

THE STUDY ON THE MOTIVATION OF TOURISTS FOR GASTRONOMY TOURISM

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ABSTRACT

Abstract—The study of subject the motivation of tourists choose gastronomy tourism. Objective to study motivation of tourists choose to travel with gastronomy 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. Most ages are between 15-25 years old, most tourists are students. The average monthly income is less than 10,000 baht.

The result of the study on the motivation of tourists on gastronomy tourism is found that the most tourists had motivation to choose gastronomy tourism because the taste of food. Subordinate, The location and atmosphere of the restaurant, Prices for gastronomic tours, Variety of food, Service Provider in Restaurant, Variety of flavors of food, Advertising food through social media and Cooking Equipment.

Keywords—Gastronomy Tourism, Motivation, Taste of Food

INTRODUCTION

Food is significant in Thailand, the spices and types of dishes are all part of the Thai identity. The three most popular tourist are the Chinese, British and Russian. Gastronomy tourism is a new trend around the World. Italy, France, and Thailand have become very popularly with their cuisines and attracted many tourists (Karim & Chi, 2010). 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

Thai gastronomy is one of the major forms of tourism in the modern era, which the Ministry of Tourism and Sports is regarded as a governmental agency. It is responsible for the development of tourism in the country. There are plans to develop gastronomy tourism with another; such as agriculture- tourism, Ecotourism, wellness tourism. In addition to develop gastronomic tour routes throughout Thailand.

The Tourism Authority of Thailand (TAT) had launched the Amazing Thailand Tourism Year 2018 with a new concept of "Open to the New Shades of Thailand". This concept will deepen the unique Thai local experience to a million shades of Thailand that give more depth to the presentation of Thailand's tourism, and enhance the country's image as a land of amazing diversity worth discovering further.

For the reasons mentioned above, researcher is interested in research. "The motivation of tourists choose gastronomy tourism" This research mainly aimed to find guideline to develop gastronomy tourism in Thailand.

LITERATURE & THEORY

1.1 Motivation Theory

Lertporn Parasakul (2013) cited that the motivation factors affecting tourism behavior by McIntosh, Goeldner and Ritchie is detailed as follows:

1.1.1 Physical Motivations

It is a basic human need. Which corresponds to the theory of the Maslow has divided the requirements into 5 levels. Physical needs Physiological needs are the order of the lowest order and the basis of life. Biological impetus, such as food demand, water, air, housing, and the environment, such as cleanliness, brightness, good ventilation. Health services. Security Needs are requirements that arise after physical needs are met. Security needs are demanding a stable, secure environment, independent of physical threats or psychological harm. Social Needs are needs that arise after security needs have been met. Social needs are the need to be friendly, relationship with others. Be affectionate and accept from others. Esteem Needs is a person's desire to be self-worth or self-esteem and to be successful, honorable, honorable, and respectful of others. Demand for success in life Self-Actualization Needs are the ultimate human needs. It is a requirement of self-improvement to maximize their potential by recognizing their capabilities. In summary, that are body and mind, health purpose, sport and pleasure.

1.1.2 Cultural Motivations

It is something that tourists want to study other cultures, to find out about the natives of a country such as tourists who travel to admire or study the history of other countries, visit the scenery, art, tradition or lifestyle of the people in the travel country.

1.1.3 Interpersonal Motivations

Interpersonal relationship Including Achievement, relationship and power, including meeting with other people, such as visiting relatives, and to seek new and different experiences.

1.1.4 Status and Prestige Motivations

The need to raise their status to higher prestige, such as doing business abroad. To attend meetings, study or to have the opportunity to go to various activities. This will make a person honored. Have a good society.

METHODOLOGY

The study on the motivation of tourists choose gastronomy tourism was a quantitative research by studying and collecting data from document research and survey research.

In collecting data, 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 report related with food or gastronomy tourism.

Part 2 was the survey research in collecting data on the motivation of tourists choose gastronomy 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 with the reliability of 95 % and at the significant level of 0.05.

The questionnaire was divided into 2 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 motivation of tourists choose gastronomy tourism. The question are consist of The location and atmosphere of the restaurant, Cooking Equipment, Variety of food, Taste of food, Service Provider in Restaurant, Prices for food tours, Advertising food through social media and Variety of flavors of food.

The character in Part 2 are a measure of a Rating Scale, which is a measurement of interval scale has 5

levels (Rensis A.1961)

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 was presented by mean and standard deviations

RESULTS AND DISCUSSION

In presenting results of data analysis and interpretation, researcher analyzed and presented data in descriptive tables divided into 2 parts, that is

Part 1 The background information of the respondents; i.e. gender, age, occupation, monthly income and educational level was shown by frequency and percentage in Table 1

From Table 1 The analysis on background information of the respondents showed that most of them were female 73.5%. Age is between 15-25 years old 61.3%, most tourist are students 59.5%. For monthly income is less than 10,000 baht 58%. Education level at the Bachelor's degree level 67

Table 1
Number and percentage of background information of the respondents

Background Information	Number	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

Part 2 the motivation of tourists choose gastronomy tourism. The question are consist of The location and atmosphere of the restaurant, Cooking Equipment, Variety of food, Taste of food, Service Provider in Restaurant, Prices for food tours, Advertising food through social media and Variety of flavors of food. The result was presented by means and standard deviations in Table 2.

Table 2
Mean and standard deviations of the motivation of tourists for gastronomy tourism

The motivation of tourists for gastronomy tourism	\bar{x}	S.D.	Interpretation
1. The location and atmosphere of the restaurant	4.02	0.93	much
2. Cooking Equipment	3.59	0.92	much
3. Variety of food	3.93	0.70	much
4. Taste of food	4.32	0.73	The most
5. Service Provider in Restaurant	3.86	0.89	much
6. Prices for food tours	3.99	0.87	much
7. Advertising food through social media	3.61	0.91	much
8. Variety of flavours of food	3.83	0.94	much

From Table 2 Result of The motivation of tourists for gastronomy tourism showed that most of them had the motivation for gastronomy tourism was the taste of food (4.32), followed by the motive was due to the location and atmosphere of the restaurant (4.02),The motivation behind the price for food tours (3.99), motivation caused by the variety of foods (3.93), the motivation generated by the service provider in the restaurant (3.86), motivation derived from the flavours of a variety of food (3.83) Motivation caused by advertising food through social media

(3.61) And the motives caused by the equipment used in cooking (3.59)

The study on “The motivation of tourists for gastronomy tourism” could be discussed as follows:

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 Bachelor’s degree level. The tourists will always eat Thai food. The reason why tourists choose Thai food because of the taste of Thai food. 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 Yoophothong and Prof. Dr. Sombat Kanchanakij (2560). 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. Tourists have decided to eat Thai food along the way. The satisfaction level of foreign tourists about Thai food is high. It is in a in terms of food and taste, service providers, location and equipment, and flavouring. As the motivation of the tourist revolves around food, experiencing new tastes, and exploring the history or culture becomes gastronomic tourism (Hall and Sharples, 2003; cf. Chaney & Ryan, 2012).

CONCLUSION AND FUTURE WORK

The study on motivation of tourists on gastronomy tourism to know that the major reason for the tourists choose to travel for gastronomy tourism is 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.

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