



Promoting Healthy Street Foods and Local Economy through Community-Based Tourism in Suphan Buri Province: Innovating Social and Economic Initiatives for Tourism Enhancement in the New Normal Era

Saibangorn Panprom^a Wipada Mukda^{b*} & Rachen Boonloison^a

^a School of Culinary Arts, Suan Dusit University, Bangkok, 10300 Thailand

^b Faculty of Management Science, Suan Dusit University, Bangkok, 10300 Thailand

Article info

Article history:

Received: 4 July 2024

Revised: 14 March 2025

Accepted: 1 August 2025

Keywords:

Healthy street foods, Community-based tourism, New normal, Suphan Buri province

Abstract

This research aimed to (1) examine consumers' consumption behaviors regarding healthy street food purchases, (2) investigate marketing factors influencing the consumption of healthy street foods, and (3) propose guidelines for promoting healthy street foods and strengthening the local economy through community-based tourism in Suphan Buri Province during the New Normal era. A mixed-methods approach was employed. Quantitative data were collected through questionnaires administered to 400 Thai tourists, while qualitative data were obtained from in-depth interviews with 100 key informants. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to analyze quantitative data, and qualitative data were thematically analyzed to support guideline development. The findings revealed that tourists frequently purchased healthy street foods 2–3 times per week, spending no more than 200 baht per occasion, primarily between 4:00 p.m. and 6:00 p.m. Convenience, proximity to accommodations, cooked-to-order options, and recommendations from friends or acquaintances were key behavioral characteristics. Marketing factors significantly influenced consumption, with product quality and human interaction emerging as the strongest determinants, followed by processes, physical environment, pricing, distribution channels, and promotional activities. Based on the results, guidelines for promoting healthy street foods should prioritize vendor training and food safety compliance, environmental cleanliness and waste management, and the development of street food standards across four dimensions—health, economic, social, and cultural—to enhance community-based tourism and reinforce the local economy in the New Normal context.

Introduction

Community-based tourism is a form of tourism in which local communities play a central role in managing and developing tourist attractions within their

areas. A key factor contributing to the growing popularity of community-based tourism is the distinctive identity of each community, which serves as a unique selling point and attracts tourists. In this context, tourism

* Corresponding Author
e-mail: amimukda9002@gmail.com

management must consider the area's capacity to accommodate tourists by implementing an approach known as Sustainable Community-Based Public Participation Tourism (Asawachai, 2015). Subsequently, the Community-Based Tourism Institute defined community-based tourism as a globally recognized strategy for fostering community and human development. This approach not only enhances the quality of life and strengthens local economies but also serves as a mechanism for cultural preservation, knowledge exchange, and heritage transmission. It facilitates meaningful interactions between community members and visitors, fostering awareness and a deeper connection with the local environment, traditions, and way of life. Moreover, community-based tourism is a government-supported tourism form that empowers communities to manage their natural resources and cultural heritage effectively. This model emphasizes active community participation in shaping development direction and ensuring that locals benefit from tourism. When communities actively participate in decision-making and reach a consensus on needs and directions for change, they can initiate projects and implement actions driven to a better community. Therefore, participation serves as the cornerstone of community development (Manirochana, 2017).

Street food stalls are easily accessible and convenient where each stall may not differ greatly in taste, but rather in their secret recipes or stall decorations. Traditional street food stalls are often modestly decorated with sellers who may have been in business for many years. However, street food stalls may be operated by groups of teenagers or middle-aged individuals. They develop creatively by decorating their own establishments to attract attention and create unique menus that stand out and appeal to locals' preferences. This makes the street food eating experience reflect the local eating culture in that area. In Thailand, street food stalls are not confined solely to Bangkok but are dispersed throughout communities nationwide. According to Euromonitor International, in the year 2016, there were approximately 103,000 street food stalls across the country, accounting for 69.00% of all dining establishments, with an estimated value of around 228 billion baht. The average annual growth rate is projected at 5.40% per year, continuing into the year 2018. The popularity of street food stalls has led to the opening of 2,506 new restaurants, accounting for an increase of 122.30% (Bangkok Business, 2018).

Suphan Buri Province is a historical tourist destination known for its unique traditions and culture, as well as its natural attractions, historical sites, art, and local cuisine. Additionally, Suphan Buri Province is home to numerous street food businesses that open at night in various night markets, serving delicious food at affordable prices. This highlights the local dining culture, which strongly reflects the province's unique culinary identity. The large number of street food vendors can be attributed to low startup costs. Entrepreneurs can easily start their business with only a cart and a few cooking items. They can continue or quit doing business as needed. Many restaurant owners have started as street food vendors before expanding into permanent restaurants. Street food businesses not only contribute to the economic development but also play a crucial role in the daily lives of both Thai and international tourists. They also help preserve and promote the local identity, as reflected in the continuous growth of the street food in Thailand. This expansion has been largely driven by government sector aimed at making street food more popular and recognized as part of the country's culinary tourism. Although street food plays an important part in both daily life and the local economy, it still faces several challenges. These include regulations on food stalls that operate in high-traffic pedestrian areas or near parking spots, traffic obstruction, overcrowding, and concerns regarding safety, sanitation, and hygiene. Thus, street food entrepreneurs should develop effective strategies to ensure consumer confidence in terms of freshness, cleanliness, taste, convenience, and overall satisfaction, as well as perceived value, while meeting consumer expectations (Suwunnamek & Krommuang, 2019).

The World Health Organization (WHO) predicted that in 2015, there would be 2.3 billion people worldwide who were overweight, leading to 2.8 million deaths from chronic diseases. In Thailand, the prevalence of overweight and obesity has significantly increased, primarily due to a lack of regular exercise and unhealthy eating habits. This includes the consumption of nutritionally deficient foods, junk food, carbonated drinks, and alcoholic beverages. Additionally, sedentary lifestyles—such as prolonged sitting at office desks—have contributed to deteriorating health. Thus, dietary habits play a crucial role in maintaining good health and preventing diseases. Consumers are becoming increasingly aware of the importance of self-care and are placing greater emphasis on maintaining a strong and healthy body. Currently, consumer trends are constantly

changing, driven by rapid access to digital communication technologies. This has led to a growing demand for healthy food choices, influenced by the growing health-conscious movement and consumers' desire to have a good shape. With the goal of using food to balance the body and reduce the risk of various diseases, food entrepreneurs are increasingly competing to create health-conscious products that meet consumer needs. This trend is further reinforced by government sector, aimed at encouraging entrepreneurs to add value and enhance their competitive advantage through the adoption of innovation and technology. As a result, entrepreneurs produce more health products into the market to meet the needs of modern lifestyles, as reflected in the growing value of the health food market. This provides a great chance for street food vendors to adapt and align with the growing health food market trend (Thai Health Promotion Foundation, 2020).

The research team is interested in developing health street food to boost the local economy through community-based tourism under the concept of innovative business for social and community development and creative economy to promote tourism for both Thai and international tourists in Suphan Buri Province in the New Normal era because community-based tourism is a valuable tool and there are several community groups involved in tourism, the potential and management capabilities of these groups are still weak and do not prioritize social and community aspects. Therefore, there is a need to enhance development with creative ideas for health-oriented food that can add value by fostering creativity to stand out and differentiate from other provinces, leveraging Suphan Buri Province's strengths.

During the New Normal period amid the COVID-19 pandemic, Suphan Buri Province is accelerating the development of health-safe food, focusing on both food safety and the standards of street food. This includes creating public relations materials to promote awareness and understanding among the general public, consumers, and tourists to foster acceptance and showcase the locality's uniqueness. The study of behaviors and factors influencing decision-making in consuming street food in Suphan Buri Province will serve as the foundation for developing and elevating the standards of health street food markets in Suphan Buri Province to meet the needs of tourists. This will assist business owners and relevant agencies in implementing guidelines to enhance and improve the potential of street food in Suphan Buri Province. Beyond promoting culinary tourism, research recommendations will also guide efforts to foster economic stability and sustainability within the associated communities.

Objectives

1. To examine consumers' consumption behaviors regarding healthy street food purchases in Suphan Buri Province during the New Normal era.
2. To investigate marketing factors influencing the consumption of healthy street foods in Suphan Buri Province during the New Normal era.
3. To propose guidelines for promoting healthy street foods and strengthening the local economy through community-based tourism in Suphan Buri Province during the New Normal era.

Conceptual framework

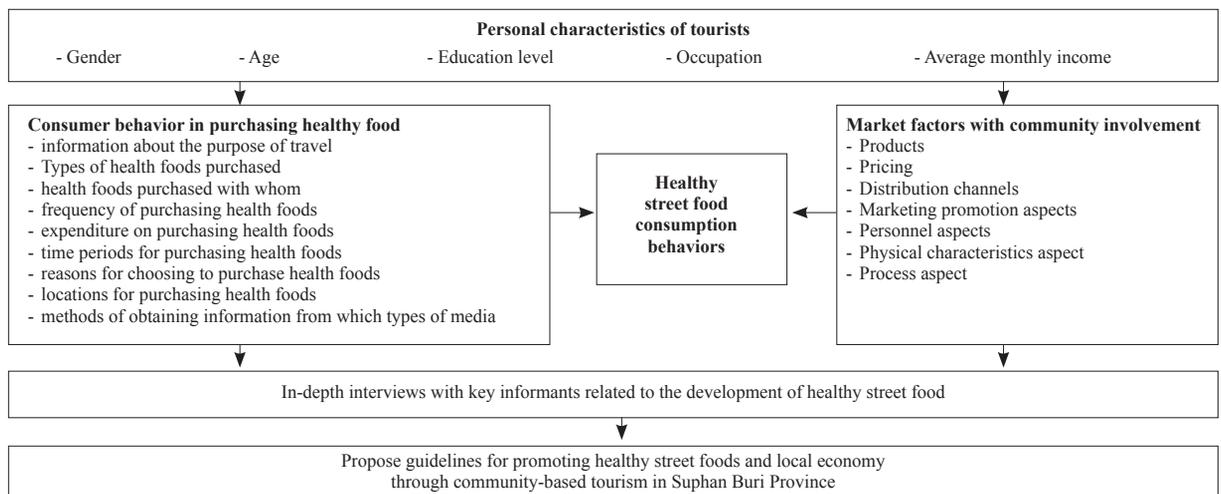


Figure 1 Conceptual framework

Research methodology

1. Population and sample

1.1 The population used in this research consists of 230,096 Thai tourists who visited Suphan Buri Province (Ministry of Tourism and Sports, 2022). The sample size was determined using Taro Yamane's (1975) formula with a 95% confidence level and a margin of error not exceeding 5%, resulting in a sample size of 400 people. This sample was selected using simple random sampling, ensuring each individual in the population had an equal probability of selection, thereby enhancing the generalizability of the findings.

1.2 Qualitative research involved key informants related to the development of health-oriented street food aimed at boosting the local economy through community-based tourism. This group included 30 chief executive officers of the SAO/ mayors, 30 deputy chief executive officers of the SAO/deputy mayors, 30 chief administrators of the SAO/ municipal secretaries and 10 community leader representatives, totaling 100 participants. A structured in-depth interview method was employed, leveraging purposive and voluntary random sampling to select participants, thereby ensuring that the respondents had direct involvement and expertise in community-based tourism.

2. Research Tool

2.1 Quantitative research was divided into 5 parts as follows:

Part 1: Information about the personal characteristics of tourists. The survey was closed-ended questions consisting of gender, age, occupation, education level, and average monthly income. There were 5 questions in the form of multiple choice.

Part 2: Information about consumer behavior in purchasing healthy food in Suphan Buri Province during the New Normal era were closed-ended questions consisting of information about the purpose of travel, types of health foods purchased, health foods purchased with whom, frequency of purchasing health foods, expenditure on purchasing health foods, time periods for purchasing health foods, reasons for choosing to purchase health foods, locations for purchasing health foods, and methods of obtaining information from which types of media. The questionnaire included 10 multiple-choice questions.

Part 3: Information about marketing factors affecting the consumption of healthy food in Suphan Buri Province in the New Normal era, consisted of products, pricing, distribution channels, marketing promotion

aspect, personnel aspect, physical characteristics aspect, and process aspect, totaling 35 questions. These were measured using a Likert Scale with 5 levels: Very High, High, Moderate, Low, and Very Low (Silpjaru, 2014).

Part 4: Information about healthy food consumption behavior in Suphan Buri Province during the New Normal era, consisted of 20 statements. The questionnaire format used a Likert Scale with 5 levels: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree (Silpjaru, 2014).

Part 5: Recommendations for Developing Health Street Food and strengthening the local economy through community-based tourism in Suphan Buri Province in the New Normal era.

2.2 Qualitative Research: The research tool used by the research team in this study was an interview form. The researchers employed in-depth interviews with predetermined open-ended questions to elicit comprehensive opinions and gather the most accurate information from stakeholders. The interview protocol was divided into three parts as follow:

Part 1: Three items of general information of the interviewee.

Part 2: Developing healthy street food and strengthening the local economy through community-based tourism in Suphan Buri Province, consisting of 4 points as follow:

2.1 What kinds of street food are available in your community?

2.2 Do you think street food can be developed into healthy food?

2.3 How do you think consuming street food can be beneficial for your body and provide good nutrition for health?

2.4 How do you envision the ideal street food setup to enhance quality of life and support the creative economy to develop tourism for Thai tourists in Suphan Buri Province during the New Normal era?

Part 3: Recommendations on developing healthy street food by enhancing the local economy through community-based tourism in Suphan Buri Province in the New Normal era.

3. Instrument Validation

3.1 Three academic experts evaluated the questionnaire to assess its content validity, scrutinizing its language appropriateness and alignment with the intended outcomes. Each questionnaire item was examined for its Item-Objective Congruence Index (IOC Index) and reliability. The experts scored these items

based on predetermined criteria, subsequently aggregating these scores to calculate the IOC Index. We deemed an IOC Index value ranging from 0.50 to 1.00 as acceptable, indicating sufficient congruence with the research objectives and justifying the inclusion of the item in the final instrument. In contrast, we either revised or removed items scoring below this threshold to enhance the questionnaire's focus and clarity, following the methodological standards set by Rovinelli and Hambleton (1977).

3.2 Reliability Testing Prior to the main data collection phase, the questionnaire underwent preliminary administration to a sample of 30 participants to ascertain its reliability. The reliability was measured using Cronbach's alpha coefficient formula, a robust statistical tool for evaluating internal consistency (Cronbach, 1990). The results revealed that the reliability values ranged between 0.917 and 0.957, as noted by Khunthongjan (2017), categorizing the reliability level as very good. These findings substantiated the questionnaire's suitability for subsequent use in the study.

- Consumption behaviors of healthy street foods dimension at 0.948

- Marketing factors influencing the consumption of healthy street foods dimension at 0.794

4. Data Collection

4.1 Quantitative Research: Data Collection, the researchers have completed the questionnaire and conducted field surveys with 400 Thai tourists at various tourist locations in Suphan Buri Province. They have also verified the accuracy and completeness of each questionnaire set, recorded quantitative data, and will analyze the data using a standard statistical analysis program.

4.2 Qualitative Research: The research team has completed the development of interview questionnaires, Invitation letters have been sent to key informants including 30 chief executive officers of the SAO/ mayors, 30 deputy chief executive officers of the SAO/deputy mayors, 30 chief administrators of the SAO/municipal secretaries and 10 community leader representatives, totaling 100 participants.

5. Data Analysis

5.1 Quantitative research: Data analysis involved the application of descriptive statistical methods to evaluate all questionnaires, which included an examination of demographic characteristics utilizing frequency and percentage statistics. Additionally, data related to consumption behaviors of healthy street foods,

and marketing factors affecting the consumption of healthy street foods were analyzed using mean and standard deviation statistics.

5.2 Qualitative research: This is followed by conducting in-depth interviews and performing content analysis, synthesis, and interpretation to summarize the key points for proposing guidelines for developing healthy street food. This aims to boost the local economy through community-based tourism under the concept of innovative business for social and community development and a creative economy, to promote tourism for Thai tourists in Suphan Buri Province in the New Normal era.

Results

1. The data analysis results for Objective 1: To examine consumers' consumption behaviors regarding healthy street food purchases in Suphan Buri Province during the New Normal era is reported as follows:

1.1 Personal characteristics of tourists: It was found that 167 Thai tourists were female, accounting for 41.75%. There were 125 individuals engaged in trading/business, representing 31.25%. Those with elementary education numbered 130, accounting for 32.50%. A total of 246 individuals had a monthly income of less than 20,000 Baht, comprising 61.5%.

1.2 Consumers' consumption behaviors in purchasing healthy street foods: It was found that the objectives of general tourism, totaling 152 people (38.00%). Health-conscious custom-order food, totaling 167 people, (41.75%). Consumption with family/relatives, totaling 228 people, (57.00%). Frequency of consumption 2-3 times, totaling 302 people, (75.5%). Average expenditure per purchase per person, ranging from 101-200 Baht, totaling 165 people, (41.25%). Time of consumption between 4.00-6.00 P.M, totaling 184 people, (46.00%). Reason for choosing convenient/easily accessible food, totaling 232 people, (58.00%). Location selection near accommodation, totaling 195 people, (48.75%). Travel method characteristic of walking for dining, totaling 233 people, (58.25%) and knowledge regarding food services provided by friends/acquaintances, totaling 236 people.

2. The data analysis results for Objective 2:

To investigate marketing factors influencing the consumption of healthy street foods in Suphan Buri Province during the New Normal era is reported as follows:

2.1 The marketing factors influencing the consumption of healthy street foods in Suphan Buri Province during the New Normal era: The overall picture

is highly significant, and when considering each aspect individually, tourists express the highest level of opinion. These aspects include products, personnel aspect, processes aspect, physical characteristics, pricing, distribution channels, and marketing promotion, as shown in Table 1.

Table 1 Overview of the mean and standard deviation of marketing factors affecting the consumption of healthy street food (n = 400)

Marketing Factors	\bar{x}	SD	Result	Ranking
1. Product	4.25	0.614	Very High	1
2. Pricing	4.15	0.633	High	5
3. Distribution channels	4.15	0.648	High	5
4. Marketing promotion	3.72	0.700	High	6
5. Personnel aspect	4.22	0.636	Very High	2
6. Physical characteristics	4.19	0.620	High	4
7. Processes aspect	4.20	0.573	High	3
Total	4.12	0.433	High	

2.2 Consumption Behavior of Healthy Street Food in Suphan Buri Province: it was found that tourists have overall behavior in consuming healthy street food at a high level. When considering each aspect, tourists show a high level of behavior in consumption, particularly in selecting food based on the cleanliness of the shops and vendors, take notice before purchasing various food products, choose to consume food that is served in clean and safe containers with tightly sealed lids, tourists primarily consume rice as their main meal, alternating with other types of starchy foods for some meals, such as noodles and bread, tourists choose to consume minimally processed foods that closely resemble natural ingredients the most, tourists avoid eating the same menu every day and tourists eat vegetables and fruits with every meal. The part that is at a moderate level includes having the same mean values for 2 items: tourists always check the ingredients of the food they choose to buy, tourists choose to drink plain water instead of soft drinks, tourists always consider the nutritional value of food that is necessary for the body from product labels and the average values were the same for 2 items: tourists choose to eat food that has been boiled or steamed instead of fried and avoid eating sweets such as donuts, chocolate, etc. The average values were the same for 4 items: tourists avoid drinking beverages that contain alcohol or caffeine, such as tea, coffee, etc., tourists should avoid eating frozen food and heating it in a microwave, tourists choose to consume meals with plant-based ingredients, tourists choose to eat food that contains grains and tourists choose to drink low-fat milk/skim milk, tourists have to check the nutrients they will get from food, such

as the amount of calories, sugar, fat or sodium, etc, tourists avoid eating food that contains MSG and tourists rarely eat fast food regularly, such as fried chicken, pizza, hamburgers, respectively.

3. The data analysis results for Objective 3: To propose guidelines for promoting healthy street foods and strengthen the local economy through community-based tourism in Suphan Buri Province and the findings are summarized as follows:

3.1 Street food stalls in Suphan Buri Province, known widely in Thai society, are eateries typically located along footpaths, in front of row buildings, or within densely populated commercial areas or communities often referred to as streets, night markets, or bustling markets. Most of them are simple, popular and align with the community's lifestyle, varying in appearance based on the vehicle type, such as carts, tables, floating platforms, food trucks, and cars. Street food in Suphan Buri Province is similar to other provinces. The popular menus include papaya salad, porridge, pork blood soup, pork leg rice, chicken rice, crispy pork-red pork rice, rice mixed with shrimp paste, omelet rice, Pad Thai. Fresh shrimp, fried oysters, noodles, kuay jap radna, stir-fried soy sauce, fish maw, khanom jeen with coconut milk sauce, sticky rice with grilled pork/grilled chicken, tom yum goong, massaman chicken, salad, vermicelli and various made-to-order dishes, as well as various fried foods, khanom krok, ice cream, cakes, mango sticky rice, various drinks, seasonal fruits.

3.2 Street Food can evolve into healthy food options because healthy eating has shifted from a general choice to an alternative. If vendors receive continuous nutrition-related communication and tailored consultation, it could enhance awareness and sales of healthy street food options. The obstacles in developing street food for health may arise from suppliers' attitudes, beliefs, and accustomed practices, where increased costs and preparation times for ingredients could be perceived. Continuous nutrition education and tailored consultation for vendors could potentially increase awareness and development of healthy street food sales. Healthy eating can be summarized as follows: Plant-based meats, healthy desserts and pastries, and alcoholic beverages consumed in moderation are good for health. However, excessive consumption, such as more than 1-2 glasses (150 milliliters) per day, should be avoided.

3.3 Therefore, before choosing to eat street food, it may be necessary to observe more carefully to

ensure that one does not end up in the hospital after enjoying a meal. Even though street food is delicious, affordable, and convenient, consuming it without caution may have adverse effects on health both now and in the future. Choosing street food that prioritize cleanliness and quality ingredients is an option consumers should consider. Moreover, moderate consumption and regular exercise are essential for maintaining good health and happiness with street food in the long term. Travelers should select street food that is delicious and safe as follows:

1. Location: One of the key considerations starts with the restaurant's location.

2. Cleanliness: Inspect deeply, including ingredient storage cabinets, dishwashing areas, tables, chairs, and condiment containers on tables. General cleanliness should be visible and easily noticeable.

3. Freshly Cooked: Choose restaurants that cook freshly rather than those that pre-cook and serve.

Therefore, it can be seen that there are many good and beneficial food options available in the current market. Moreover, tourists should consume a balanced diet of all five food groups, drink clean water, and eat each item in appropriate and sufficient quantities to maintain sustainable good health. The street food vendors should adjust their menus to include nutritional value, considering the public's health, maintain cleanliness in the selling area, do not pour waste water down the drain, dispose of trash in designated areas. Street food management must be efficiently organized. Thai tourists should have knowledge about nutrition and should choose appropriate nutrition in order to access and understand correct nutrition information.

3.4 Guidelines for developing healthy street food standards require restaurant owners and vendors to undergo training provided by the Department of Health, ensuring compliance with all food handling regulations. Due to the current situation of monitoring COVID-19, it was requested cooperation from traders, sellers, and consumers to adhere to the guidelines set by the Ministry of Public Health. This includes screening and temperature checks for both buyers and sellers, strictly enforce service providers and users to wear cloth masks or face masks at all times, provide handwashing facilities with water and soap or alcohol-based hand gel, social distancing measures are in place between individuals or stalls. The most important is the vendors or sellers must manage the cleanliness of the food distribution area. This includes regular cleaning, at least once a week, and daily garbage

management on operational days to prevent becoming breeding grounds for disease-carrying animals, food sources must be eliminated, dispose of food scraps, vegetable and fruit peels in a leak-proof container with a tightly sealed lid, and properly dispose of them, or use them for composting or as animal feed, additionally, regularly cleaning and washing trash bins and ensuring no food scraps or food odors around the food vending area. Therefore, street food products should be developed in terms of format, adding narratives, creating uniqueness, and developing standards for street food, consisting of four dimensions: health, economic, social, and cultural dimensions.

In conclude, street food reflects local cultural identity and serves as a measure that illustrates the societal patterns and lifestyles of people undergoing transformations. This includes both long-term residents and newcomers who move in for career opportunities or educational pursuits, residing temporarily or permanently based on community or urban societal prosperity. These evolving lifestyles contribute to a preference for dining



Figure 2 Measures to mitigate COVID-19 risks in street food areas

out, coupled with economic expansion that necessitates fast-paced living. The proliferation of street food establishments has led to job creation, career opportunities, and meeting the needs of a significant portion of society, including tourists visiting the area. Therefore, it is imperative for both public and private sector entities to collaborate and support initiatives that enhance and develop street food to meet quality standards akin to community kitchens, benefiting local residents and urban societies. This approach aims to establish street food as a cornerstone of cultural sustainability in provincial areas, distinguishing it as a prominent feature of Thai society worthy of continual development.

Discussion

1. The results of Objective 1 are related to Sereerat et al. (2017) who defined consumer behavior as the process of understanding and analyzing consumer actions to effectively respond to their needs. This involves conducting consumer behavior analysis to determine the factors influencing decision-making and purchasing behavior. To develop appropriate marketing strategies that enhance consumer satisfaction, the 6Ws and 1H framework addresses the following key questions: Who is in the target market? What do consumers buy? Why do consumers buy? Who is involved in the decision-making process? When do consumers make purchases? Where do consumers buy? How do consumers make their purchases? and related to Rakchat (2016) who studied the factors affecting decision of consumers in selection of Japanese restaurants in Si Ayutthaya Province. The study found that 1) consumers exhibit a behavior of using Japanese restaurant services, specifically sushi buffets, with a frequency of 1-2 times per month. The typical days to visit a Japanese restaurant are Saturday and Sunday. The operating hours for Japanese restaurants are from 1:01 PM to 4:00 PM. The duration of dining at a Japanese restaurant is 1 to 2 hours. The group of people who go to Japanese restaurants together are friends. The number of people who go to Japanese restaurants together is 2 to 4 people. The cost of using Japanese restaurant services per person per visit is 500 to 1,000 baht, and the media that makes Japanese restaurants known is television. This is also related to Kunnika (2021) who studied on the consumption experience of street food influencing satisfaction of foreign tourists in Bangkok. The research findings indicate that in terms of street food consumption behaviors, foreign tourists tend to prefer consuming street food during late-night hours,

typically from 1 a.m. onwards. The average expenditure per consumption session exceeds 200 baht. Most often, they purchase street food 5 to 6 times. They primarily consume food with their friends, and their favorite types of street food are grilled and fried dishes compared to other types of food.

2. Objective 2: To study marketing factors influencing the consumption of healthy street foods in Suphan Buri Province during the New Normal era is discussed as follows:

Marketing factors influencing the consumption of healthy street food, the overall level is at a high level and when considered individually, it is at the highest level, including products, personnel aspect, and processes. Physical characteristics, pricing, distribution channels and marketing promotion and is related to Kotler & Keller (2016) stating that the marketing mix (7Ps) consists of: (1) Product – The core product or service, as well as additional products that meet consumer needs and create a competitive advantage; (2) Price – The price of goods and services, along with various conditions related to payment set by the seller; (3) Place (Distribution Channels) – The process of making products and services available to customers, including delivery methods, locations, and the time required for distribution; (4) Promotion – The design and implementation of marketing communication strategies, including advertising, sales promotions, and incentives, to enhance customer engagement and satisfaction; (5) People – The planning, recruitment, selection, training, and development of employees, ensuring motivation and efficiency in service delivery; (6) Place – The characteristics of the physical environment, including tangible elements, facilities, and overall ambiance that influence customer and employee experiences; and (7) Process-The operational procedures and workflow involved in creating and delivering products or services, ensuring efficiency through well-designed systems. This is aligned with the study of Runla & Chairat (2020), who researched the factors affecting Thai consumers' decisions to purchase street food at the Train Night Market Ratchada. The study found that the marketing mix factors affecting the decision to purchase street food at the Ratchada Train Night Market are categorized at the highest level in each aspect as follows: product, personnel, service process, physical characteristics, packaging, distribution channels, price, and sales promotion, respectively. This also aligns with Khumnak (2019) who studied the factors of choosing marketing mix street food stalls in Chinatown area of

Thai tourists, the result of this research indicated that the factors of Thai tourists choosing street food marketing mix stalls in the Chinatown area were excellent. When considering each aspect, it was found that they were excellent in all aspects: product aspect, the creation and presentation of physical characteristics, marketing promotion, service process, pricing, and distribution channels, respectively.

3. Objective 3: To propose guidelines for promoting healthy street foods and to strengthen the local economy through community-based tourism in Suphan Buri Province in the New Normal era is reported as follow:

The guidelines for developing healthy street food by enhancing local economy through community-based tourism include that food establishments operated by entrepreneurs or traders must undergo training for business operators and food handlers according to the curriculum set by the Department of Health. Due to the ongoing vigilance against the COVID-19 situation, it needs cooperation from traders, sellers, and consumers to adhere to the guidelines set by the Ministry of Public Health. This includes screening and checking body temperatures for buyers and sellers, and enforcing strict adherence to wearing cloth masks or medical masks at all times for service providers and users, providing handwashing facilities with water and soap or alcohol-based hand gel, and implementing social distancing measures between individuals or stalls. The most important thing is that vendors or sellers must manage the environment of their food distribution areas to be clean, regular cleaning should be done at least once a week, and waste management must be carried out daily when operating, to prevent becoming breeding grounds for disease-carrying animals by eliminating food sources. Dispose of food scraps, vegetable and fruit scraps, which should be stored in non-leaking containers with tightly fitting lids, and dispose of properly, or compost for fertilizer, or use as animal feed. Additionally, regularly clean garbage bins and ensure there are no food residues or food odors around the food vending area. The Street Food Good Health development criteria and standard contains four dimensions: health, economic, social, and cultural dimensions, it was aligned to Mak et al. (2012) indicating that the factors affecting food consumption in the context of tourism can be divided into three dimensions: 1) the dimension of tourists was a significant factor in consuming food in tourist destinations, where various factors determined the unique characteristics and eating behaviors of tourists, 2) Food dimension in tourist

attractions was a factor that influenced tourists to travel to tourist attractions and leads to consumption in terms of the diversity of local or national characteristic foods, and 3) The dimension of environmental factors in consumption at tourist destinations are factors that influence tourists' travel and food consumption in the area, including the reputation of food at tourist destinations that contribute to a positive tourism image. This was aligned to Potasin et al. (2019) who studied Factors Affecting Bangkok Residents' Behavior on Street Food Consumption. The research found that the influential daily consumption pattern factors were corrected throughout the types of street foods, meals, and consumption patterns. Simultaneously, convenience of purchasing influenced food consumption in terms of the type of street foods. The street food factors; food hygiene, personal hygiene, eco-friendly packaging, freshness and natural color of food, associated with food consumption behavior in terms of the types of street foods. The street food price, selling food area, cleanliness of the selling area, different foods, and freshness of food had effect on a meal. In the meantime, selling food area affected consumption pattern of consumers.

Suggestions

Policy suggestions

Promoting the integration of work at the national policy level to systematically plan the development of Thai street food. This includes ensuring that it is organized, clean, safe, and up to standard, reflecting the unique food culture, taste, and charm of each province. This approach aligns with the context of each community/city, aiming to enhance the quality of life for local residents and sustainably support the province's tourism.

Managerial suggestions

This creates a reflection where entrepreneurs, community representatives, and youth can apply their knowledge and wisdom in food to the market in the form of street food. This provides a pathway for career development, which can elevate the quality of life in the community to be safe, promote well-being, and achieve sustainability.

Academic suggestions

1. To provide knowledge and understanding to all stakeholders, including street food vendors and consumers, to raise awareness about the importance of nutritious street food and how to consume it safely.
2. To promote development and elevate standards

of food establishments, including food vendors and street food stalls by ensuring the preparation, cooking, and selling of clean, hygienic, and safe food. This aims to instill confidence in consumers and promote tourism as well.

Suggestions for future research

It is advisable to study the behaviors and factors affecting the consumption of street food of foreign tourists traveling in Thailand, in order to gather information on the behaviors and factors affecting street food consumption among international tourists. Researchers may consider shifting the research methodology to qualitative research, allowing direct communication and inquiry with foreign tourists. This approach enables tourists to express their knowledge, ideas, attitudes, and deep-seated opinions.

References

- Asawachai, P. (2015). The guideline to develop community tourism: A case study of San Jao Rong Thong community, Wiset Chai Chan district, Angthong province. *Journal of Humanities and Social Sciences Thonburi University*, 9(18), 60–67.
- Bangkok Business. (2018). *Restaurant business in year 2018 expands and becomes more competitive* (in Thai). Retrieved October 1, 2023, from <https://www.bangkokbiznews.com/blogs/columnist/119072>
- Cronbach, L. J. (1990). *Essentials of psychological testing* (5th ed.). New York, NY: Harper Collins Publishers.
- Khumnak, A. (2019). Marketing mix factors influencing Thai tourists' choices of street food vendors in the Yaowarat area. In *the 9th BENJAMITRA Network National & International Conference: Economics and Social Development for entering Digital Economy* (pp. 1–10). Bangkok, Thailand: North Bangkok University.
- Khunthongjan, S. (2017). *Business research*. Bangkok, Thailand: SE-Education PCL.
- Kotler, P., & Keller, K. (2016). *Marketing management* (15th ed.). New Jersey, NY: Pearson Education.
- Kunnika, W. (2021). *Consumption experience of street food influencing satisfaction of foreign tourists in Bangkok*. (Master's thesis). Dhurakij Pundit University, Thailand.
- Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928–936. <https://doi.org/10.1016/j.ijhm.2011.10.012>
- Ministry of Tourism and Sports. (2022). *Domestic tourist statistics year 2022*. Retrieved October 1, 2023, from <https://www.mots.go.th/news/category/766>
- Manirochana, N. (2017). Community based tourism management. *International Thai Tourism Journal*, 13(2), 25–46.
- Potasin, W., Ladnoi, S., Nianwitthoon, S., & Wongthong, O. (2019). Factors affecting Bangkok residents' behavior on street food consumption. *Journal of Humanities and Social Sciences, Mahasarakham University*, 38(5), 34–44.
- Rakchat, T. (2016). *Factors affecting decision of consumers in selection of Japanese restaurants in Ayutthaya City Park, Phranakhon Si Ayutthaya province* (Master's thesis). Phranakhon Si Ayutthaya Rajabhat University, Thailand.
- Rovinelli, R. J., & Hambleton, R. K. (1997). On the use of content specialists in the assessment of criterion-referenced test item validity. *Dutch Journal of Educational Research*, 2, 49–60.
- Runla, P., & Chairat, P. (2020). The marketing mix affecting decision to buy street food at train night market Ratchada. *Dusit Thani College Journal*, 14(3), 355–368.
- Suwunnamek, O., & Krommuang, M. (2019). Factors affecting satisfaction toward street food consumption in bangkok. *Srinakharinwirot Business Journal*, 10(2), 144–155.
- Sereerat, S., Sereerat, S., Laksitanond, P., & Patawanich, O. (2017). *Marketing management* (Revised Edition). Bangkok, Thailand: Dharmasarn.
- Silpjaru, T. (2014). *Study and statistical data analysis using SPSS*. Bangkok, Thailand: V Inter Print.
- Thai Health Promotion Foundation. (2014). *Worried that Thai people exercise less and are at risk of getting sick* (in Thai). Retrieved October 1, 2023, from <https://www.thaihealth.or.th/?p=274892>
- Thai Health Promotion Foundation. (2020). *New ways of Thai food along the canal route*. Retrieved October 1, 2023, from <https://www.thaihealth.or.th/New Normal - street food/>
- Yamane, T. (1975). *Statistics: an introductory analysis*. New York, NY: Harper & Row.