

บทบาทของหน่วยงานภาครัฐและผู้มีส่วนได้ส่วนเสีย ต่อการพัฒนาการท่องเที่ยวเชิงอาหารอย่างยั่งยืน ในกลุ่มนักท่องเที่ยวชาวจีน กรณีศึกษาเทศบาลนครภูเก็ต

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บทคัดย่อ

กระแสการท่องเที่ยวเชิงอาหารและการได้รับรางวัลเมืองสร้างสรรค์ด้านวิทยาการอาหารจากองค์กรยูเนสโกของจังหวัดภูเก็ตถือเป็นโอกาสอันดีในการพัฒนาการท่องเที่ยวอย่างยั่งยืน อีกทั้งการพัฒนาการท่องเที่ยวจะสำเร็จลุล่วงไปได้ด้วยดีหากได้รับการร่วมมือภายในชุมชน โดยเฉพาะอย่างยิ่งจากหน่วยงานภาครัฐ งานวิจัยฉบับนี้มีจุดประสงค์เพื่อการศึกษาบทบาทของหน่วยงานภาครัฐในจังหวัดภูเก็ตต่อการพัฒนาส่งเสริมการท่องเที่ยวเชิงอาหารและเพื่อศึกษาการพัฒนาการท่องเที่ยวเชิงอาหารในกลุ่มนักท่องเที่ยวชาวจีน การวิจัย

เชิงคุณภาพได้ใช้เพื่อวิเคราะห์การศึกษาผ่านการเก็บข้อมูลจากการสังเกตการณ์และการสัมภาษณ์เชิงลึกกับหน่วยงานภาครัฐและเอกชน ร้านอาหารไทยและนักท่องเที่ยวชาวจีนในเขตเทศบาลนครภูเก็ต

ทั้งหน่วยงานภาครัฐและภาคเอกชนมีบทบาทหน้าที่และความรับผิดชอบที่แตกต่างกันไปในการพัฒนาชุมชนและการท่องเที่ยวเชิงอาหารโดยคำนึงถึงความสำคัญและคุณค่าทางวัฒนธรรมเป็นพื้นฐาน ความร่วมมือในด้านอื่นๆ นอกเหนือจากการอบรมให้ความรู้ระหว่างหน่วยงานภาครัฐ ภาคเอกชนและร้านอาหารยังพบเห็นได้น้อย การพัฒนาการท่องเที่ยวเชิงอาหารโดยการวิเคราะห์ผ่านส่วนประสมการตลาดและโมเดล PHUKET ช่วยดึงดูดความสนใจนักท่องเที่ยวชาวจีนได้อย่างมีประสิทธิภาพและช่วยเสริมสร้างความเข้าใจเรื่องวัฒนธรรมอาหารของจังหวัดภูเก็ต

คำสำคัญ: การท่องเที่ยวเชิงอาหาร; วิทยาการด้านอาหาร; หน่วยงานภาครัฐ; นักท่องเที่ยวชาวจีน

The Roles of Government Organizations and Key Stakeholders toward a Sustainable Food Tourism Development of Chinese Tourist Target: Case Study of Phuket Municipality

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Abstract

The trend of food tourism and the announcement of ‘a City of Gastronomy’ by The United Nations Educational, Scientific and Cultural Organization (UNESCO) in Phuket are great opportunities for sustainable tourism development. Success in food tourism development is achieved by mutual co-operation in a community, especially from government organizations. This research aims to study the

roles of Phuket government organizations in promoting and supporting food tourism and to study the development of food tourism in Phuket based on Chinese tourists. A qualitative method was used in this study, collecting data through observation and in-depth interview of government and private organizations, Thai restaurants and Chinese tourists in the Phuket Municipality.

All government organizations and some private organizations have their own responsibilities and roles in social development and food tourism development based on inherent cultural values. Nevertheless, the coordination of the public sector and local restaurants is barely shown in other dimensions except for education support. The development of food tourism using the marketing mix (4Ps) and the PHUKET model could effectively attract Chinese tourists and by promoting a good awareness of the traditional food culture of Phuket.

Keywords: Food Tourism; Gastronomy; Government Organization; Chinese Tourists

Introduction

Food tourism is a new travel purpose and traveling experience gained by exploring the destination's cultures and traditional food. The tourism industry and exports remain significant forces driving Thailand's economy (Kasikorn Research Center, 2018). The majority of tourists in Thailand come from China and there is rapid growth, with 9.81% growth in 2017 (Kasikorn Research Center, 2018). Thai traditional food has been recognized as one of the most flavorful and delicious cuisines in the world.

Phuket is a popular destination in Thailand and is known as a multicultural community. Government organizations in Phuket emphasize local culture as a new product in tourism. An exclusive Phuket culture, especially food, is unique and full of history. With the utmost effort and cooperation of many sections of government organizations, in 2015 Phuket was proclaimed by UNESCO as the "City of Gastronomy". Phuket is the most favored destination for Chinese tourists (Thansettakij Multimedia, 2018, Feb 13). According to the continuous growth of Phuket's tourism industry and economy, government organizations in Phuket have played significant roles in provincial development plans in various dimensions. They put much effort into the preservation and presentation of inherited cultural identity. The 'City of Gastronomy' was a successful project of the government organizations and related associations in Phuket. This study is an opportunity to emphasize the roles of Phuket's government organizations and key stakeholders toward tourism and food culture promotion, focusing on Chinese tourists, while other related studies are limited to general food tourism and tourists.

Purposes of Study

1. To study the roles of government organizations in Phuket in promoting and supporting food tourism.
2. To study the development of food tourism in Phuket based on Chinese tourists.

Scope of Study

The research focuses on the roles of government organizations and key stakeholders in food tourism development in terms of Chinese tourist target. The data collection related to food tourism and local Thai-Phuket food. The area of this study is limited to Phuket Municipality which is both the hub of Phuket traditional culture and the location of most government organizations.

Significance of Study

1. To be a database for any organization in food tourism or related field to consult.
2. To identify strategies and suggestions for food tourism development for Chinese tourists.

Theoretical Framework

There are five main theories that are used to describe the study, namely Capital Concept, Marketing Mix (4Ps), Tourist Behavior Theory, Structural-Functionalism Theory and Dramaturgical Theory.

1. Capital Concept

Pierre Bourdieu (1930-2002) indicates that humans applied cultural resources as capital to overcome their need to create social distinction through a symbolic system (Postill, 2008; Pooklookpiclic,

2012). Capital can produce profit, reproduce itself and expand into different forms of profit. It is a disinterested form of exchange. Bourdieu differentiated capital into four characteristics. First, economic capital is the capital that immediately and directly converts into money or property rights. Second, cultural capital is divisible into three forms which are (1) an embodied state, a form of long-lasting dispositions of body and mind appearing in culture (Tittenbrun, 2016)(2) an objectified state, a form of cultural goods identified in material objects(3)an institutionalized state, a guaranteed form seen in the set of educational qualifications. Third, social capital is a set of potential resources inherent in society and related to a network of relationships and associations. Fourth, symbolic capital is accumulated prestige or honor acquired from the social condition of its transmission.

2. Marketing Mix (4Ps) Theory

Mason et al. (1995) described Marketing Mix as the core of the marketing system in a company. All four elements are interrelated and surround consumers with the equal importance of all Ps. The marketing mix (4Ps) consists of product, price, place, and promotion. First, product is about making the decision of what products to produce, including type, quantity, package, etc. Second, price refers to setting the price of each product. How much price customers are willing to pay in each market. Third, place is about the market place where products will be transferred to ultimate customers. It is concerned with marketing channels and the control of the flow of products. Fourth, promotion relates to all activities designed to achieve favorable attention from target customers towards the products or services (Hoffman et al., 2005; McCarthy & Perreault, JR, 1993).

3. Tourist Behavior Theory

Cohen (1979) has categorized tourist behavior based on tourist experiences by analyzing the dissimilar meanings of interest in, and appreciation of culture, pattern of life and natural environment towards each visitor (เลิศพร ภาระสกุล, 2559). There are five modes of tourist experience, namely:

1 a Recreational tourist creates a trip as a form of entertainment and doesn't expect to receive any experience from travelling;

2 a Diversionary tourist aims to escape from the boredom of daily existence into the new destination;

3 an Experiential tourist prefers searching for meaning in the life of tourism and seeks real experiences by finding new things in attractions;

4 an Experimental tourist really engages in native life and will discover things matched to their real requirements;

5 an Existential tourist fully experiences native society and culture by behaving like a native of his destination.

However, Valene Smith (Burns, 1999, pp.46-47; เลิศพร ภาระสกุล, 2559), categorizes tourists into 7 types based on individual travel experiences and adaptation towards local norms.

First, explorers travel as observers. They fully participate and accept the norms of the host' society.

Second, elite tourists often travel to destinations with prearrangement of special tour packages or service facilities. They can highly adapt to local norms for short periods.

Third, off-beat tourists prefer seeking a new destination or doing something outside the norms.

Fourth, unusual tourists travel with a tour and buy another optional package to sight see native society and to experience native cultures.

Fifth, incipient mass tourists will seek comfort and Western facilities during their travel.

Sixth, mass tourists are middle-income and expect full comfort and Western amenities.

Seventh, charter tourists are interested in standard Western amenities and entertainment, but they have a limited interest and involvement with native people and cultures.

4. Structural-Functionalism Theory

Durkheim believed society was segmented, and each part was held together to maintain internal stability and survive by sharing values, common symbols and systems of exchange. Similarly, Radcliffe-Brown thought society consists of separate levels of reality, and function means processes for maintaining the solidarity that is necessary for a society to exist (Subedi, n.d.). However, Parsons believes social systems consist of a number of actions of individuals influenced by each other and other factors. Then, a role is created because of behavioral interaction, and the role is a control over participation of an individual in the social interaction process (Sato, 2011; Structural Functionalism, n.d.).

5. Dramaturgical Theory

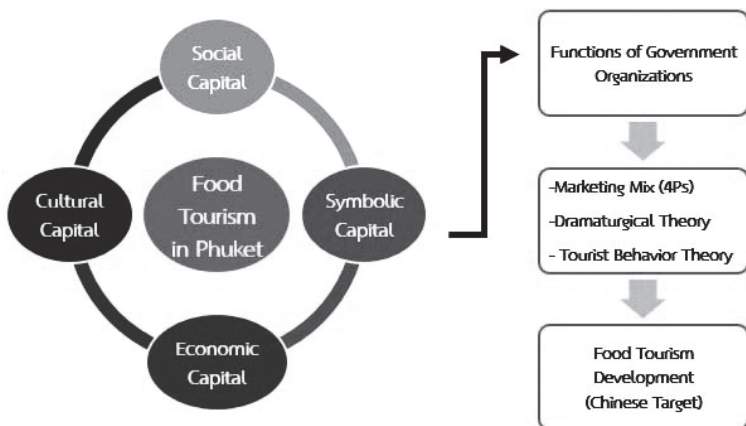
Goffman viewed theater as a social interaction, and that those interactions indicated the pattern of cultural norms. He believed individuals can be actors, audiences, and outsiders who operate on stages or social spaces, Individuals' actions towards others aim to reveal one perspective of themselves and to conceal others, like

actors performing on stages (Goffman, n.d.). However, the individuals' interactions depend on time, place and audience. The interactions of host and guests and the presentations of food culture will affect tourists' expectations. This creates the true value of tourism development in term of food tourism (Smith, 1989, pp.265-279).

6. Summary of Theoretical Framework

The Capital Concept's elements work as social connections describing real inherent values, norms, cultures and ideas approaching the food tourism prospect in Phuket. The functional effectiveness of each value influences community development to reach the target. Lack of one social element or social structure or value might cause incomplete food tourism development. Government organizations' performance in food tourism support could be described through the structural-Functionalism theory in which the interrelation of each social part is illustrated. The Dramaturgical theory may be added to view food tourism presentation and encouragement through promoting social performance events conducted under the control of government organizations. The strategic performance of government organizations in food tourism development and inherent value support could be guided by analyzing the Marketing Mix (4Ps) theory to develop food tourism based on Chinese tourist target. In this matter, understanding Chinese tourists' behavior through the tourist behavior theory will beneficially support the development plan together with the marketing directory. The conceptual framework of the research can be seen as below (Figure 2).

Figure 1: Conceptual Framework



Literature Review

1. Food Tourism in Thailand

In Thailand, food tourism focuses on street food and food tours which are influenced by notable culinary Thai culture. The Tourism Authority of Thailand (as cited in Wangsai, C., 2017, pp. 61-65) found that the main factor in the travel decisions of the high-value tourist is food and beverage. Street food in Bangkok was ranked number one in the best street food from 23 cities in the world by CNN in 2017 (Shea, 2017). Taste of food, food festivals and cooking classes were the main activities to communicate about Thai food (Rojrungrasat, 2013). Punturee (2015) advised that food tourism activities should be created using five senses in order to satisfy and strengthen tourists' experiences, and most food tourism activities of tour agents in Thailand are related to the tourist's experience through five senses .

2. Phuket Traditional Food

A combination of cultures created the unique Phuket culture and local food. Taste of Phuket local food is influenced by three components which are the local natural ingredients, the traditional cooking and the multicultural community. Phuket traditional food shows great variety. The dining patterns of Phuket people are varied because Phuket people can eat many meals per day from morning until night. Many Phuket foods are not food for eating in a main meal, and they are not side dishes for eating with rice either (Phuket Gastronomy, n.d.). In 2015, UNESCO designated Phuket as a ‘City of Gastronomy’ on December 11 (Phuket Gazette, December 23, 2015).

3. Creative Economic Concept

The creative economy is a new development model combining an emphasis on culture and cultural diversity with sustainable development to promote social creativities. The report distributed by UNESCO defined the concept of creative industry and creative economy as a connection of cultures, creativity and development (Flew, 2014).

Research Methodology

This research is qualitative research finding facts from related documents, observation and in-depth interviews of selected key informants from five government and private organizations that are outstanding organizations in provincial development, five Thai restaurants that are old Thai-Phuket traditional food restaurants and are recommended via a popular Chinese application called Da Zhong Dian Ping (大众点评) and 20 Chinese tourists who are FIT (Free Independent Tourists) and who came from the mainland of Chinato

Phuket Municipality. Different interview questions were asked of each group. Three groups of samples were chosen to completely understand the overall food tourism function beyond government. In particular, an in-depth interview of Chinese tourists was conducted in Chinese to well understand the opinion of the Chinese tourist. The data were analyzed through the content analysis and triangulation examination was used to cross investigate the validity of the study.

Result

1. Result from Government Organizations and Private Sectors

Every organization is responsible for ‘City of Gastronomy’ encouragement and preservation of a traditional culture through publicizing and educating in different methods according to each organization s’ responsibility and roles background. The major roles of government organizations in Phuket in tourism are marketing implementation, public relations and knowledge sharing, community strategic planning and development, infrastructure development and local values encouragement. Although the Chinese tourist is a major visitor to Phuket nowadays, government and private organizations do not have any specific plans for supporting Chinese tourists; most plans are based on the social management of all visitors. However, the cooperation of each government organization is required to complete the common mission, but the coordination between government and the private sector is usually present only in knowledge development and activity participation.

2. Result from Thai Restaurants and Food Souvenir Shop

The business sectors agreed the number of Chinese tourists increased and Chinese tourists have become a major visitor to

Phuket. Chinese tourist's preferences for food differ from that of others, so that some restaurants had adapted to meet these preferences. For example, accepting Chinese payment, using the Chinese language and specific dining equipment. Restaurant and food souvenir shop executed promotions to target the Chinese visitor through social media, but some restaurants were reviewed on Chinese websites by Chinese agents. As a 'City of Gastronomy', most restaurants and food souvenir shops serve Phuket traditional food, but there are a few new menu creations and fusion dishes. The cooperation level between government organizations and such local restaurants is quite low in terms of food tourism and business support except for training, conference and social event participation. In particular, some restaurants thought government organizations have only a minor role in food tourism development although others thought those organizations have taken a leading role in tourism development and food culture encouragement, resulting in the 'City of Gastronomy' reward.

3. Result from Chinese Tourists

Most Chinese tourists prefer having a meal at local restaurants rather than at a food court in a shopping mall or hotel. They search for restaurant information through Chinese online applications especially the Da Zhong Dian Ping (大众点评). While they thought the atmosphere and decoration of a restaurant is important, the taste of the food is the most important factor in their judgement. Most Chinese tourists liked Thai food and thought the flavorful taste and various condiments and herbs give Thai food its identity, but they didn't know Phuket traditional food. A few Chinese tourists have tried a Phuket dish, even though they did not exactly know it. They love

eating seafood in Phuket. The favorite dishes of Chinese informants are Tom Yum Goong, stir-fried crab with curry powder, pineapple fried rice, etc. Chinese tourists traveled to Phuket on vacation purpose, so food is only a part of their visit. They have never attended cooking class nor food festival as they don't have the information. However, they enjoy eating street food; they also enjoy the local markets and shopping in Phuket where they perceived the price of food in Phuket to be acceptable and not expensive.

4. Chinese Tourists Behavior in Phuket

The Chinese tourist is one of the important tourist groups in Phuket at present. Analyzing Chinese tourists according to Cohen (1979), most Chinese tourists in Phuket are experiential tourists who are looking for some authentic experiences in life. They are willing to spend money in order to find something new by making their own plans; additional tour packages and tickets were booked via a Chinese online application. Most Chinese tourists also like to shop and eat. They highly favour Thai food, especially seafood so that the food festival and the walking street market are well accepted. Most Chinese tourists prefer local restaurants rather than hotel restaurants because of price and lifestyle. Chinese tourists are willing to spend money if things are highly valued and provide them a great experience.

To analyze Chinese tourists' behavior we focused on tourist experience through the local culture adaptation of Valene Smith (1989), Chinese tourists are similar to the unusual tourist who books additional trips to experience local culture and slightly adapts to local norms. Some Chinese tourists still choose Thai food that tastes similar to Chinese food during their vacation in Phuket. Chinese

tourists are likely to travel independently, organizing their own trip using information from social media. Nowadays, Chinese tourists seek additional exotic and challenging activities that are not available at their hometown. The unusual tourist prefers personal tastes of food rather than native cuisine.

5. Capitals in Dimension of Food Tourism Support

A successful tourism industry is built on precious values inside the community. The importance of local values in tourism development in Phuket can be analyzed using the ‘Capital concept’ of Bourdieu (1986). Economic capital, cultural capital, social capital and symbolic capital support food tourism in Phuket.

5.1 Economic Capital: Under the heading of economic capital, the economy in Phuket expands rapidly in order to support the tourism industry, with growth based on the development of basic infrastructure, the hotel industry, restaurants and other tourism related businesses.

5.2 Cultural Capital: The multicultural community of Phuket is beneficial for tourism to attract a variety of tourists. Peranakan culture is recognized as a Phuket identity, the priceless cultures of Phuket are promoted as a tourism product with support from government and private organizations and local citizens.

5.3 Social Capital: The tourism industry in Phuket cannot be prosperous without the benefit of social capital. The collaboration of local people and every organization in Phuket helps Phuket gain successful tourism. Each organization, both government and private has its own role and responsibilities to develop the community.

5.4 Symbolic Capital: A variety of symbols in Phuket represents Phuket province as an attractive tourist destination among

many tourists worldwide. The symbolic capital of Phuket is usually found on food, clothes, festivals and famous tourist attractions. Capitals of the community, like the core values of Phuket, have a high possibility to convert into higher profit. Good attention to each sector and capital in the tourism industry of Phuket will further develop the sustainable tourism in future because these core values are preferable and will not disappear if a good development plan be applied.

6. Presentation of Food Tourism through Theater's View

Tourism including Food tourism engages in the interaction between hosts and guests. The presentation of food tourism in Phuket could be described by Dramaturgical theory of Goffman with components of stage of performance, actors and audience.

6.1 Stage of Performance

Food festivals and street food markets obviously define a performance of food tourism in Phuket. The Sunday walking street market or Lard Yai market is separated into a food zone and a shopping zone. The highlights of it are the live performances and the many local food stalls. Phuket Food Tasty Fest is another food tourism presentation consisting of many Phuket traditional food stalls, live performances and live cooking contests. The festival was decorated by pictures of traditional Phuket food to display the meaning of food culture and to encourage the recognition of the Phuket culinary art. The stage was set up with beautiful decoration according to different styles of performance. Music, lighting and visual effects gave a more fascinating performance to delight tourists.

6.2 Actors

Hosts display real-life performances when on the stage of

the community. At the front stage, hosts act as actors to present a performance of what guests or tourists (audiences) expected to view. Food festival, street food and food stalls market are another large social theatre where real performances presenting five senses included sight; hearing, smell, touch, and taste are displayed to tourists. The real impression of food tourism experiences can be conducted through five senses activities (Punturee, 2014). In the market, the live cooking performance of sellers essentially attracts tourists' attention. The goal of the seller who acts as a carefully conducted professional chef, is to achieve audiences' attention and satisfaction, then to sell his food. Warm greeting and persuasive calling by the sellers is another way to catch tourists' attention.

6.3 Tourists as the Audience

Tourists or customers visiting food stalls and street food markets can be classified as audiences. Audiences expect memorable experiences and convenience, and they might buy food from stalls, making their decisions based on smells, sounds, appearances, stall decorations and especially the live performances of the sellers. Persuasive manners of sellers attract audience attention and may overcome the hesitation to taste and buy the food shown by some tourists. Some audiences take photos or video a cooking performance and share through social media. Some tourists join in dancing with the actors. All performances at the front of stage satisfy their audience and present local cultural values. The good impression of tourists will broaden the reputation of food tourism in Phuket.

7. Roles of government organizations and Structural-Functionalism Theory on Food Tourism Development

Social solidarity is one of the essential elements contributing to

food tourism success in Phuket. The government organizations and private organizations in Phuket are significant drivers of food tourism development. They have different functions, responsibilities and roles in supporting and developing food tourism. In particular, every different performance of these organizations helps the development process to be completed. A core value that motivates food tourism development and food cultural reservation of every organization in Phuket is symbolized by the designation by UNESCO as a ‘City of Gastronomy’. The time limit of an award also pushes all organizations to maintain food cultural values and to support a city of gastronomy award by all methods available to the organization. However, coordination between government and private organizations in Phuket and local restaurants is usually found in training only.

8. Food Tourism Development on the Basis of Chinese Tourist in Phuket by Marketing Mix (4Ps)

An effective food tourism development requires great guidelines appropriate to the target market. The marketing mix comprising product, price, place and promotion is helpful to fulfill a community goal of food tourism development and to attract Chinese tourists and others recognizing Phuket traditional food.

8.1 Product: Phuket’s food culture could expand tourism revenue by serving as a tourism product. The standard taste and food tradition should be reserved for maintaining the inherent food culture. However, the taste of food can be changed from time to time on request by the customers. A new menu creation of Thai and Phuket traditional food is a good opportunity for expanding original values in the community. The presentation of Thai food through the design of Thai arts and Thai culinary culture is another method to add

value to Thai food dishes (Krachodnok, 2011). Cooking classes are an attractive food tourism activity enhancing the understanding of Thai cuisine and Phuket traditional dishes. Local festivals are an effective instrument for local economy and tourism development but require public assistance (Felsenstein & Fleischer, 2003).

8.2 Price: A reasonable price for food must be set to be fair for both buyers and sellers. Overpriced food and product could impair the tourist's image of Phuket. A high price of food can be set in consideration of high values of serving quality. However, public organizations should control pricing in Phuket to prevent overcharging and dissatisfaction by tourists of product pricing. Restaurants in Phuket should allow some Chinese payment methods to support Chinese customers' payment because of Chinese tourists' lifestyle.

8.3 Place: Phuket traditional food could be served as a special menu in restaurants. A beautiful decoration of the restaurant definitely provides great atmosphere during a meal. The decoration presenting Phuket traditional cultures enhances the dining experience. Besides, street food stalls in local markets, weekend markets and walking street markets are also popular among tourists as they perceive that the food prices in local markets are cheaper than in restaurants. However, all restaurants and street food stalls need to truly emphasize their hygiene standards.

8.4 Promotion: Since there is a lack of knowledge regarding Phuket traditional food among Chinese tourists, an introduction to Phuket traditional food should be given to create awareness among tourists. The restaurants should increase the variety of food by adding Phuket food and reduce the duplication of menus in other restaurants. The best channel to promote food tourism and Phuket traditional

food to Chinese tourists is Chinese social media such as WeChat, Weibo, Youku, etc or television programs. The broadcasting of a Phuket food cooking show would be an effective way of Phuket food culture presentation. Furthermore, the culture could be promoted to attract tourist's interest and awareness.

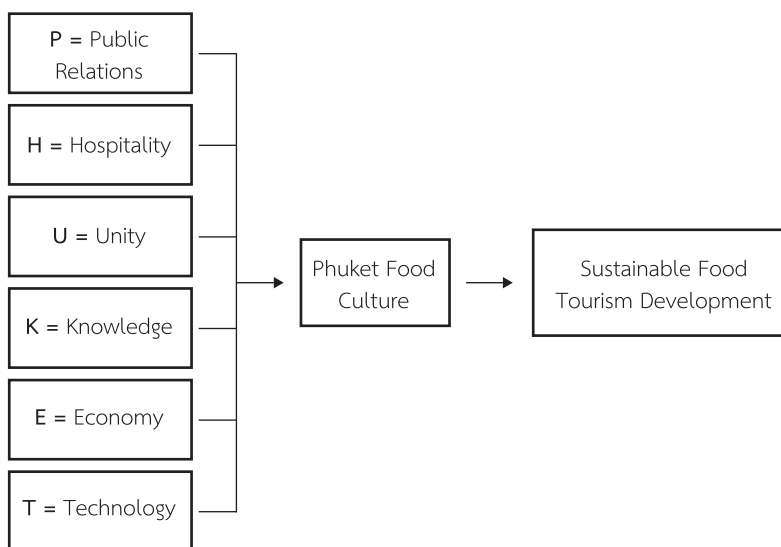
9. Model of Food Tourism Development in Phuket

Government and private organizations in Phuket have played active roles in encouraging local heritage values and the tourism system in various sections. They mainly ensure the proper operation of each section. An overall role of government organizations and private organizations in Phuket in food tourism is still at the initial stage of development; it aims to create recognition of Phuket traditional food through exotic activities and to support the City of Gastronomy announcement. The PHUKET model is designed to encourage the development of food tourism by government and other concerned organizations in order to enable Phuket food tourism to become a sustainable tourism activity.

PHUKET model consists of public relations (P), hospitality (H), unity (U), knowledge (K), economy (E), and technology (T). First, public relations refers to creation of activities for increasing the recognition and reputation of Phuket traditional food. Second, hospitality is an essential element applied to satisfy tourists and to create an experience for tourists with Thai style hospitality. Third, unity means creating a unified community in which government organizations, stakeholders and citizens should coordinate to share problems and suggestions and to support local values for developing the community. Fourth, knowledge refers to knowledge sharing and skill development of human resources in Phuket. Fifth, economy

means developing food tourism through a creative economic concept by focusing on Phuket food culture and a City of Gastronomy designation. Sixth, technology is considered to develop technological or digital industry for supporting tourism by following a smart city policy (see Figure 3).

Figure 2 Food Tourism Development Model in Phuket:
PHUKET Model



Discussion and Conclusion

An announcement of the ‘City of Gastronomy’ designation of Phuket is an opportunity to expand its cultural values. The inherent values and symbols of the Phuket community convey a huge advantage for economic development through tourism. But successful tourism means mutual assistance from public, private sectors and local

citizens. Different local government organizations or even private organizations take responsibility for different social roles and extents in Phuket within some common objectives. Roles of all organizations must fulfill social requirements and ensure the proper operation of the whole social system. For example, infrastructure development, cultural preservation, knowledge provision and training. All government organizations have emphasized Phuket traditional cultures by preserving them and promoting them as a tourism product in order to add value. The announcement of a city of gastronomy award is an important driver to influence food culture and food tourism development. Also, a coordination between government organizations and the private sector like local restaurants is limited to knowledge sharing and social events participation only. Food tourism development in Phuket based on Chinese tourists should consider different related elements through the marketing mix of product, price, place and promotion. Food tourism in Phuket as well as Phuket traditional food require advertisements to attract Chinese tourists and others due to a low awareness of Phuket traditional food, which is at the initial stage of development. Significantly, the development of food tourism for the target Chinese tourist could follow the PHUKET model for sustainable development by focusing on public relations, hospitality, unity, knowledge, economy and technology.

10. Suggestions

10.1 Policy Recommendations

10.1.1 According to STP marketing, Phuket's food tourism for Chinese tourists focus on FIT Chinese tourists and be positioned to create an authentic experience of Phuket traditional

food, seafood, and the gastronomy activities in a Peranakan atmosphere.

10.1.2 Phuket traditional food and food tourism for Chinese tourists should be promoted through Chinese social media and online marketing.

10.1.3 Phuket traditional food culture and food tourism development should be executed through the PHUKET model.

10.1.4 Government organizations and other stakeholders should strengthen food tourism in Phuket by creating a brand of Phuket's food tourism as 'a destination of gastronomy' in Thailand.

10.1.5 Security of tourists and community should be considered to increase the confidence and tourism image in case of unexpected issues.

10.1.6 The infrastructure including electricity, water supply, road and especially public transportation should be developed to support the growth of the community and the expected numbers of tourists.

10.2 Further Research Recommendations

10.2.1 Phuket traditional food is a multicultural food that is utterly distinctive. Researchers who are interested in food culture could conduct a related study.

10.2.2 Phuket traditional food is a combination of various cuisines from the past. Researchers who are interested could conduct research to discover the roots of the cuisine.

10.2.3 This study is limited in the specific target of Chinese tourists. Researchers who are interested in this issue could conduct further case studies for other nationalities.

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