

Gastronomy Tourism Business Management of the Communities in Coastal Tourism Area with High Popularity in Thailand for Sustainable Development

Thirawat Chantuk¹, Jittapon Chumkate²

Faculty of Management Science, Silpakorn University, Thailand

Abstract

This research defined 3 procedures of method methodology. The results revealed that menu, ingredients, and cooking provided information on producing local food based on identity of communities in coastal tourism area leading to development of food products from ingredients found in such community whereas uniqueness of community spices must be conserved in order to enable consumers to experience the taste of communities in coastal tourism area. For developing local recipe representing identity of communities in coastal tourism area it could be concluded as follows: 1) For variety of menu, it was required to consider on characteristics of selected food because some community dishes may not be familiar for mass tourists therefore adding normal menu could compensate or add options for consumers. In addition, uniqueness of food from community resources should be maintained and cleanliness should be more emphasized than luxuriousness. For distribution, food should be distributed under “community restaurant”. 2) The recipe for events related to tourism and hotel or resort entrepreneur groups including Kurma Ayum served with roti and soup. The result of potential development for improving knowledge and abilities of personnel in community enterprise on planning tourism program or participating in mutual study trip on creating recipes reflecting identity’s identity could be concluded that travel routes of the community could be divided into 3 styles including: Route 1 – Royal Initiative Projects; Route 2 – community’s way of life; and Route 3 – natural tourism. From the meeting between the working group and the villagers, they had the consistent opinion on participation in management to conserve tourism resources along with development and consideration on effects against tourism resources that may lead to degeneration of attractions. To develop tourism, it was very necessary to gain cooperation from community by providing some opportunities to stakeholders in community to manage the community’s areas and lower poverty while increasing income of local people in order to cause tourism for environmental conservation and sustainable development based on community development.

Keywords: Gastronomy Tourism, Coastal Tourism Area, Sustainable Development