticky rice) instead of steam rice. "Khan-tok dinner" very well-known of Lan-Na food, was served as a set of dinner for individually, the foods served in "Khan-tok dinner" always served Hung-ley curry, Sai-uaow, Nampic-Noom dip or Nampic-Ong dip, Care curry or Oorm curry, Lab and/or Ho curry, to eat with glutinous rice. In the Northern part of Thailand never forget to serve crispy pork skin, to eat as side dish.

Food and characteristic of the lower Northern provinces had influenced with Lan-Na regime not much, it had found that; Khao-soi and Nam-ngew curry serve with fermented noodle had served in every province in the lower Northern provinces, but the taste was difference from the upper Northern provinces, for example Nam-ngew in Chiengrai had stronger taste, with hotter and more taste of favors. The lower Northern food had served with mind taste. But crispy pork skin was always served with both upper and lower Northern provinces. The menu always served in lower Northern were Khao-kab with different way of serving, Sukhothai soup noodle, served more at Sukhothai and Pissanilok provinces and Cha-kang-laos soup noodle, served at Kampangpet province. Both of the noodle cooked from very close of the ingredients and the way of cooking, but; Sukhothai soup noodle served with palm sugar syrup and slice of pork from red sauce. But Cha-kang-laos soup noodle served with boiled mince pork, both of the noodle served with crispy pork skin.

Wichienburi is a district at Pechaboon province, "Wichienburi grill chicken" was one of the very interesting menu, because we could see this kind of grill chicken available on sale along the road every provinces in the Northern part of Thailand.

Local ingredients and cooking style of Northern foods, which indicated as symbol and characteristic of food in the Northern provinces of Thailand.

Ingredients for cooking food in the upper Northern provinces were indicated as northern culture clearly, such as soybean fermented sheet, fresh crab fermented paste, and some spices such as; Ma-Khwan (Rutaceae) and Ma-Lab (Umbelliferae). The cooking processes of upper Northern provinces cooked with low heat and curry with different type of chili paste.

Ingredients for cooking food in the lower Northern provinces were not indicated as northern culture, but mixed with such ingredient, which might influenced by Chinese; such as slice of pork with red sauce and boil minced pork. Ingredients were used for cooking foods and cooking process in the lower Northern very similar to the ingredients and process cooking of the central part of Thailand. But Sukhothai province was well known as “Hoy Kha noodle (hanging leg eating noodle)” by served Sukhothai noodle. This “Hoy Kha noodle” had introduced as the culinary tourism at Sukhothai province for many years, which locate near “Wat Pra Tad”, the most famous temple of Sukhothai province.

“Hill type people” (Minority Group) or (Ethnic Group) are the people who live in the hill and mountain area, mainly live in the Northern part of Thailand, they have their own language, culture and ceremony, (normally believed in spirit or life after dead). There are around 10 groups of hill types people living in Thailand. They called themselves like Karen, Hmong, Lahu, Yao, Akha and Lisu. The population was about 923,257 people, Karen was the biggest group approximately 438,131 people, (Department of Social Development and Welfare, 2002) foods of the hill type people had not introduced in the normal market, they always eat bean, seeds, a lot of vegetable and wild meat, such as sneak

Within 12 months a years in the Northern part of Thailand had such different kind of fruits and vegetable, due to Thailand located in the tropical climate, then suitable to grow many kinds of fruit and vegetable, which could be promoted as tourist destination for the Northern tour routing in future. Promotion of tourist industry with foods concern, could be done as the following; for the new travelers may introduce foods as the symbol of Northern provinces, because those foods known as delicious for most of the customers, neat or interesting presentation and easy to promote as symbol of the places, but the local foods with special need to learn with special taste and aroma would be second step for the tourists whom need to gain in-depth of Northern culture experiences. As Thai foods had good reputation in part of Thai culture, for the future tourist promotion we may concern to add up foods to promote tourist industry in Thailand.

## CONCLUSION

Culinary tourism could be promoted with tourist destination; refer to eating culture and living culture represent to the Northern part of Thailand. Northern foods had their own characteristic worth for purchasing and learning. Northern provinces served meal with crispy pork skin. Local ingredients and cooking style of Northern foods, which indicated as symbol and characteristic of food in the Northern provinces had separately different. Northern part of Thailand had such different kind of fruits and vegetable, which could be promoted as tourist destination for the Northern tour routing in future. Promotion of tourist industry with foods concern, as the symbol of Northern provinces, because those foods known as delicious for most of the customers, neat or interesting presentation and easy to promote as symbol of the places, but the local foods with special need to learn with special taste and aroma would be second step for the tourists whom need to gain in-depth of Northern culture experiences. As Thai foods had good reputation in part of Thai culture, for the future tourist promotion we may concern to add up foods to promote tourist industry in Thailand.

## DISCUSSION

1. Tourist destination of the Northern part of Thailand had such riches capital of natural resource, history, culture, specifically cities sightseeing and specifically sweet human being of smile and invitational characteristic of people.
2. Khao-soi (noodle served in curry soup), Lan-Na food, had been accepted and served in all provinces (14 provinces) in the Northern part of Thailand. This kind of food similar to “Lak-sa” food that represent of Malaysia and Singapore as well. Then this kind of food might be introduced as “ASEAN dish”, in future, because it was accepted and have been eating for at least 3 countries.
3. Sukhothai soup noodle served with palm sugar syrup and slice of pork from red sauce. But Cha-kang-laos soup noodle served with boiled mince pork, both of the noodle served with crispy pork skin. The characteristic of both kinds of noodle, might had influenced by Chinese eating culture, because in those period of Time, Thailand, (as Siam country) had trade and friendship with China. According to the history evident found that in Sukhothai and Kampanget, found several kiln in many place and ceramic had been done in those area.
4. Deep fried crispy pork skin, always served with the meal in all provinces of the Northern provinces of Thailand, which might be influenced by Chinese culture from the old period of time as well, crispy pork skin, served as a side dish, which worth for trying, which would have provide the taster to have more pleasant to eat Northern food. Culinary tourism would remain as good experience to visit Northern part of Thailand and more stories to talk with the friends and family.
5. There were quite big population of the “Hill type people” who live in the Northern part of Thailand, we always see them every sector of sightseeing in the North, We had learned about their culture and living style very limit, in the future, we might get to learn about their eating culture, and introduce as culinary tourism for the Northern.

6. “Wichienburi grill chicken” was one of the very interesting menu, may introduce as the Northern food to eat, while we traveling to the Northern part of Thailand. It was available on sale along the road every provinces in the Northern.

### RECOMMENDATION

1. Culinary Tourism would be another concern for the Thai government, may need to concern to promote foods in the Northeastern part of Thailand to attach the tourists demand and to provide the tourists to have more pleasant to stay longer in Thailand.
2. Culinary Tourism may continue to research, in all part of the nation, to promote tourist industry for Thailand country in the future, due to Thailand have such fruitful natural resource, historical sight, culture in such branches and Thai people have such a specifically to be in tourist services very well.
3. The Northeastern part of Thailand might be another perspective area for the Thai government to concern for sustainable development of people and community, through promotion of tourist industry in future.
4. Research about the “Hill type people” of culture and living style, might be benefit to promote as tourist destination in future.

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