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The Charm of Phetchaburi's Local Foods: The Added Value of Phetchaburi Local Foods Based on Storytelling Innovation for Enhancement of Creative Cultural Tourism

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Abstract

This research was conducted to 1) investigate the local wisdom and creative cultural capital of Phetchaburi local foods 2) develop added value for local foods through the use of storytelling innovation 3) develop the innovation of storytelling and its application and 4) test and evaluate the tourist activities, routes and exhibition of local foods for promoting the creative cultural tourism of Phetchaburi Province. The research process was divided into 4 stages as follows: The first stage was to investigate the local cultural capital and wisdom. The first informant group consisted of local entrepreneurs, community leaders and folk philosophers and accounted for 44 persons and the second group was 400 Thai tourists. The research instruments were in- depth interviewing, structural questionnaire and document analysis. The second stage was to develop and increase the added value of local foods. The target group was 20 entrepreneurs of local foods. The research instruments were structural questionnaire and in-depth interviewing. The third stage was to develop the innovation of storytelling, create an E-Book and other media applications. The participants were 5 experts and 400 tourists. The instruments were evaluation of the quality of applications and tourist satisfaction. The fourth stage was to test and evaluate the tourist activities, routes and exhibition of local foods of Phetchaburi Province. The participants were 15 tourists. The instruments were evaluation of the tourist satisfaction. The collected data was analyzed with the computer program of social science. The analyzed data was presented into percentage, mean, standard deviation and content analysis.

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The results presented as the following:

- The local wisdom and the creative cultural capital were accepted by the participants. The criteria of how to choose the local community products to develop and increase added value was set up. The demand on the Charm of Phetchaburi local foods was evaluated at a high level. The participants also agreed to the local foods based on the cultural capital at a high level. The entrepreneurs demanded the product packages be designed to suite the various kinds and properties of products. All product packages should have the light color tones, identity, local stories and brand names.
- The development and added value of local foods consisted of 25 prototype products and were chosen under the standardized criteria. The business plan was manipulated based on the 9-field table. Many government and business organizations participated in the research events. The local communities had their own local stories and resources with high potentials. Each of the community products had outstanding identity that could serve the tourist demands. The products and its packages were designed to have the united identity of “The Charm of Phetchaburi local foods”.
- The development of storytelling innovation in the format of E-Book and other media applications were evaluated by the experts at a high level. The tourists were also satisfied with the media applications at a high level.
- From the testing and evaluation of tourist routes and exhibition of local foods, the tourists were satisfied with the activities at a high level. The routes that were popularly included the short and moderate tourist trips. This study found that tourists require Phetchaburi Province to have the exhibition and distribution points of local community products. The tourist route named “TASTE SEE AND SHOP” should be publicized, informed and disseminated for the tourists. The selling points should have the local foods such as savory foods, desserts and local gifts that have outstanding identity and are different from the general goods and these should be offered and distributed for the customers to access and buy more easily and conveniently.

Introduction

Thai local foods are well-known and accepted as one of the charms of local wisdom. These are rooted from the local knowledge integrated together with the diversity of natural local resources that are found in each of the local areas. Local foods are perceived as an important factor for communities to sustain their daily life due to local communities dependence on the abundant natural resources in its own ecological system. Local wisdom and human capital are learnt and transmitted from generation to generation, which are modified and transformed and become local cultures' identity. Thai local foods become representativeness of regional local wisdom presenting the diversity of Thailand's communities. Thai local foods have adapted in order to survive under the different forced conditions of geographies and cultures.

In 2021, the forest of Kaeng Krachan of Phetchaburi Province was selected to be a world heritage site and to become a member of the gastronomy city or named as “Phetchaburi City Gastronomy” (Tourism Council of Phetchaburi, 2021). The potential of Phetchaburi local foods are based on the outstanding and popular features and are considered to be “The Charm of Phetchaburi local foods”. The Phetchaburi local foods contain the diversities of local wisdom with special cultural identity. The local foods have their own value and should be conserved as a cultural capital of Phetchaburi Province. When a gap analysis was performed to analyze the pain point situation of Phetchaburi local foods the results found that the local foods had been neglected, and lacked a method for expansion and connection. Prior promotions and supporting events were never continuously implemented.

The innovation of storytelling and other media applications have never been significantly used to promote and support the capacities of entrepreneurs. The previous situation entailed elderly entrepreneurs who conserved the business of local foods. The stories, histories, cultural capital and wisdom of local foods related to the provincial tourism have never been told. Hence, tourist visiting this area have no knowledge regarding the stories and local wisdom the local food possess.

The present research was conducted to integrate the knowledge and wisdom found in the local areas of Phetchaburi Province with the innovations and technologies to serve the lifestyles and situations of modern society. The research focused on the first phase of developing the local food products and its packages and creating a tourist manual. The second phase was the testing and evaluation of tourist activities and routes. The research results will be used as guidelines and strategies of how to promote Phetchaburi tourism sector and its local foods based on the innovation of storytelling and

media applications such as E-BOOKS. The end results will have benefits for the security, economy, and sustainable of Phetchaburi grassroots economy.

Objectives

1. To investigate the local wisdom and creative cultural capital of Phetchaburi local foods for the preservation of cultural identity of Phetchaburi Province.
2. To develop added value of local foods by the use of storytelling innovation of communities through the creative cultural tourism of Phetchaburi Province.
3. To develop the innovation of storytelling and media application by using of the connection of creative cultural tourist activities and routes of Phetchaburi Province.
4. To test and evaluate the tourist activities and routes and the media application and storytelling innovation based exhibition of local foods for promoting the creative cultural tourism of Phetchaburi Province.

Conceptual Framework

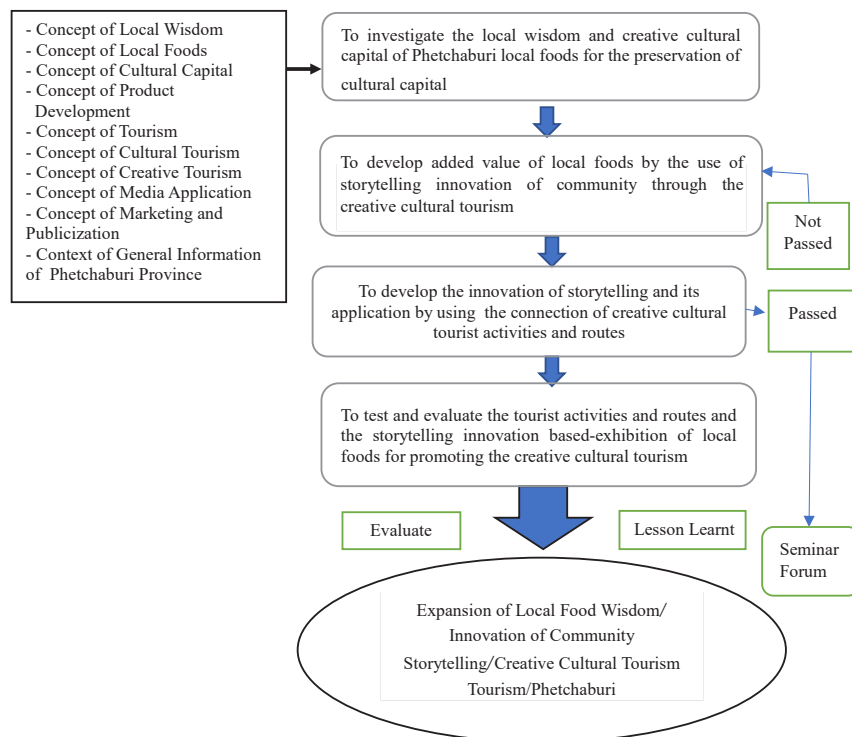


Figure 1 Conceptual Framework

Research Methodology

This study was conducted as a research and development project. The quantitative and qualitative methods were used in the research processes. The research processes were divided into 4 stages as follows:

Stage 1: The first stage was to investigate the local cultural capital and wisdom. The first target groups purposively selected or selected by snowball technique were local entrepreneurs, community leaders and folk philosophers and included 44 persons and the number of 44 persons represents the point of data saturation. The second target group was 400 Thai tourists selected by the use of stratified random sampling technique. The sample size of this group was calculated by the Yamane 1967 formular (95% confident level). The research instruments consisted of in-depth interviewing, structural questionnaire and document analysis.

Stage 2: The second stage was to develop added value for local foods through the use of storytelling innovation. The target group purposively selected or selected by snowball technique was 20 local food entrepreneurs. The research instruments were structural questionnaire and in-depth interviewing

Stage 3: The third stage was to develop the innovation of storytelling and to create the manual of E-Book and other media applications. The participants were 5 experts and 400 tourists. The instruments were guideline of how to evaluate the quality of applications, questionnaire to evaluate the tourist satisfaction.

Stage 4: The fourth stage was to test and evaluate the tourist activities and routes and the exhibition of local foods of Phetchaburi Province. The first 15 tourist participants were evaluated based on their satisfaction with the guideline of satisfaction measurement. The second group of 20 tourists were interviewed based on lessons learnt. The instruments were questionnaire of satisfaction measurement and the guideline of how to take the lesson learnt with After Action Review technique (AAR).

The collected data was analyzed with the social science computer program. The analyzed data was presented into percentage, mean, standard deviation and content analysis.

Results

1. From investigating the local wisdom and creative cultural capital of Phetchaburi local foods for the preservation of cultural identity of Phetchaburi Province: It was found that the food values of Phetchaburi

local foods were significantly comprised of 3 dominant tastes including 1) The sweet taste: This was derived from Palmyra Palm sugar of Ban Lat District, Phetchaburi Province 2) The salt taste: It was derived from sea salt of Ban Laem District, Phetchaburi Province 3) The sour taste: This was derived from Manaw Paen (Key lime) of Tha Yang District, Phetchaburi Province. Phetchaburi has its identity, outstanding, and popularity of local foods both in 1) the savory foods such as Gang Kua Hua Tan (Phetchaburi's young toddy Palmyra Palm), Khao Chae Mueng Phet (Chilled rice in jasmine water), Gang Lok (Phetchaburi's three taste curry), Phetchaburi's Red soup noodle, and 2) the sweet foods such as Phetchaburi's Traditional Toddy Palmyra Palm Cake, Khanom Maw Kaeng Mueng Phet (Phetchaburi's Thai Custard Cake), Lod Chong (Phetchaburi's rice noodles with coconut cream and high concentrated Palmyra Palm sugar), Loy Kaew Candied Palmyra Palm Sugar.

The results of Thai tourists' behaviors of tourism and their demand for Phetchaburi local foods, found that the majority of Thai tourists' visiting Phetchaburi province for the second or third time. The reason for their visit was for relaxation. The tourist travelled with 2-3 fellow travelers in each of the trips. The Thai tourist's made travel decisions by themselves to tour the province and they usually used their private car to travel for each of the trips. They were satisfied with the trips and had willingness to suggest to others a visit to the province. The demand for promoting "The Charm of Mueng Phet" in Phetchaburi Province, they demand on the charm of Phetchaburi savory foods, sweet foods/gift desserts was at a high level. The cultural capital based-local food products were also evaluated at a high level.

2. The Development of 25 Selected Prototype Products with Its Business Model and Guideline of Development to Construct Value Proposition: From the 25 prototype selected products, 1) The 5 savory foods: Gang Kua Hua Tan (Phetchaburi's young toddy Palmyra Palm), Gang Lok (Phetchaburi's Three Tastes Curry), Khao Chae Mueng Phet (Chilled rice in jasmine water), Yam Chakhrum Kung Sod Boran (Traditional fresh shrimp seepweed leaf salad) and Khaw Phad Daeng (Legendary red sauce fried rice) 2) The 17 sweet foods: Phetchaburi's Traditional Toddy Palmyra Palm Cake, Khanom Kho Tamrab Chawwang (Royal style sugar dumpling with coconut), Phetchaburi's Palmyra Palmyra Palm Sugar Ice Cream, Khanom Sum Pun Nee (Thai Melting-Moment Cookies), Moroheiya Vegetable Cookies, Khanom Thong Muan (Palmyra Palmyra Palm

Sugar Crispy Coconut), Maw Kaeng Ice Cream, Khanom Met Khanun mixed with Samae Dam fruit, Boiled Samae Dam Fruit Dessert, Khanom Maw Kaeng mixed with Samae Dam Fruit, Royal Style Minin Golden Yolk Drops, Mueng Phet Chinese Pastry Mooncake, Fresh Sugar Palmyra Palmyra Palm Crispy Jelly, Sterilized Khanom Maw Kaeng in Can, Sterilized Khanom Ar Lua in Can, Traditional Khanom Lam Phan Yee, Traditional Old Toddy Welding and 3) The 2 welcome drinks: 3 tasty drink (Hanuman Krong Mueng) and Herbal Drinks (7 Day 7 taste)



After that the Phetchaburi local foods were developed, analyzed, and presented on a Business Canvas in the platform of 9 channel-table. In the project event, there were government, business and non-private

organizations participating in the activities. The activities were displayed about the issues of storytelling, the potentials of natural resources, the outstanding of local areas, the tourist routes of impressive journey, the exhibition of Phetchaburi local foods. The logo of The Charm of Phetchaburi local foods was designed and presented as shown in Figure 2



Figure 2 Logo of The Charm of Phetchaburi local foods

The Draft Design of Product Packages and Materials for Added Value and Identity: The 25 products and its materials of savory foods, sweet foods and souvenirs were draft designed as shown below:

Item	Local foods	Guideline of Stories Told	Draft Design of Package	Product Picture	Picture of Product Package
1	Gang Kua Hua Tan (Mueng Phet young toddy Palmyra Palm)	<ul style="list-style-type: none"> - Material source: Ban Lad - Cooking Method and Technique: Soft, delicious, mellow, chewy - Stories of Palmyra Palm 	<ul style="list-style-type: none"> - Told Stories of Palmyra Palm - New Type of Frozen Package, Taken away to Home 		

Examples of the Development of 25 Product Packages of Local Savory and Sweet Foods

Item	Local foods	Product Picture	Features of Product Package	Muck Up
1	Gang Kua Hua Tan (Mueng Phet young toddy Palmyra Palm)			



Figure 3: Savory and Sweet Local Foods of Mueng District and Ban Laem District, Phetchaburi Province



Figure 4 Savory and Sweet local foods of Ban Lad District and Nong Ya Plong District, Phetchaburi Province

3. The Development of Storytelling Innovation, Manual or Electronic Book (E-Book) and Media Application Linked to Creative Cultural Tourist Activities and Routes of Phetchaburi Province: Phetchaburi is known for its valuable and long history. Phetchaburi has history starting from the prehistoric era to Dvaravati, Lopburi, Sukhothai, Ayothaya, Ayutthaya and Rattanakosin era, respectively. The told stories of old urban legend was collected from fieldwork, in-depth interviewing and

document analysis and the collected data was analyzed, edited and approved by the experts. These were divided into 11 parts.

Electronic Book (E-Book) and Media Application of creative cultural tourist activities and routes, local foods of Phetchaburi Province could be scanned from QR Code E-book and QR Code Application as shown in Figure 5:

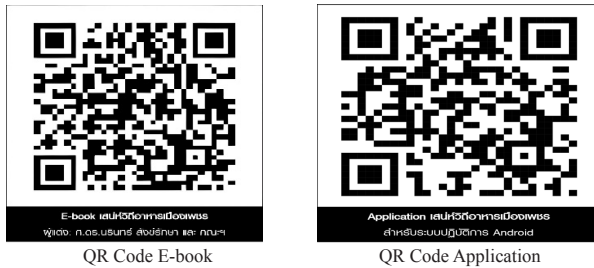


Figure 5: QR Code E-book และ QR Code Application

attractive sites are located along the tourist route including the following: 1) Historical temple built with the art of Ayutthaya period: Wat Mahathatworawihan, Wat Phlapphla Chai, Wat Yai Suwannaram, Wat Kamphaeng Laeng, Wat Khao Yoi, Wat Khao Ban Dai It, Wat Khoi, Wat Ko, Wat Phet Pree, and Wat Phra Phuttha Saiyat 2) Historical palaces: Phra Ram Ratchaniwet (Baan Puen Palace), Phra Nakhon Khiri Historical Park (Khao Wang), Mrigadayavan Palace 3) Other interesting sites consist of: Center of Phetchaburi

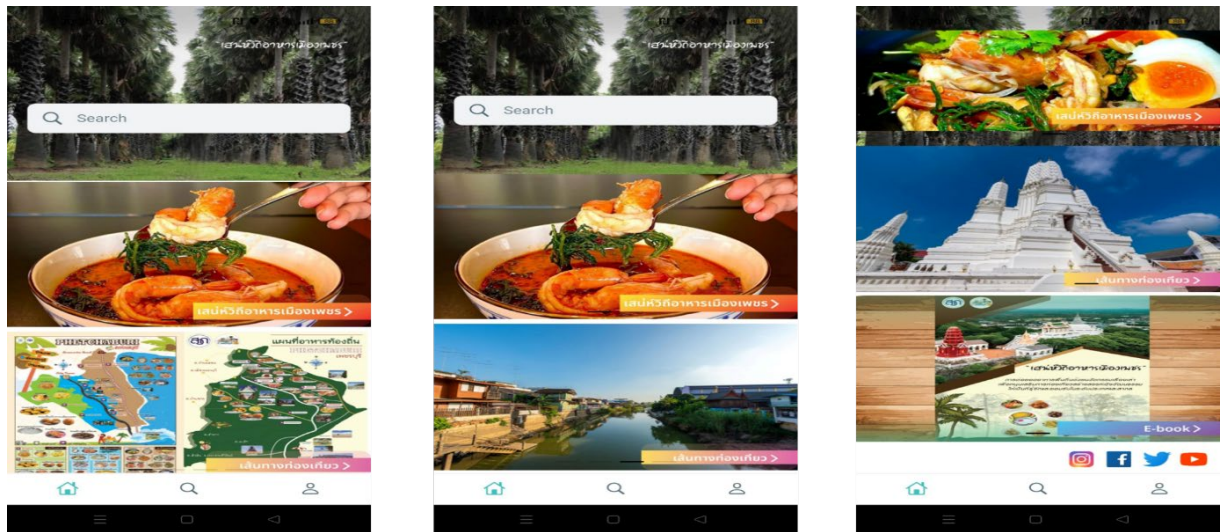


Figure 6 Homepage of Media Application "Charming of Phetchaburi Local Foods"

The Manipulation of Media Application on Phetchaburi Local Foods, Creative Cultural Tourist Activities and Routes of Phetchaburi Province: When analyzing the overall structure of media application which was focused on Phetchaburi local foods as well as the arranged tourist routes (Short, Moderate, and Long Distances), as presented on www.phetchaburigastro.mycharming.com and demonstrated the overall quality of media application and was evaluated at a high level. The Thai tourists were satisfied with the media application at the highest level.

4. The Testing and Evaluation of Tourist Activities and Routes and the Exhibition of Phetchaburi Local Foods through Storytelling Innovation and Media Application for Promoting Creative Cultural Tourism of Phetchaburi Province: The tourist journey was named "3 Tastes 3 Palaces 3 Beaches" and was categorized into:

4.1 Short Journey in Phetchaburi City: Many

Community Research and Street Art. All of above sites are shown in Figure 7.

4.2 Moderate "Romantic Road" Journey: This journey consists of a Two Day Trip under the nick name "First Grain of Sand the Way of Life at the Salt Farm". The tourists learn about the way of life of salt farmers, the way of life of fisherman, The King's Royally Initiated Laem Phak Bia Environmental Research and Development Project. Tourists are able to experience other sites along the "Romantic Road" journey.

4.3 Long Journey on Natural "Two Day Trip Plus" Road: Tourists are able to visit mountains, waterfalls, rapids, sea, beaches and Royal Initiative Projects. The activities include the following: 1) Kaeng Krachan-Nong Ya Plong Route: consisting of Kaeng Krachan Dam, Kaeng Krachan National Park, Kaeng Krachan Suspension Bridge, Panoenthung Scenic Point, Ban Krang Camping, Thor Thip Waterfall, Pha Nam Yod



Figure 7 Rout of City Tour (Short Journey) in Phetchaburi Province



Figure 8 Driving Car Journey with Creative Cultural Tourism along the Salt Route of Bang Tabun-Cha-am



Figure 9 Tourist Route of Long Journey Tourism in Phetchaburi Province

Waterfall, Bodhisattva Guanyin Religion Park, Nong Ya Plong Hot Spring 2) Ban Lad, Way of Sugar Palmyra Palm Farmer Life, and Tam Rong Cave: The tourists visit Palmyra Palm garden that include activities such as how to make Palmyra Palm sugar and desserts as well as kites 3) Sea Beaches: Puek Tian Beach, Chao Samran Beach and Cha-am Beach 4) Royal Initiative Projects: The Chang Hua Man Royal Project, Sufficiency Economy Learning Center, Khao Kling Temporary Prison, The Royal Whim Hubkrapong, The Don Khun Huai Project and The Huai Sai Project. The above mentioned sites are shown in Figure 9.

From the 3 journey trips as mentioned above the research team synthesized the overall mapping of tourist routes and check points of Phetchaburi local foods as shown in Figure 10.

4.4 The Evaluation of Tourist Activities, Routes, and Event Exhibitions of Phetchaburi Province

The results showed that the Thai tourists were satisfied overall to the tourist activities and routes at a high level. For the exhibition of local food events the researcher team and Phetchaburi Rajabhat University co-operated to organize the event of Phetchaburi Creative City of Gastronomy to Enhance Value Added and Income for Sustainable Community. The opening ceremony was conducted by Air Chief Marshal Chalit Pukbhasuk, Privy Councilor and President of Phetchaburi Rajabhat University and Dr. Wichan Ingsrisawang, Director of Agricultural Research Development Agency (Public Organization)



Figure 10 Mapping of checkpoints for shopping Phetchaburi local foods



Figure 11 Sign in front of the event stage **Figure 12:** Administrators of organizations of all sectors of Phetchaburi



Figure 12 Administrators of organizations of all sectors of Phetchaburi

Discussion

1. The investigation of local wisdom and creative cultural capital of Phetchaburi's local foods for the preservation of cultural identity at Phetchaburi Province: It was found that Phetchaburi local foods has been well known for its three dominant food tastes (sweet, salt and sour taste). The sweet taste is derived from Palmyra Palm sugar of Ban Lad District, the salt taste is from sea salt of Ban Laem District and the sour taste is derived from Manaw Paen (key lime) of Tha Yang District. Phetchaburi Province is a city with an identity that is outstanding and well-known, especially in the local savory foods and sweet foods. The following lists the names of local foods that are outstanding and well-known: 1) The savory foods: Gang Kua Hua Tan, Khao Chae Mueng Phet, Gang Lok (Phetchaburi traditional three-taste curry), Phetchaburi's red soup noodle, and 2) The sweet foods: Phetchaburi's traditional toddy Palmyra Palm cake, Khanom Maw Kaeng Mueng Phet, Lod Chong with high concentrated Palmyra Palm sugar, Loy Kaew candied Palmyra Palm sugar etc. The above local foods are formulated from the accumulated local wisdom and are perceived to be the local high-value art. This was like the "taproot" of the tree of Thai culture said by Na Thalang (2003). Thai local foods have smooth, delicious and various tastes while also having characteristics indicating the Thai culture and identity. In each of the local community areas, the communities have their special knowledge and techniques to utilize the natural resources and to cook their own healthy foods. Thai local foods ingredients, have numerous nutritional value and are balanced and blended together perfectly. From the research results about the tourist behaviors and their demand of Thai local foods, it was found that the majority of tourists drove a private car to visit Phetchaburi Province and had visit the province at least two to three times before. Tourist reason for the visit was to relax their mind and body and the decision to visit was arrived at by themselves. The tourist usually travelled in groups of 2-3 other people. They were satisfied with their tourist trip and planned to visit the province again. They had willingness to recommend and invite other people to tour the province as well. Overall, the tourists wanted to create the charm of Phetchaburi through its savory foods, sweet foods and souvenir desserts at a high level. They recommended that Phetchaburi local foods should be practiced on its cultural capital at a high level.

From the changes of tourist behaviors on the dimensions of 1) the tourist behaviors are manipulated

and adapted to the changes of economic conditions 2) the tourists favor travel for short journey trip more than the longer trips 3) the tourists tend to visit tourist sites with special interesting features. Phetchaburi is therefore a potential province suitable to serve all of the issues mentioned..

To seek out the cultural capital of Phetchaburi Province, it can be mentioned that the cultural capital of the province is significantly based on Lopburi culture, which is used as the cultural good of the province. For the cultural good of the province, this is implicated as to customs, traditions, belief and faith systems, value systems, ethical norms, lifestyles, consumption patterns, patterns of recreation, games and sports, dressing, literature and printed matters, and art. (Sungrugsa, 2019). It is similar to Sungrugsa et al. (2021) who studied the community products based on identity of cultural capital for the offering of gifts and souvenirs related to tourism and it was found that the participants were satisfied with the cultural based-products at a high level. The charm of the way life of the community is the internal explosion of capital (cultural tourist sites, wisdom and how to be a good host) and this will induce and stimulate tourism purchases for Phetchaburi tourist products both at the tourist sites and to purchase local products and services. Todilokwedcha, A. (2018) presented that the charm of a community was a key development of the project and innovation of OTOP community tourism and stated that it was necessary to understand the charm of the community in order to create community based tourism and to attract tourist to the community. Natural tourist sites, local culture and wisdom, are the base of community capital and increases the considerable value of a community's charm. To increase the charm of a community as a tourist site, it will be based on the principle of 5-S which is comprised of 1) Smiling Community 2) Interesting Stories in the Community

3) Amazing and Admirable Community Activities
4) Secret Local Foods 5) Community People with Kind Hearts and Spirits. This is matched to the guideline of how to investigate and add value to the charm of tourism (Department of Community Development, 2018)

2. The Development of 25 Prototype Products:

From the 25 prototype products selected includes the following 1) The 5 savory foods: Gang Kua Hua Tan (Phetchaburi's young toddy Palmyra Palm), Gang Lok

(Phetchaburi's Three Tastes Curry), Khao Chae Mueng Phet (Chilled rice in jasmine water), Yam Chakhram Kung Sod Boran (Traditional fresh shrimp seepweed leaf salad) and Khaw Phad Daeng (Legendary red sauce fried rice) 2) the 17 sweet foods: Phetchaburi's Traditional Toddy Palmyra Palm Cake, Khanom Kho Tamrab Chawwang (Royal style sugar dumpling with coconut), Phetchaburi's Palmyra Palm Sugar Ice Cream, Khanom Sum Pun Nee (Thai Melting-Moment Cookies), Moroheiya Vegetable Cookies, Khanom Thong Muan (Palmyra Palm Sugar Crispy Coconut), Maw Kaeng Ice Cream, with Samae Dam fruit mixed Khanom Met Khanun, Boiled Samae Dam Fruit Dessert, Khanom Maw Kaeng mixed with Samae Dam Fruit, Royal Style Minin Golden Yolk Drops, Mueng Phet Chinese Pastry Mooncake, Fresh Palmyra Palm Sugar Crispy Jelly, Sterilized Khanom Maw Kaeng in Can, Sterilized Khanom Ar Lua in Can, Traditional Khanom Lam Phan Yee, Traditional Old Toddy Welding and 3) The 2 welcome drinks: 3 tasty drinks (Hanuman Krong Mueng) and Herbal Drinks (7 Day 7 tastes).

After that the Phetchaburi local foods were manipulated, analyzed, and presented on the business canvas at the project event on the platform of the 9 channel-table. In the project event, there were government, business and non-private organizations co-operated in the activities. The activities were displayed about the issues of storytelling, the potentials of natural resources, the outstanding sites of local areas, the tourist routes of the impressive journey, the exhibition of Phetchaburi local foods. The logo of the Charm of Phetchaburi local foods was designed and the 25 product packages and materials were drafted and designed to add value and promote the identity. The legend stories of 25 local products were developed to narrate and to highlight the features and value preposition of 25 products. The product packages and story creations were developed as a method to increase purchases and to increase local business profits and the survival of local food businesses. Samgoset (2019) stated that product stories was an indispensable method for tourism and commercialization in the modern times. Besides, the Department of Community Development (2018) determined the definition of the charm of local food as containing a secret formulators or the techniques of how to cook the foods as methods for the consumers to have high impressions of the local foods.

For the dimension of Thai local foods, the research showed communities have varieties and

interesting local foods. Robertson et al. (2012) determined that Thai foods are a key in their importance to the development of tourism. Thailand has an abundant food source and it has been said throughout history, "In the water there are fish, in the rice fields there is rice". This is consistent with Sreephawathakul (2010) in the research title "Consumer Behaviors of Seabite Leaf of Dwellers Living in Bangkhunsai Subdistrict Ban Laem District Phetchaburi Province" in which the research presented the people self-cooking meals. The average time was between 1 to 2 days for the people to eat foods outside the home or to consume the ready-to-eat foods. They ate foods with seep weep leaf because their attitude to consume seep weep leaf was based on the dimensions of health, economy, benefits and local wisdom at a high level. The people consumed boiled seep weep leaf by dipping with chili sauce, also the seep weep leaf was used in roasted curry, hot curry and fried eggs.

3. The Development of Storytelling Innovation, Manual or Electronic Book (E-Book) and Media Application Linked to Creative Cultural Tourist Activities and Routes of Phetchaburi Province: Phetchaburi is a historical valuable city. Phetchaburi historical eras started from prehistoric era to Dvaravati, Lopburi, Sukhothai, Ayothaya, Ayutthaya and Rattanakosin era, respectively. The data related to stories of the legends of urban Phetchaburi and were collected from fieldwork, in-depth interviewing and technique of document analysis. The collected data was edited and divided into 11 sections and approved by the experts.

For the manipulation of media application of activities and routes of creative cultural tourist, and Phetchaburi local foods, the researchers analyzed the overall structure of the media application focusing on Phetchaburi local foods located along the tourist routes (Short, Moderate and Long distances) which is accessed and found on the website named www.phetchaburigasronomycharming.com. To support and promote the tourism in Phetchaburi, the researchers designed the media application to focus on Phetchaburi's local food located along the developed tourist routes. The overall structure of media application was approved by the experts and its quality was evaluated at a high level and the Thai tourists were satisfied with the media at the highest level. This was consistent to Yananan (2021) which presented the media application

called “Thailand Riviera” used with smart phones and the tablets and operates on android or IOS systems. From the evaluation of “Thailand Riviera” in the dimensions of contents, designs, platforms, benefits and usages, it was evaluated at very good level. The tourists were satisfied with the application in its contents, designs, benefits and usages at the highest level.

4. The Testing and Evaluation of Tourist Activities and Routes and the Exhibition of Phetchaburi Local Foods through Storytelling Innovation and Media Applications: The tourist journey was established and categorized into 1) Short Journey in Phetchaburi City or City Tours: This was the tourist cluster of Wat and Palace, the times spent for this were a half day to 1 day and 1 night 2) Moderate “Romantic Road” Journey: This was the tourist cluster of Wat, Palace, Beach, Sea and Salt Farm, the times spent for this was 2 days and 1 night and 3) Long Journey with Nature “Two Day Trip Plus”: This was the tourist cluster of Wat and Palace, 3 Beaches, Sea, Natural Mineral Rapid and Royal Initiative Projects, the amount of time was 2 days and 2 nights. To create the charm of tourism, researchers utilized the 6 dimensions of how to create the charm of tourist sites based on “Destination Fascination Scale Model (DFS Model)” of Liu, C. R., Wang, Y. C., Huang, W. S., & Chen, S. P. (2017 including 1) Mystique: The tourist sites have the power to stimulate and motivate the tourists to visit the sites 2) Attractiveness: The tourist sites have the abundant beautiful natural tourist resources, charm of outstanding cultures and that can attract the tourists to revisit the sites again 3) Richness: The tourist sites have diversities of abundant natural resources and tourist sites 4) Uniqueness: The tourist sites have a special identity and this is difficult to replace by other sites 5) Fitness: The appropriateness of receiving tourism.

The evaluation of tourist activities, routes, and event exhibitions about the tourist routes of Phetchaburi Province, results showed that the Thai tourists satisfaction to the tourist activities and routes were at a high level. The arrangement of the exhibition of local food events included the researcher team and Phetchaburi Rajabhat University who co-operated to organize the event of Phetchaburi Creative City of Gastronomy to Enhance Value Added and Income for Sustainable Community. Korstanje (2014) Interestingly stated that, experience marketing and the development of tourism are closely intertwined, framing tourism as the consumption of experiences. These experiences engage all five sensory organs, absorbing external stimuli to spark new

inspiration. The journey of creating memorable experiences for tourists begins with the continuous reception of information related to tourist sites, eventually leading to the opportunity to visit these destinations. The final stage of crafting memorable experiences occurs slightly after the complete visit to the tourist sites. During this stage, individuals spend time absorbing the memories, transforming them into positive impressions and lasting memories. This process involves allowing ample time for the absorption of these memorable experiences until they evolve into cherished impressions and memories. This is consistent to Woraseeha et al. (2018) in the research title “Building up and Upgrading of The Creative Tourist Routes through Local Foods in Western Part of Thailand” which found interesting tourist routes for learning about local foods with the potential of commercialization, divided to 3 routes as follows: 1) The Salt Route: There were 3 provinces related to the salt farming and the salt-based processing foods including Samut Sakhon, Samut Songkhram and Phetchaburi Province 2) The Palmyra Palm Sugar Route: This route would utilize the learning format of Palmyra Palm sugar to be the media communication and connection of learning on agricultural way of life, local wisdom, and Thai local desserts made from Palmyra Palm. It was found that Phetchaburi Province had deep linkage to the plantation of Palmyra Palm and its food processing. The Phetchaburi Province has a long continuously history connected to the Palmyra Palm sugar. This research aimed to learn about the daily life of Palmyra Palm farmers including the demonstration of Palmyra Palm tree climbing, the simmering of Palmyra Palm sugar and the cooking of desserts from Palmyra Palm. These were used to present Phetchaburi Province to be the city of sweet desserts.

Suggestions

Suggestions for the Implementation

1. From the results, the one item named “The demand for new and different packages of local foods” was rated at the lowest scored item, therefore the local entrepreneurs should focus on developing new and different products in addition to the product packages embedded with their told stories and local wisdom. These should be used to enhance the products attractiveness for purchase and to have the local’s identity and outstanding features highlighted.

2. From the results, the one item named “The appropriateness of new products with the target market

for new branding” was rated at the lowest level, therefore Provincial Office, Tourism and Sports Office, Tourism Authority of Thailand, Designated Areas for Sustainable Tourism Administration, and Provincial Administrative Organization should utilize “Logo of The Charm of Phetchaburi Local Foods” to mobilize the marketing and publicizing the tourism of Phetchaburi Province.

3. From the research results, the one item named “The beauty, appetizing and suitable styles of products” was rated at the lowest level, therefore the local entrepreneurs should focus on developing the products and its packages to have the beauty, the nutrients listed for health and suitable styles. It is not only the delicious tastes but should include the hidden storytelling as well.

4. From the results, the one item named “The management of basic infrastructures of tourist activities and routes” was rated at the lowest level, therefore Provincial Office, Tourism and Sports Office, Tourism Authority of Thailand, Designated Areas for Sustainable Tourism Administration, and Provincial Administrative Organization should co-operate to provide and facilitate the basic infrastructures such as road signs located on the routes of secondary tourist sites and these should be publicized to the tourists regularly.

5. Phetchaburi Province should have the development of professional entrepreneurs. To do this, local entrepreneurs should be trained about how to add value to their products and how to publicize the community products in order to compete in the global market.

Suggestions s for the Future Research

1. Future research should have the establishment and management of a data base of local wisdom-based foods, this should be created to cover to all areas of Phetchaburi Province. This should include the development of products and packages, the ways of how to create the value and the stories of outstanding local foods. Local ingredients should be included in the geographical indicated food plants (GI) such as Mueng Phet rose apple, Manaw Paen (key lime) as examples..

2. Future research should focus on the behaviors and demands of high-quality tourists due to the groups power of purchasing especially on new and outstanding local products.

3. Future research on Phetchaburi local products should be expanded to study other local products that include the products of community entrepreneurs, the products of “One Tambon One Product” (OTOP) and the products of small and medium enterprises (SME).

4. Further research and development is necessary on the value of local herb products which are represented as local wisdom. Examples of local herb products include moroheiya vegetable, seep weed leaf, and small edible sea crab plant. e There is a need for more detailed research and development focused on local herbs medicinal and nutritional values and techniques of packaging local herbs for longer shelf-life..

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