



A Study into the Viability of Chiang Mai as a Gastronomic Tourism Destination.

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ABSTRACT

This dissertation is to examine the behavior of middle to upper income Bangkokian family travel to destinations because of food related reasons. This is because the behavior of Thai people does give importance to food and everything that is related to food and eating. Most of the Bangkokian tourists who are in the middle to upper income range do travel to Chiang Mai, Thailand party because of food related reasons. Therefore, I draw my attention to the fact that Chiang Mai is a destination that could be turn into gastronomic tourism destination.

Chiang Mai does have all the appropriate components to become a gastronomic tourism destination. I have base my interpretation from a model of 'Development of Gastronomic Tourism' by Anne-Mette Hjalager, she has defines the important driving forces and barriers to the creation of gastronomic tourism with the four orders' of gastronomic tourism, and Chiang Mai turns out to be a possible destination.

As I will show, Chiang Mai has already established itself as a tourism destination, so it is not difficult to incorporate gastronomy or food related issue into tourism and turn it into a gastronomic tourism that will increase more attraction to tourists. Chiang Mai, nowadays, is on the top of the list in having diverseness in food. Consequently, Chiang Mai is precise in being the next gastronomic tourism destination.

Declaration

This work contains no material which has been accepted for the award of any other degree or diploma in any university or other tertiary institution and, to the best of my knowledge and belief, contains no material previously published or written by another person, except where due reference has been made in the text.

I give consent to this copy of my dissertation, when deposited in the university library, being available for loan and photocopying.

Signed Date 18 May 2004

Supervisor certification

I, Pim Shaw, certify that I have read the final draft of the thesis of Jira Tontapanish and I am satisfied that, on the basis of technical presentation, the thesis is worthy of examination.

Signed Date 16 May 2004

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CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

Food is considered as an important element for Thai people. Every thing that Thai people do will somehow have food related in one way or another, as described by M.R. Tanadsri Sawasdeewat, a famous food critic in Thailand. The life of Thai people would not be complete without food in it. In this case, M.R. Tanadsri Sawasdeewat did not imply that food is something that people consume everyday, but he implied in the sense that food does define the life of Thai people. For instance, in all Thai ceremonies, both for happy and austere occasions, food will be involved. Even at funerals, when people are sad, still food features prominently.

In addition, it is the nature of Thai people to look for good things to eat. They are willing to travel to different places, both within and outside Thailand, especially the ones who have the money power would pay for something that they enjoy. This group of people is the middle to upper income group. Therefore, only this middle to upper class income Bangkokian would be the main focus of this dissertation.

Through history, food in Thailand has always been known as mixtures or adaptation of many cuisines and turning them into Thai cuisine. In noodle dishes, noodle is understood to be adapted from Chinese cuisine. But the broth is Thai.

Many desserts/sweets originated from Portugal. Southern Thai cuisine is adapted from Muslim food, with the fact that many of the dishes have curries in them. In spite of these numerous adaptation, there are many pure foreign cuisines existed in Thailand as well.

Since Bangkok is the capital of Thailand and is the largest city where all the businesses are, Bangkok is probably the destination where people can find the most of cuisine in Thailand. However, as Bangkok is already the busiest city in Thailand and it is the city where Thai people reside the most, it is a good thing to find another possible city in Thailand and make it to become a destination to find good food, or in other words, another gastronomic destination. Chiang Mai is one of the possible choices in becoming a gastronomic destination besides Bangkok. In this context, with the entire component that a destination needs to have in order to develop into a gastronomic destination, Chiang Mai is the place to be.

1.2 SCOPE OF DISSERTATION

The outline of this dissertation is as follows:

- (1) After this introduction, within the first chapter an attempt is made to discuss the general background of Chiang Mai and how the city can turn itself into a center for trading, then to a popular tourism destination for tourists from all over the world. Geographical area is another component that can possibly turn Chiang Mai into a gastronomic tourism destination.

- (2) The discussion of research methodology follows in chapter 2. The way the research was designed and the general hypotheses presented will highlight the chapter.
- (3) Chapter 3 will discuss the food in Thailand and in Chiang Mai. What kind of food existed and is available to locals and tourists, including other gastronomic related products.
- (4) The result taken from Bangkokian tourists will be discussed in chapter 4. In this chapter, the preferences of what Bangkokians want, in term of food, and the answer to first main objectives for this dissertation will be presented.
- (5) Chapter 4 provides the components of making a destination become a gastronomic tourism destination. It is the four steps of the development of gastronomy tourism.
- (6) Chapter 6 compares what Chiang Mai already has to the components needed to make Chiang Mai into a gastronomic tourism destination. This will include what Chiang Mai currently has, and what else does Chiang Mai needs the improvement in.
- (7) Chapter 7 concludes the overall result of questionnaires and the possible prediction of Chiang Mai is suitability for a gastronomic tourism destination.

1.3 REVIEW OF THAILAND'S CUISINE

Thai cooking is an exclusive and unique cuisine. It is a cuisine that has something special in itself. It is a flexible cuisine that can adapt and incorporate the unfamiliar without being afraid of losing its own identity. This makes for a very

exciting, varied and especially confident cuisine. Whether it would be the ingredient or technique, Thai cooking can well completely adapt and combine these all sorts of foreign element into what is so called '*Thai cuisine*'.

However, Thai cuisine does have ties with all aspects of Thai culture and the way Thai people live. In the history of Thailand, food has been more than the regular nourishment; it is sustenance for the country and the soul of Thai people. It identifies the importance of people and the culture. Since in the past, offering food to gods and spirits has been in the roots of Thai culture. This gives them the sense of their aid and life safety in time of uncertainty. Up until today, there is not even a ceremony or celebration that is complete without a meal and the offering of food to monks to ensure their value.¹ For instance, when it comes to birthday, Thai people often go to temple on the morning of their birthday to offer food to monks and receive blessing from monks in return. It is a way of making merit and that they would have good luck in the next coming year.

Because Thailand is a country that is set in between different landscapes- mountains, rivers, uplands, and sea, therefore, ingredient and technique that people used in cooking their food varies through each environment. For example, in the southern region-which is close to the sea and ocean, their main ingredients would consist of seafood and of course fish sauce. In the northern region-which is mostly mountains and plenty of water, would have many vegetables and fruits as their main ingredients. Meat was their minor ingredient. This does lead to the

¹ Temple is the peace center for Thai people.

diversity in characters in Thai cuisine and the distinction in culture. Up until the late nineteenth century, when Thailand started the idea of a united country instead of a sum of regions.²

One ingredient that has always been the common ingredient in Thai cuisine is rice. No matter what region it is or how refined the dishes are, Thai meals are always consumed with rice. This could be steamed rice, sticky rice, or rice with coconut milk. Without rice, a Thai meal would not be complete.

Thais are made up of various tribes who would originally lived along the mountains and deep ravine near the Yangtze River in Yunnan and later move down south. The reason is because in the south, the climate is more suitable for rice growing and this made people in this rice-growing culture to be known as the T'ai. In the south, with fertile land and the climate with it along the Mekhong River down to Chao Phraya basin is suitable for rice growing and this place is afterward be known as Thailand, which was once known as Siam.

The food that Thai people were eating up to a hundred years ago was very primitive, and similar to the food that the hill tribes of northern Thailand and Laos are eating today. Examples of these dishes were spicy and dense in paste's taste and steamed or boiled vegetable. These dishes would definitely be eaten together with either sticky or steamed rice.

² David Thompson. Thai Food. Penguin, Camberwell, Victoria, 2002, 33-34.

1.4 HISTORY OF THAILAND

Through the long history of Thailand, there were many different periods. These historical periods are Sukhothai, Ayutthaya, Thonburi and Rattanakosin period. Throughout these historical periods, Thailand was ruled by the absolute monarchy. It was only in 1932 that, as a result of a political transformation, Thailand became a constitutional monarchy¹. All of the Thai policies both domestic and international have been changed by the government leaders. These policies affected the whole structure of the country. However, the two most important periods were the periods of Sukhothai and Ayutthaya.

Starting in the middle of the thirteenth century, Sukhothai had established itself and was known as the first independent Siamese kingdom. The area covered most of Laos, in the northeast and the whole Malay Peninsular in the south. Ayutthaya was a new kingdom which started in 1350, south of Sukhothai kingdom. Over the next four centuries, Ayutthaya grew to be one of the wealthiest and most cosmopolitan kingdoms of South East Asia. In this period, Thailand had trade relation with India, China, and some of the European countries. Ayutthaya had lost two wars against Burma, King Taksin later establish Thonburi in 1782 and declared independence from Burma. Thonburi was the capital of Thailand for a short period of time.

Then came the era of Rattanakosin or Bangkok. It began in 1782, it should be noted as Thailand is the only country in Southeast Asia which was never colonised. Currently the king of Thailand is Rama IX, his full name is Bhumibol

Adulyadej. Rama the IX is the king who has reigned the longest, from 1946 until present.

1.5 HISTORY OF LANNA

Chiang Mai's history goes back hundreds of years. It is Thailand's second city. Because of its prime location and fertile land, the valley that extends from the base of Doi Suthep or Suthep Mountain to the Ping River made Chiang Mai the city which attracts not only Thai people, but also foreigners as well. Chiang Mai owed her popularity to the Ping River. The caravan trail from China and Burma can go directly from Chiang Mai to Bangkok by using Ping River. With the wide, fertile valley was able to support a larger number of people, the basis of political power in the Kingdom of Lanna.

For centuries Chiang Mai grew and became the major religious, cultural, and trading centre of the Lanna Kingdom and became established as the centre of Buddhism in northern Thailand. At the height of its influence, Lanna extended far into Burma and Laos, and in Thailand, south as far as the town of Khampaeng Phet, near Sukhothai. Chiang Mai is the capital for Lanna. With all the positive factors that Chiang Mai has, this then led to the growing economy in Lanna.

From the center of trading in South East Asia, in the late twentieth century, Chiang Mai then turned itself into a popular tourist destination. Partly because of the rich and diverse history that Chiang Mai has with the religious, cultural, beautiful landscape, and resources did quickly attract tourists from all over the

world to come to Chiang Mai. Tourists are interested not only in the landscape, but they are interested in the history and culture of Chiang Mai and Lanna. Traveling to Chiang Mai is more rewarding as said by many tourists who have chosen to go to Chiang Mai. Its former glory as the capital city of the Lanna Thai Kingdom can still be seen in the many temples and city wall which remains today 300 temples alone in the city limits. They will see the distinctive Lanna style-different from the rest of Thailand, reflected in the textiles, traditional costumes, sculpture, woodcarvings, murals, food, and architecture in the city.³

Chiang Mai is set among mountains and temples, nevertheless modern and friendly, and internationally flavored city with much to entice visitors-high quality, low cost food, accommodation and shopping with cooler nights providing mercifully peaceful sleeping. The land is mainly jungle and mountains, parts of which are within national parks which are still fertile and verdant with plentiful flora and fauna. There are many sites and locations where tourists prefer to visit to study the lifestyle of the tribal people who live on high hills. Today Chiang Mai is the economic, communications, cultural, and tourism centre of Northern Thailand.

Since Chiang Mai is known and has already established itself as the tourism center of Northern Thailand, today and soon it will become the tourism hub for South East Asia, as it is a project that is planned by the Thai government to be

³ Joe Cummings. Chiang Mai and Northern Thailand. Lonely Planet, Footscary, Victoria, 2002, 19.

complete in 2006.⁴ Therefore, the city itself has been very diverse and internationally known to people around the world for many years. In fact, the research that was done by students and professors at Ramkhamhang University said that many tourists often stay longer once they got to Chiang Mai, if not they would also decide to move and live there.⁵

The geographical setting that Chiang Mai is located in is very suitable to produce many foods and raw products. The weather and landscape provide Chiang Mai the opportunity to grow many vegetables and fruits. In addition, Chiang Mai and the northern region are capable of growing winter crops as well.

1.6 REVIEW OF LITERATURE

Despite the importance of the city of Chiang Mai itself and the question of the city as a tourism destination, very little systematic research has been done. However, most of the studies that were done are mostly survey/questionnaire by Tourism Authority of Thailand. Just recently, Tourism Authority of Thailand did a survey on where Bangkokians go for their holiday during New Year of 2004. The result shows that the destination that Bangkokian people are most interested in and visited the most during that period was Chiang Mai.⁶ Nevertheless, other places such as sea side destinations and Northeastern region are popular as well.

⁴ Research Center: National Institute of Development Administration. "Modernizing Chiang Mai: Following Prime Minister's plans." Bangkok, 2003.

⁵ "Making a sustaining tourism destination." Prime Time News. Ramkhamhang University. Channel 7, Bangkok, 10 Jan 2004.

⁶ Information provided by Tourism Authority of Thailand. FM 100.00 MHz Radio, Bangkok, Jan 6, 2004.

Sea side destinations are places where many Bangkokians choose to visit during their holidays. Part of which is because it is easier access for many people to go to sea side destinations. People do not need to fly or drive far from Bangkok as they have to do to get to Chiang Mai.⁷ The closest sea side destination takes about one and a half hour by driving from Bangkok's central business district. And to the Northeastern region, it takes about two hours. To a certain extent this is the reason why most Bangkokians choose to go to other destinations than Chiang Mai.⁸ Therefore, this dissertation had to rely much on interviews, questionnaires, and surveys.

1.6.1 Government Aims

At this present time, there are plans in which the Prime Minister, Dr. Taksin Shinawatra, tries to do, in order to increase the economy of Thailand. Tourism turns out to be one of the four issues that the government needs to do in sequence for the improvement of Thailand's economy. Two ways to improve tourism in Thailand are (1) to improve the service side of tourism and (2) support the tourism by distinguishing the uniqueness of each destination and support them. With Chiang Mai, Lanna is the uniqueness of Northern region of Thailand. As said by Kevin Fields that a destination has got to be different and unique than other places. Most tourists are looking for something different and new every time they travel. Therefore, making the destination attractive to tourists is something that every

⁷ Approximate driving time to Chiang Mai is about 8-9 hours or about 680 Km.

⁸ Result taken from the questionnaire that was took

destination that wishes to become a choice for tourists must do first.⁹ And since Chiang Mai was or is the capital or center of Lanna, including one of the most popularize destination in Thailand, therefore, Chiang Mai can be made into a gastronomic tourism destination.

1.6.2 Authenticity

Every kind of 'authenticity' experience is what tourists are looking for when they travel to a destination. Cultural, tradition, history, and other kinds of art are considered and be made into authenticity of that culture. However, most culture usually is taken to be the in arts, such as artifacts, carving, weaving, painting, dance, and song. But never when food related, traditional food patterns, eating culture, and the general significance of food in culture have been mention or included. What local people eat or drink or how they consume food is something that is unique and be considered as a kind of cultural uniqueness of that destination.¹⁰

Many tourist destinations after having been established as a successful tourism destination, often there must be lost in something valuable in that culture. People from that culture might not realize it until later that those tourists are always searching for something authentic and truly of that culture. Most of the time, a sustainable in culture are often overlooked. So maintaining tradition is very

⁹ Kevin Fields. "Demand for the Gastronomy Tourism Product: Motivational Factors." Tourism and Gastronomy. Routledge, London, 2002, 42-43.

¹⁰ Paul C. Reynolds. "Food and Tourism: Towards and understanding of sustainable culture." Journal of Sustainable Tourism. 1(1), 1994, 49

important to any destination. A study had been done with tourists at Bali Island, Indonesia. The unique history, cultural, landscape, and the scenery that Bali has have attracted tourists not just in Indonesia, but tourist from all over the world. This has led to an improvement in the Balinese economy. But Balinese overlooked the importance of the significance of culture, the way they live, the food they eat, etc. This causes the loss of true cultural and traditional Balinese ways. Especially in the menu of food that is being offered at restaurants on the island. The study shows that Balinese lacked the important on authenticity of Balinese food in Bali. Most restaurants do have the average of about 17 dishes of Balinese or other Southeast Asian dishes out of 75 dishes that they offer.¹¹ So tourists are starting to be disappointed with Bali as lacked of true authenticity and culture. If Bali still do not try to preserve their culture then the result might be in the decrease of tourist traveling to Bali.

However, destinations of where tourist will travel to are decided partly from the enthusiasm that each tourist has. The anticipation is formed through a variety of non-tourist practices, such as commercial advertising, television show, magazines, literature, movies, and especially from words of people who have been there before.¹² Currently, there are a lot of competitive advantages in the international tourism marketplace. So images and marketing of a destination is important as well. If the image of the destination is not good, then tourists will not want to visit the destination. Good image always go hand in hand with good

¹¹ Reynolds (1994), 50-53

¹² John Urry. *The Tourist Gaze*, 2nd edition. London: SAGE Publications, 2002, 1-15.

marketing. Every place should market their destination different from other destination. Always, tourists are seeking for authenticity in other 'times' and 'places' away from their everyday life. Traveling for them is to get away for what they do everyday. They want to leave their usual activity and environment, and take a break with experiencing something new or that they can not get in their daily life.

There are always and have been a relationship between tourism and gastronomy. Most of the time people overlook and are not aware or think of gastronomy with tourism. However, discussed by Richards, "as competition between tourism destinations increases, local culture is becoming an increasingly valuable source of new products and activities to attract and amuse tourists. Gastronomy has a particularly important role to play in this, not only because food is central to the tourist experience, but also because gastronomy has become a significant source of identity formation in postmodern societies. More and more, 'we are what we eat', not just in the physical sense, but because we identify with certain types of cuisine that we encounter on holiday."¹³ Gastronomic experiences for tourists are usually developed from the perspective of 'unique' aspects of the gastronomy that can only be found in that particular location. In fact, if gastronomy can be linked with a particular destination (countries or regions), then it can be a strong tourism marketing tool. Since authenticity has always been seen as an important aspect of tourism consumption and tourist seeking out seen authentic

¹³ Greg Richards. "Gastronomy: An Essential Ingredient in Tourism Production and Consumption?" Tourism and Gastronomy. Routledge, London, 2002, 3.

local and regional foods can become a motive for visiting a particular destination for tourist.

A gastronomic tourism destination is a place where tourists can travel to partly because of foods that a destination has. To gain a gastronomic experience for tourists are usually developed from the perspective of unique aspects of the gastronomy that can only be found in that particular location. For example, Hong Kong is known to have the major culinary glory of Chinese restaurants and the true Chinese gourmet. In Hong Kong they can find a wide variety of food, different Chinese cuisines, other Asian food, including excellence western food. Hong Kong is known as food destination for people all over the world, and gastronomic hub of Asia for Asian people. Asian tourists are known to return again and again, not only for the incomparable shopping (that Hong Kong is known for) or fascinating sightseeing, but for the territory's Epicurean delights. Similarly, many European and American repeat visitors come to discover new chefs, new eating adventures, new dishes. However, fast food from American and European is famous to local customers as well.

Tourists do certainly link with local food production. Tourists are like local people, they need to eat. If their demands can be met from local resources this can provide an important boost to the local economy. If not, tourism can add to the demand for imported foods, harming local agriculture, increasing imports and reducing the economic benefit to tourism. So with the strong linkage between tourism and local food production can create considerable added value; but poor linkages can be fatal. Local food production can depend on many factors;

agriculture, fishing, and hunting. Like Indonesia, tourism not only provides a market for final products of agriculture, but also offers the potential of further income generation through developing experiences for tourists in the form of 'agritourism' or around the raw materials.¹⁴ In Chiang Mai, there is agritourism that already has been established. It is the Royal Project which is started from the King's idea of wanting to help the poor local people to have income and improve their living conditions, by suggesting and allowing them to grow agricultural products in his land and sell the products for them. By supporting the argitourism to interested tourists and as a gastronomic tourism attraction can greatly benefit the local economy and the local businesses in the area. Gastronomic experiences can add value to tourism by providing the tourist with a link between local culture, landscape, and food, and by creating the 'atmosphere' so essential to a memorable holiday experience.¹⁵

In order to understand the phenomenon of gastronomic tourism, it is important that the profile of the consumer (tourist) is developed. In the past, social value comes into play with traveling. Before, traveling was only preserved for the elite and the rich people. Normal people were not able to afford to travel, because there are costs in traveling. Traveling was believed to be a pattern of travel for pleasure and culture existed for the elite. As it was studied in Britain, traveling is considered to be taking by 40 percent of British available free time. If people do

¹⁴ Richards (2002), 13

¹⁵ Anne-Mette Hjalager and Greg Richards. "Still Undigested: Research Issues in Tourism and Gastronomy." Tourism and Gastronomy. Routledge, London, 2002, 224

not travel, they do lose their status: travel is the mark of status in the society. Therefore, education was necessary as well. If tourists are not educated or have some knowledge of the destination then the lack of knowledge can ruin their whole holiday. It was mentioned earlier that traveling and gastronomy goes hand in hand, even if the tourists go to any destination not because of food, however, food still play a big part in their trip. If the tourists have some knowledge or background of the destination, including food at the local area, then they would tend to enjoy and understand their visits to that destination more. At the same time, some knowledge on gastronomic related issues can prevent tourists in having a bad gastronomic experience in that destination as well.

1.6.3 Government Policies

Government policies and Tourism Authority of Thailand have undertaken various initiatives encouraging the development of Chiang Mai as a tourism destination. Pressing important and trying to identify the Lanna theme of Northern Region of Thailand is what the government is trying to do. The government aimed to use Lanna identity to promote and attracts tourists to come and visit Chiang Mai. Sustainable tourism development is one of the many issues that the government is trying to do to improve Chiang Mai as a tourist attraction destination. Since Chiang Mai is a city that has over 700 years of history, therefore, many of the historical monuments were destroyed. Historical places, temples, and building were mostly damaged over this long period of time, so the government has the plans in restoring many of these important historical memories of Chiang Mai. In addition,

the government is in process of making Chiang Mai into the Second Hub for Thailand and Asian countries in the next three years. Many things are being done in improving Chiang Mai as the city. Chiang Mai Airport is now being extended and makes it into a larger airport, in order to accept the number of tourists that will increase. There will be international direct flights from Hong Kong, Korea, Japan, and China coming to Chiang Mai. Five five-star hotels are being built in the city of Chiang Mai and around. Taxis as well will be added as public transportation.¹⁶ Roads are being increased in the number of lanes and extended for a longer distance to nearby cities and suburbs. Local food festivals are also being held frequently to popularize northern food and attract tourists.

Chiang Mai already has what is said in many literatures that gastronomic destinations always go with tourist attractions, unique and diverse history, cultural, and traditions. After being incorporated with all the uniqueness that Chiang Mai already has, then Chiang Mai can become a great gastronomic tourism destination which will attracts tourists from Thailand and other parts of the world to come to Chiang Mai.

¹⁶ Taxis were never used and appeared in Chiang Mai as any kind of transportation. Only motorcycles, buses, and 'Song Tae' (trucks that were adapted with seats in the back) were used and is also a symbol of Chiang Mai.

CHAPTER 2: METHODOLOGY

2.1 RESEARCH METHODOLOGY

The primary objectives of this research were to verify whether (1) that the manner of Thai people, Bangkokian, middle to upper class do go to Chiang Mai partly because of food and (2) as tourism attraction that Chiang Mai has already established, it can be turned into a gastronomic tourism destination. The research methodology was designed in view of answering these objectives.

The scheme was to explore the secondary sources for additional information regarding the real reason for why Bangkokian tourists go to Chiang Mai and what are the possible/availability factors to make Chiang Mai into a gastronomic tourism destination, including to utilize any finding in filling the gaps in information. Chapter one presented a general background of Chiang Mai. In particular it revealed the shifting of Chiang Mai starting from a province that was very poor and backward, into a trading center, and then to a popular tourist destination of Thailand.

However, there has not been any study done on these objectives and the existed information did not give a great deal of valuable information in answering the primary objectives of this study, therefore the major sources for this study have to be based on survey questionnaires, interviews, and other previous studies that have been done in related to these objectives.

2.2 QUESTIONNAIRES

2.2.1 The Selected Tourists

Since the main objective was to verify that Bangkokian tourists in the middle and upper class level do go to Chiang Mai partly because of food. The selection of targeted tourists was determined by their income of 50,000 Baht or more per month.¹ The reason that the selection of tourists could not be determined on other things is because (1) for example, if determined by the area where Bangkokian tourists are living in, then the results will be invalid. In Bangkok, there are people from different classes and different income level living in the same area. It is not like in Beverly Hills, United States or Gold Coast, Australia where only high income people can afford to live there. So determining the selected tourists by area will not fulfill the objective of middle to upper class Bangkokian tourists, (2) in most studies that is relevant to this research if its something that has to do with classes in the society then they are all based by income of the selected target.

The reason why this research is only targeted on middle to upper income group people is because people in these two groups do have the power (money wise) to travel. Also, these groups of people do have enough education and they are more likely to know/understand what it means in terms of tourist destination and gastronomy and what can they get out of the destination.

However, in order to compare the behavior of the targeted tourists, Bangkokian middle to upper income tourists with Bangkokian lower class income

¹ 40 baht = \$1 USD

tourists and domestic tourists with foreign tourists, questionnaires and interviews have been done for these non-targeted tourists as well.

2.2.2 Number of Observation

The questionnaires and interviews were aimed at obtaining information from different classes of Bangkokian tourists and different business industries that are related to tourism. The survey involved 250 Bangkokian people. Part of these 250 surveys, 200 are from the middle to upper class income and 50 are from the lower class income. Interviews were made from different business operators, such as restaurant owners/managers, tour operators, officers from Tourist Authority of Thailand, and other factors that will utilize any finding in verifying the information for this research's objectives.

2.2.3 Method of Collection

The questionnaires were distributed to many background groups of people. They are array from government officers, business owners, employees, retired people, house workers, farm workers, and house wives. After questionnaires were returned, thorough checks regarding the validity of questionnaires were performed. In many instances the questionnaires were sent back or cannot be used because of the questionnaires were not completed. Other difficulties were encountered especially from the interviewee part. They were unlikely to reveal their true information about their business situation, largest due to the negative outcome of interview.

2.3 INFORMATION COLLECTION

1. Questionnaire: Information regarding the following variables was collected:
 - a. Socio-economic status of the consumers, such as age, sex, occupation, family income, and marital status.
 - b. General information such as have they travel to anywhere outside of Thailand, if yes where, if they have been to Hong Kong, France, or New York.²
 - c. General information on Chiang Mai. What do they know about Chiang Mai, how often do they go, on average how many days do they stay per visit, when do they usually go, where do they stay, what activity do they do when they are there, etc.
 - d. Knowledge about food in Chiang Mai. Kinds of food eaten while in Chiang Mai, kinds of food they would like to eat, interest in other products such as fruit, vegetable, drink, where do they dine when they are in Chiang Mai, do they buy food/product to bring back, what kind of food do they buy, etc.
 - e. Tourism destination. Have they been to anywhere because of food, where would they go because of food, what do they think of Chiang Mai as gastronomic tourism destination, would they be interest in, etc.
 - f. Option for other destinations. Why would they choose to go there, would they go there instead of Chiang Mai, their opinion about food at those destinations, etc.

² Places where it is known to be gastronomic tourism destinations (for Thai people)

2. Interviews: Interviews were conducted among business owners, managers of hotels, food writers, chefs, and Bangkokian tourists. Here were some examples of the questions that were asked:

- a. What and why they choose Chiang Mai as the place of opening their businesses.
- b. What they think/their opinion of Chiang Mai as gastronomic tourism destination.
- c. What can the government or other organizations do to support tourism in Chiang Mai.
- d. Who are the tourists now and who else can be the future tourists of Chiang Mai.
- e. What improvement does Chiang Mai need.
- f. Food in Chiang Mai, at present.

3. Previous studies/researches: Information came from many sources, such as:

- a. Tourist Authority of Thailand (TAT)
- b. Thai government
- c. Local magazines and newspapers
- d. Studies and researches from different universities

The research methodology was designed to examine the objectives of this study. The scope of study is quite narrow and it is hoped that the research might explain the behavior of Bangkokian, middle to upper class income traveling to

Chiang Mai partly because of food and Chiang Mai can be turned into a gastronomic tourism destination.

CHAPTER 3: FOOD IN THAILAND

3.1 FOOD IN THAILAND

Since the last millennium, it was the foreign traders who came to Thailand who brought many ingredients and new methods to Thai kitchens. The arrival of the chili pepper from Portuguese in the 16th century was probably the most important to Thai cooking. Later in the 19th century, chili was so omnipresent in Thai cooking that Christiane Jacquat wrote “the Siamese prepare considerable quantities of curry as their habitual food. These are generally so hot that they burn the mouth of a European”.³ By saying this Bowring seems to have forgotten that it was the European traders who introduced this spicy fruit to Thailand. It was not only the chili pepper that the European, introduced to Thailand, but also they introduced the preparation of sweets by using egg yolk and flour. Therefore, Thai desserts such as *Tong Yip*, *Tong Yod*, and *Foi Tong* (these three desserts are made purely from egg yolk and sugar) are originated from Portuguese introduction.

Another big culinary infusion that influenced Thai kitchens came from China. Even before the 15th century, Chinese Muslims who transported commodities from Yunnan Province through Chiang Mai to the seaport of Mawlamyaing in Burma, Myanmar. First introduced Chinese tea to Thailand, as well as a variety of fruit and the techniques of making preserved fruit, which is now popular in northern Thailand.

³ Christiane Jacquat. Plants from the Markets of Thailand. Duang Kamol, Bangkok, 1990, 23.

In the 19th – 20th centuries, Chinese immigrants brought more significant influences into the Thai kitchen, for example, the method of stir-frying, as well as noodle dishes of which one, lately, has developed to be the world renowned Thai dish of Pad Thai. Currently, international restaurants can be found almost everywhere in Thailand.

Besides, Malay, and other smaller Southeast Asian countries such as Vietnamese, Cambodians, Laos, and various hill tribes who have their own unique cuisine can claim to be the origin to a number of nationally available dishes. However, the cuisines of many smaller groups rarely leave the local village.

As Thai cuisine has been absorbing foreign influences for centuries, and Thailand become closer in contact with the outside world, the first known foreign restaurants, Chinese restaurants, appeared in late 19th and early 20th centuries, besides local rice and curry or noodle shops. Afterwards, a number of foreign establishments appeared in Bangkok to serve the diplomatic corps, foreign merchants and their families.

Beyond the kingdom, Thai cuisine took a long time to reach the west. Chinese, Indian and even Indonesian cuisine were adopted and added to mainstream western cuisine decades before Thai food became as well known as it is now. Although slowly finding its way to Africa and Latin America, the last few decades has seen an explosion of Thai restaurants and supermarkets in world cities as far as Tel Aviv, Edinburgh, Paris and Milan. Britons brought Indian food back to Europe, the French brought Vietnamese, and the Dutch brought

Indonesian, but there were no empire-builders to bring Thai cuisine back. Instead it was the travel explosion of the 60s-70s, particularly the growing popularity of the Asia trail among backpackers and the people who were on the Euro-Asia trail that accounted for spreading the word about Thai cooking and ultimately bringing it to Europe, American, and Australia.

3.2 THE AVAILABLE FOOD IN CHIANG MAI

Tourism in Chiang Mai started booming in the 1960s during the emergence of the hippie travel culture. During those early days Chiang Mai was not only unknown for its cuisine, many visitors at the time remarked on how poor the quality of food was. The most famous local dish, *kao soy*, a beef curry served with egg noodle, was inedible for its heat and bad chewy meat. Through demand and more sophisticated suppliers the dish has now become synonymous with Chiang Mai. For example, Just Kao Soy, a restaurant that serves only *kao soy* makes it differently from other *kao soy* shops, by making a better presentation, serving the food on decorated porcelain dishes, the ingredients look more clean and hygienic, and the atmosphere of the restaurant is better than other restaurants that offer *kao soy*. However, the price is higher than other local *kao soy* shops, but many people are willing to pay for the difference that they can experience at Just Kao Soy. They offer vegetarian options, reduce the spices, use good meat, and make it more internationally palatable.

3.2.1 Thai Cuisines

It is not only international restaurants which are now giving quality and choice to the city's diners, but the local cuisine has also evolved and become more varied and sophisticated. The standard *yam* dishes or spicy salads have been adapted and now include fruit, fried flowers, avocado, salmon, and even Parma ham.

There are all kinds of restaurants to choose from. Very popular are garden setting restaurants- Chiang Mai people love dining out rather than in air-conditioning – these restaurants are opening up everywhere, outdoor dining is without a doubt their favorite. This is also one of the charms that Chiang Mai restaurants have for Bangkokian tourists as well. Most Bangkokians when they visit Chiang Mai would tend or prefer to dine at outdoor restaurants, where they can enjoy cool breezes without having to breath in any pollution, as they would if they dined at an outdoor restaurant in Bangkok. The Ping River strip is where tourists find the most trendy and lively night-time dining in the city, full with tourists, young professionals and the more affluent residents every night of the year.

The selections of different foods are huge but many who come to Chiang Mai want to try real Lanna-style food. If you search at the markets, you will find northern food such as *nam prik num*, *nam prik ong*, and *kaap moo*, but it is best to go to one of the '*kantoke*' restaurants where, in the traditional manner, you sit on the floor before a low table on which there are many small varieties of northern

dishes which are eaten with sticky rice. The meal is usually accompanied by beautiful girls performing Lanna dances.

There are also some interesting dining alternatives in Chang Mai. Scattered along various highways leading out of the city are some of the best restaurants in Chiang Mai. Some sit on lakes, some by waterfalls, while others nestle in the mountainside giving a peaceful and relaxed setting for city getaways. Taking a boat cruise down the Ping River and dining while watching the city pass by is both a romantic option and fun. The German Brewery is the first micro brewery in Chiang Mai and is a very popular place to enjoy loud music, large jugs of lager and Thai/German food. In the cooler months, when it is high season, beer gardens open up throughout the city and food festivals are held which normally attract large crowds, both locals and tourists. Because of the beautiful weather in the north during the cooler months, tourists from inside and outside Thailand choose to visit Chiang Mai.

The northern Thai food itself, other kinds of Thai food and foreign food are popular in Chiang Mai. From the survey, beside northern Thai food, people are interested in the north-eastern food. It is mostly their second choice of food to eat while they are in Chiang Mai. North-eastern food is extremely popular and well-known to Thai people all over Thailand. In every city, every place, and every region, there will always be north-eastern food present. This is because north-eastern people migrate to everywhere in Thailand. However, northern Thai and north-eastern Thai food are similar, they both eat sticky rice instead of steamed jasmine rice. Some of the best known dishes of north-eastern food are the *Som*

Tam (papaya salad), *Kai Yang* (marinated grilled chicken), *Laap* (minced meat, chilies, mint, garlic, and lime juice), and *Nam Tok* (charcoal-grilled meat, usually with beef or pork, then mixed with *laap* ingredients). Other region's cuisines, southern and central, are not as popular to Bangkokians compared to northern and north-eastern Thai cuisines. This is partly because central Thai cuisine can be found easily in Bangkok and southern cuisine is food that Bangkokians least prefer to eat. For younger age groups, southern Thai cuisine tends to have an odd (richer) taste and it is very much spicier than any other Thai cuisines (not chili spice, but curry and herb spice).

3.2.2 Exotic Food

Exotic food of Thailand is known to be popular to locals, farmers and villagers. As time passes, exotic food has become more widespread to other local Thais. What is known as the most basic and one of the most popular exotic foods is called '*rot duan*' (translation in English 'Fast Car'). *Rot Duan* is a kind of deep fried bamboo worms, which is very popular especially to those who like to drink. It's a good snack. To find common and basic exotic foods, *rot duan*, grasshoppers, scorpions, red ant eggs, silk worm pupae spiders, etc. There is a restaurant in Chiang Mai which sells only exotic food, including game meat, as wild pigs, monkey brain, crocodiles, wild buffalo, and inner intestines of animals. A Chiang Mai exporter also package in cans and exports these exotic foods to other countries. It is known to be quite successful and does appeal to many people as well.

3.2.3 International Cuisines

International cuisine has always been a part of Thai cuisine. If you think of Burmese, Laos, Malay, Indian and Chinese, they all have influenced Thai cuisine. Thais have known how to take a bit of everything and change and turn it into their own. For example of *kao soy*, which is originally adapted from Burmese cooking, as was mentioned earlier, *kao soy* was neither composed of any vegetable nor coconut milk. But Thais added these two ingredients and made it into 'Thai' *kao soy*. Noodles were from Chinese cuisine, but with the broth and the ingredients, it became Thai noodles. It was the curries from Indian cuisine that made up Thai curries. However, in Indian cuisine, their curries were powdered curries, but in Thai cooking, we used curry pastes instead.

Further, international cuisine is a much more recent addition. During King Rama Vth reign, as he was an Anglophile, he brought experts from all fields to Thailand (railway, anti slavery, education, health) and also sent all of his sons (there were almost one hundred) to be educated in the west thereby opening Thai doors to the west really for the first time. This was when international cuisine was first significantly introduced to Thailand. Even so it was negligible, diplomatic corps and the small groups of elite Thais were the only people who were exposed to western food.

Thailand was not a stable country for the first half of the last century, destabilized by military coups, communist insurgents, etc. It was not until the late fifties and early sixties that there was a significant presence of foreigners in

Thailand. Foreign companies investing, GIs from the Vietnam War, hippies on the Euro-Asian trail that started to appear in Thailand. And since then Thailand has only become more and more cosmopolitan as more Thais are educated in the west, as the national GDP increases, as imports open doors and knowledge to western culture, products and cuisine. Not until about 20 years ago did the first fast food chain outlet arrive in Thailand. It was Mc Donald's which opened in Bangkok at the Amarin Plaza. And within the next five years there were about ten Mc Donald's opening everywhere in Bangkok.

However, Chiang Mai's window to the world opened up slightly later and slower than that of Bangkok's. This is because the transportation to Chiang Mai was not as convenient (road and air), economy here much slower, telecommunications are not as fast. But slowly, in the past two decades Chiang Mai has made rapid strides to open its doors to tourism. All of this has meant that there is demand for international food, and where there is demand there is supply.

In 1984 there was one Italian restaurant in Chiang Mai, there are now more than 25. The sophistication level and the number of international restaurants are still growing. For instance, in one local Chiang Mai food guide, in 2002 there were 3 German restaurants listed, and in 2004 there are 8 listed. This shows that within the past two years, the number of international cuisine, such as Italian and German, has grown double. A new trend today that was not here three years ago is fusion food. Currently, there are approximately four fusion restaurants in Chiang Mai as well.

Nowadays, it is a regular thing for Thai middle to upper class people to dine at foreign restaurants. Even the less affluent Thais are now accustoming their palate to western cuisine. M Pizza sells quick pasta dishes for 30 baht and used to be served like a road side noodle restaurant. It is so popular with students and people that they have had to move location for expansion three times in the past seven years. Presently, there are more choices for foreign restaurants that people can choose to go visit; both authentic and adapted foreign cuisines, fine dinners and regular foreign restaurants. They are more common for everyone in all classes in the society.

Not only are Chiang Mai's international restaurants impressing locals, expatriates and tourists with excellent and innovative cuisine, Chiang Mai's kitchens even attract interest from as far away as Bangkok. The reason for this is because there are chefs who have worked with many well-known hotels around the world. To them, Bangkokians believe, that since they are here in our country then why not go try what these chefs have to offer, instead of having to travel to those destinations to try their food. For instance, La Veranda, a top-class French and fusion restaurant, often serves Queen Sirikit (the Queen of Thailand) and other Thai Royal family members when they come to Chiang Mai. Chef Gilles, who is the owner, is known for his sauces and desserts. He also uses as much of his ingredients from the Royal Project (mostly fruit, vegetables, and herbs), to support local products. Suckling Pig of Chinese cuisine is another well-known dish in Chiang Mai. Or at Coq Au Rico, Swiss cuisine, the head chef, Chef John has, from time to time, cooked for the Royal Family. He is known for his raclette, fondue, and

other Swiss dishes. In addition, some other foods that are originally known from Chiang Mai attract Bangkokian tourists as well. An example of this happens with Middle Eastern cuisine. At Jerusalem Falafel, owned by an Israeli is very well known to both Thai and foreigners in Chiang Mai and in Bangkok. Hotels in Bangkok order Middle Eastern food from this restaurant and have it flown to Bangkok a couple of times per week. Therefore, Chiang Mai does have something good that is equal or similar to other large cities as well. So there is no doubt why there are some Bangkokians who are willing to come to Chiang Mai to try these delicious foods, instead of finding restaurants that can offers delicious food in Bangkok.

3.3 OTHER GASTRONOMIC PRODUCTS IN CHIANG MAI

In addition to the variety of cuisines that can be found in Chiang Mai, Chiang Mai is known for other great gastronomic related products as well. These other products are fruit, vegetables, preserved/dried food, and drinks. Because of the cooler temperature,⁴ less humid than central or southern Thailand, and the fertilize land, Chiang Mai and the northern regions of Thailand are capable of growing different kinds of agricultural products than any other regions in Thailand. Water is not a problem for the northern region; there is always plenty of water and these agricultural products grow very well in this region.

⁴ Average temperature in Chiang Mai for hot season is 40C, during colder season is 13C

Fruit and vegetables that need to be grown in cooler weather can also be grown in the northern region of Thailand. Strawberries, which are grown most in Chiang Mai and Chiang Rai, lychee, longan, apricot, cos lettuce, iceberg lettuce, Chinese mushrooms, bell pepper, little gem, lollo biondo, broccoli, asparagus, and other winter fruit and vegetables, can be grown in this region. Most winter fruit and vegetables are grown on the mountains because of the cooler temperature that is similar to countries where these fruit and vegetables usually grow.

3.3.1 Royal Project Products

Twenty-five years ago, the King of Thailand came up with a project to improve local poor people's lives and allow them to have more income by supporting them with empty land to grow different kinds of fruit and vegetables. All the products grown under the Royal Project are chemical free, organic, and some of them are grown in green houses. The King assigned people to do research, monitor, and educate these local people by teaching them with new and most successful methods in growing the products. Under this project, the King also has shops called the Royal Project Shop that sells all the products that are produced by people under his project (supporting local people with markets to sell). In the beginning the shops only opened in Chiang Mai, but now there is much more demand and people are more interested in the Royal Project, so shops have opened everywhere throughout Chiang Mai, Chiang Rai, Bangkok, different airports, and in other large cities.

The Royal Project products started out to supply the royal family kitchens only. Then they were made available for people who worked in the palace and a select group of privileged people. This is because people then were not as much concerned or did not have knowledge on the chemical free, organic, or green house products as much as today. The price of these products tends to be higher than the regular products that people can find in local fresh food markets. Because of the innovative nature of many of the experiments, and also because of the costs of development, Royal Project products were only accessible to higher income earners.

Better and improved technology, techniques, and methods have made the cost of production decrease. Local people can supply more products in the same time period as before. Plus, the Royal Project does not aim to make profits, it was simply aimed to help and improve the life of Thai people, both to producers and to consumers. The Royal Project has therefore allowed previously opium growing hill tribes of the North of Thailand to support the rest of the country with rare and fresh products.

3.3.2 One Tambon One Product (OTOP)

It is one of the government policies to increase and strengthen the economy of each Tambon (local villages or district) in Thailand. Since each Tambon does have some specialty that they are good at, because of this the government is supporting them to produce their product and promote their Tambon along with their product as another tourist attraction. For example, at *Mae Salong*, a Tambon

which is known for growing tea and now it is one of the tourist destinations in Chiang Mai.

CHAPTER 4: BANGKOK FINDINGS

This survey has been conducted on a certain section of society based on income. The research studies the middle to upper class Bangkokian and I have determined that the family income range for this research is that of families with an income of 50,000 baht per month or more (approximate of US\$1,250) and single persons with an income of 30,000 baht per month or more (approximately US\$750). However, income ranges are without tax deduction.

The income of people in Thailand is determined by the salary that people receive per month and the living costs are determined by how much food and other living expenses cost. In order to put my decision in context I will offer a brief breakdown of costs of for the average Thai, to determine why I have chosen the income group as I have. The salary income for a government officer with a bachelor degree averages 6,000 baht per month and a person with a master's degree averages 8,000 baht per month. The minimum daily wage that is determined by the government is 160 baht per day (approximately US\$5.34). The price for a dish of rice or a dish of noodles ranges from about 15-40 baht (approximately US \$0.67-\$1.34).⁵ Coca cola is 12 baht per can.⁶ A roll of toilet paper costs 4-6 baht.⁷ A tube of 160 gram original Colgate toothpaste is 56 baht. To make a local telephone call from a public telephone to a land line telephone

⁵ Determined from 20 local family restaurants in Bangkok, taken on December of 2003

⁶ The price is from local Seven-Eleven convenient store, taken on December of 2003

⁷ Determined from 4 brands of toilet paper manufacturers, taken on December 2003

costs 1 baht for 3 minutes. Most people in Thailand with a family income of less than 50,000 baht per month will not be able to afford many holidays and are therefore not considered in this research. The Tourism Authority of Thailand, in all of their statistics determine a middle class Thai family as earning a minimum income of 50,000 baht per month and 30,000 baht or more per month for a single person.

Middle to upper income families are therefore the targeted group of this research. The reason that these groups of families were selected is because they are the ones who are most likely to have the income power to travel. However, lower income families can also travel, but they tend not to be able to travel as frequently or with as much choice in destination. Another criterion for this research is education. On average, the middle and upper income families are more educated, both institutionally, and in worldly knowledge and are therefore able to offer this research more answers. As was said by Reynolds at the Northern Territory University, Darwin, Australia, for tourists to get the most out of a destination, know what a destination has to offer and to understand why certain things exist, tourists ought to be 'educated' tourists. An educated tourist is distinguished by the degree of education these targeted group have. The majority of middle to upper income families has at least one person in the family who has a bachelor degree. For this reason is because people with a degree(s) or with a large amount of experience would know how to think, analysis, and understand other cultures more.

Although this survey initially targeted all income groups, it was soon narrowed down in order to analyze the middle to upper income families because of experience, discernment and ability to compare.

4.1 DOMESTIC TRAVEL

Because of the nature of Thai people who always give importance to food and eating, therefore, every where they go they tend to look for good things to eat. It is not only in Chiang Mai or foreigner countries that Bangkokians search for things to eat, within the vicinity of Bangkok, Bangkokians search as well. However, twenty-five years ago there is what was called *Shell Chuan Chim* (translated into English 'Shell invited you to try' or recommended by Shell), which started out from a food critic, M.R. Tanadsri Sawasdeewat, who traveled around Thailand to try different restaurants or where ever he heard that the food is good. However, if the food at those restaurants was good, it meant that those restaurants ought to pass the quality standard, both in taste and in the quality of food, then they will receive signs to posted in front of their restaurants as a *Shell Chuan Chim* restaurant. *Shell Chuan Chim* is famous and is acceptable to Thai people, therefore, people would go around the country to try restaurants that is *Shell Chuan Chim*. Later there are *Pep Pi-Sadarn* (translated in English 'Open to Exciting') and *Muk Dang*, which is the nickname of M.R. Tanadsri Sawasdeewat's son, M.L. Sirichalearm Sawasdeewat, who is now a famous food critic and is acceptable by Thais, like his father. In addition, if Bangkokians want to eat good and fresh seafood, then they would drive to the seaside or somewhere by the Chao Praya River, to eat fresh

seafood. This shows that Bangkokians do travel within Thailand, including within the vicinity of Bangkok to eat good food.

4.2 FOREIGN TRAVEL

Out of the 200 middle to upper income groups of Bangkokians surveyed, all of them had traveled to destinations outside of Thailand. Ninety percent of the 200 people interviewed previously visited at least one other destination/country that is known for its food or famed in some way for gastronomically related products and services. France, New York (USA), London (United Kingdom), Hong Kong, and Australia are just some destinations well known in Thailand as gastronomic destinations. France is known as the home of gastronomic excellence to people around the world. Many Thais when they think or hear of France, the first things that come to their mind are the Eiffel Tower, beautiful scenery, fashionable men and women, perfumes, good wines, delicious food, and for most females, brand name shops. New York and London are the places where people can find good food/cuisines from everywhere around the world. However, if tourists go to New York then they would look for the best place to have 'New York Steak' or 'New York Cheesecake'. Other cuisines such as Chinese in China Town, Italian in Little Italy, or Japanese cuisine in Lower Manhattan would be their choice of destination as well. For London, England, international cuisines are also seen throughout the city. Many Thai tourists who go to London would go to eat roast duck at Four Seasons' Chinese Restaurant in Bayswater among other well known restaurants. Because these two destinations are two of the biggest cities in their

regions and in the world, they thereby provide high standards of culinary excellence. Hong Kong, as was mentioned before in Chapter 1, is considered as the home of gastronomic tourism in Asia. There are numbers of Thai tour companies which organize tours to Hong Kong for the specific purpose of dining out. For Thai people, a trip to Hong Kong is synonymous with fine dining.

4.3 THE TREND OF BANGKOKIANS GOING TO BEACH/SEASIDE DESTINATIONS

Most people choose to go to a beach destination rather than to the northern region. Much of the reason is because these destinations are closer to Bangkok than Chiang Mai is. The closest beach from Bangkok takes only about one hour⁸ by driving, but Chiang Mai takes about eight to nine hours. In addition, there are other natural attractions besides beaches for example mountain and waterfalls.

Nevertheless, the food at the seaside or at the beach although somewhat diverse, but not as diverse as in Chiang Mai. At the seaside, Tourists can find other cuisines such as central Thai, north-eastern Thai, Italian, American, but they are either standard national dishes, or adapted to Thai tastes. There are very few that have sophisticated varieties. Tourists can hardly find good or authentic international cuisine or full service restaurants at the seaside or at beach destinations except for the restaurants in five star hotels. Seafood is the primary

⁸ Bang San, in Chonburi Province is the closest beach side destination to Bangkok. Approximately 100 kilometers.

food that tourists can find. Of course, going to the seaside, the food that you should expect to eat is seafood not other kinds of food.

According to the survey, the result have shown and proven that Thai tourists from Bangkok, Bangkokians, middle to upper income group do not go to Chiang Mai partly because of food. This is maybe because of the nature of Thai tourists; they want to spend their holidays with joyous activities and dining. Therefore, the part one of this primary objective for this research project is not true. Bangkokian tourists do go to Chiang Mai because of other reasons that are not related to food or eating.

4.4 ENTERTAINMENT

Entertainment is of importance to the Bangkokian tourists. While some western holiday makers enjoy sitting on a beach sun tanning for their entire vacation, Thais prefer a much more active holiday. Chiang Mai is well known for its number of natural attractions such as waterfalls and mountains, its cultural attractions such as temples and hill tribes, its adventure attractions such as rafting and rock climbing and trekking, it is therefore an attractive destination for those looking to enjoy an active holiday. Many Thai people can not stay still and do nothing.

Outdoor activities are things that Bangkokian tourists are very much interested in. Visiting waterfalls, hot water springs, hill-tribes villages, hiking, trekking, biking, shopping, temple visits are the things that Bangkokians like to do

while they are in Chiang Mai. There are over 300 temples in the city of Chiang Mai itself.⁹ Therefore, many tourists visit temples while they are in Chiang Mai.

In Thailand, eating is more than sustenance; it is a major part of the cultural identity. It is one of the characteristics of Thai people to give importance to eating or anything that is related to food and drink. For instance, when you meet people in Europe you say 'what a fine day', but in Thailand you say 'have you eaten rice yet?' It is said in the Lonely Planet World Food: Thailand; that Thai people love to eat and love to cook. Thai people are also known to have a very strong notion of what food should taste like and what it should look like.¹⁰ Also everywhere Thai people go, they will go out and hunt for good food to eat. A Thai tourist visiting a new destination will most likely find out where the good restaurants are before any other information. If they know that there are good restaurants in town, Thai people are willing to go hunting for those places and try what is known to be their best food. For example, many Thai tourists would go to Hong Kong to eat Chinese food. In addition, when it comes to food, Thai people do not only think of themselves and the people who are taking the trip with them, but they often think of others who are back at home as well. Therefore, they buy food, snacks, fruit, drinks, or anything that they can bring back with them and give to people who did not go along with them. For instance the 800 kilometers drive from Bangkok to Chiang Mai is littered with roadside 'food souvenir' shops. These souvenir shops are not traditional trinket selling establishments, but dedicated to selling food

⁹ Joe Cummings. Chiang Mai & Northern Thailand. Lonely Planet, Footscary, 2002, 137.

¹⁰ Joe Cummings. World Food-Thailand. Lonely Planet, Footscary, 2000, 13.

famous in the area. As Jones and Jenkins said in the 'A Taste of Wales', "food tourism is thus seen as a means of developing 'high quality' tourism products and markets which are often associated with specialized niche markets and sustainable tourism products."¹¹ However, it has been proven that, food tourism is becoming 'flavor' and 'culture' of a destination.

Not only is the taste of food important to a Thais, but the presentation is often of equal importance. An art form which is considered as a kind of custom or culture of Thai people includes preparing betel nuts¹², cooking, braiding flowers, weaving, and fruit and vegetable carving. However, it is in Thai peoples' blood to be very sensitive and delicate in appreciating the method of preparing and how the food is presented. Long ago, the chefs in the Palace would carve every piece of vegetable and fruit and present them nicely on a plate before serving them to their King and his family, including the nobles and the elite when at royal functions. The fruit and vegetable carving, a kind of 'art form' needs to be done at every meal of the day that has vegetables and fruit as part of the meal. At present, not many of these vegetables and fruit carvings appear at local restaurants. The reason for this is because it takes people with patience, talent, and lots of practice to be able to do an excellent job at carving. However, fruit and vegetable carving does still appear at a high-end Thai restaurants and restaurants that serve mostly to foreign tourists, and again, still appears in the palace or functions that are hosted by the Royal

¹¹ Andrew Jones and Ian Jenkins. "A Taste of Wales-Blas Ar Gymru: institutional malaise in promoting Welsh food tourism products." *Tourism and Gastronomy*, Routledge, London, 2002, 115.

¹² Chewing on betel nuts was formerly a national habit to both poor and rich citizens. The areca nut is boiled, dried, sliced, and mixed with pink hydrolyzed lime, then smeared onto a betel leaf that is finely rolled. When chewed, the betel nut releases its tingling, astringent, and addictive taste.

family. Also, in very traditional families, these delicate carvings still appear on some dining tables.

4.5 INFORMATION ON CHIANG MAI

Chiang Mai province and city is a destination that is known to every Thai and it is the second largest city in Thailand in business sectors, although not in population. It is also one of the most popular tourist destinations in Thailand and Southeast Asia, attracting over three million tourists per year. From this survey we learn that people know Chiang Mai as a destination that has nice scenery and landscape, cool weather, great temples, good food, and is rich in culture. More than ninety-four percent of Bangkokians within the age groups of 20-24 and 35-44 come to Chiang Mai once a year. Those between the ages of 45-54 years of age come on average twice a year, and thirty percent of those over 55 years of age come to Chiang Mai more than five times a year. I will now attempt to analyze why Chiang Mai appears to be a destination more attractive to the mature sectors of tourism.

A majority of these targeted groups of people go to Chiang Mai during weekends or holidays. Some go for business but most go for vacations; New Year, Songkran Festival¹³, Loy Kratong¹⁴, and the winter season are the most popular times that Bangkokian tourists visit Chiang Mai. The approximate duration of their

¹³ Songkran is Thai New Year which takes place every year in the month of April. It is a holiday where people get about 4 days holiday

¹⁴ Loy Kratong is a ceremony where Thai people give thanks to God and their ancestors, it takes place during the 3rd week in November of every year

stay in Chiang Mai each time they visit is about 3-5 days for the age group of 20-24, 35-44, and 45-54. The age group of 55 and above tends to stay longer, for up to a week each time they visit. Ninety-eight percent of Bangkokian tourists go to Chiang Mai with their families, the rest go with friends and co-workers. This is because most of them are already retired and do not have any binding commitment such as work. Approximately, sixty percent of Bangkok tourists own or are able to stay with someone who owns a residential home or condominium in Chiang Mai or in a nearby area, instead of staying in hotels or resorts.

4.6 THINGS BANGKOKIAN EATS/WANT TO EAT

Bangkokian tourists eat mostly northern Thai cuisine when they visit Chiang Mai. Other regional Thai cuisine, especially north eastern is also popular and international fare such as Italian, French, Indian, and Chinese cuisines are in demand too. From the survey, there are nine different kinds of cuisine that people would like to choose and they are ranked from the most popular to the least. These choices are northern Thai, southern Thai, north-eastern Thai, Italian, French, Indian, Chinese, and others.

The top five cuisines that Bangkokians choose to eat varies thorough different age groups, but they are still somewhat similar. The northern Thai cuisine is the most popular among all age groups. In the age group of 20-24, north-eastern and Italian cuisines are the most popular, as well as Chinese and French cuisines which are also popular but less frequented due to the lack of time per visit and lower on the priority scale. There are limits for the time they are in Chiang Mai

(most people are here only for approximately of 3-5 days). So they do not have time to eat out at many restaurants. For the age group of 35-44, north-eastern Thai, Chinese, Italian, and southern Thai cuisines are what they are interest in. North-eastern Thai and Chinese cuisines are the first two choices in the age group of 45-55. Then it's the Italian and the French cuisines that are appealing to this age group. Finally, for the age group of 55 and above, they are most interested in Chinese and north-eastern Thai cuisine, then Italian and French cuisines. All their preferences/choices are listed in order from the most eaten to the least eaten of the first five choices.

My interpretation of the survey came out to be that the most popular regional Thai cuisine for Bangkokians is north-eastern Thai. Part of this is because north-eastern Thai cuisine is the cuisine which is available and is seen everywhere throughout the country, from street food stalls to full-dining restaurants. Partly because of its simplicity in ingredients and cooking, in addition, north-eastern Thai cuisine is flavorful in taste. For international cuisine, Italian and Chinese are the most wanted choice. Pasta and Pizza are known to the world as the 'brand' of Italian cuisine. However, noodles which are one of the main foods for Thai people, beside rice, do have the look that is similar to pasta of the Italian and they both are made from either starch or eggs. For pizza, even though there is nothing in Thai cuisine which is close or similar to pizza, but it is because there is a pizza fast food chain open in Thailand, such as Pizza Hut and Domino's Pizza which is seen throughout Thailand. Chinese cuisine, again, is probably the cuisine that Thai people are most comfortable with beside Thai cuisine. Keeping in mind, there are

a large number of Chinese who are living in Thailand or Thai people whose ancestors have come from China. Another reason is because the way/how Chinese and Thais eat is the same. Both Thai and Chinese people dine in a family and communal style¹⁵ and it's what Thai are most comfortable with when dining.

4.7 THINGS BANGKOKIANS DO NOT WANT TO EAT

The cuisines that Bangkokians find least appealing are the Exotic and Indian cuisines. In all of the age groups, exotic cuisine is the cuisine that they would choose not to eat or will not eat. Especially the older age group, they do not want to try any thing odd other than the common meats that people usually eat. Some younger people do want to try and see what these exotic foods taste like. In theory, it has been proved by a Bangkok University poll, published in Post Today Daily Newspaper on June 20, 2003, that younger people (younger working people to middle age) are willing to try different or new things more than older people (closer to retire and retired people).¹⁶ They are willing to take the risk more and want to get new experiences. On the other hand, males in the younger age group are interested in trying and eating exotic cuisine more than the females.

Because of health conscious, the older people tend to stay away from Indian cuisine. Indian cuisine is higher in calories and cholesterol and the ingredients are not what Thais tend to like. Even though, there are curries in Thai cuisine, but they

¹⁵ Family style dining is where the foods served are put together in the middle of the table and everyone gathers around the table and shares the foods with rice which is served individually.

¹⁶ New Generation, Post Today Daily Newspaper, 26, 20 June 2003

differ from that is in Indian food. Joe Cummings, author of Lonely Planet Thailand, Chiang Mai and Northern Thailand, and World Food Thailand, said that Thai people can taste the difference of Thai curries and Indian curries. One of the many reasons is because “Thai curries are general thinner than Indian curries and often contain coconut milk”¹⁷

Thus, Thais, especially older ones do not like exotic and Indian cuisine. Yet, they are willing to try and experience new western cuisines. The reason is because most of the western cuisines use mostly the common ingredients as being used in Thai cuisine. As the result shows, the younger in age Thai Bangkokian are, the more they want to or are willing to try new and exotic cuisine.

4.8 PEOPLE THINK CHIANG MAI CAN BE A GREAT GASTRONOMIC TOURISM DESTINATION

In spite of these things, 86 percent out of all those surveyed think that Chiang Mai can become a great and interesting gastronomic tourism destination. Most of them would be interested in this gastronomic destination and at the same time Chiang Mai does have other components that can help make a place become a gastronomic tourism destination. Some of these components are the fact that Chiang Mai is already a well-known tourism destination to tourists, rich in culture and history, many activities that are different than other regions in Thailand, and many more.

¹⁷ Kim Rowney, Lulu Grimes, Kay Halsey. Food: The essential A-Z Guide. Murdoch Books, Sydney, 2001, 426

Food is a minor concern/reason for coming to Chiang Mai at this time. Many people do not devote a lot of their vacation time to food or eating related activities. 23 percent said that they devoted a lot of their time to food and 62 percent devoted only an average part of their time on food related matters. The rest, 15 percent, hardly devoted any of their time to food. They just focus on what they are interested in.

4.9 FOOD IN CHIANG MAI IS DIVERSE

However, analyzing from the surveys, people (tourists) can certainly find different kinds of food in Chiang Mai, not just northern Thai cuisine or other Thai cuisines. Foreign cuisines are seen a lot in Chiang Mai as well. Bangkokian tourists are interested in foreign cuisine while they are in Chiang Mai. Many of them if they are in Chiang Mai for more than 3-5 days tend to eat other cuisines beside Thai cuisines and most of the time they will have restaurants where they would like to eat in their mind already.

Currently there are a number of books and magazines where people can find out restaurants in Chiang Mai. In some guidebooks, in addition to restaurants and places that they could find something to eat, sections or short articles that said, for example, who grow, make, sell, or cook certain things can be found as well.

However, the most trusted and reliable sources are from word of mouth or recommendation from someone who has been there already. For most Bangkokians, if they were going to try a new place, such as a restaurant or a pub,

they often would like to be recommended by people who have been there before. Some Bangkokians go because they have read or seen it somewhere through media, such as food reviews, television shows, and advertising.

CHAPTER 5: COMPONENTS FOR A DESTINATION TO BECOME A GASTRONOMIC TOURISM DESTINATION

Nowadays tourists are looking for more culture in tourism. Many take holidays not only to escape and enjoy themselves, but in order to learn more about the world. Authentic and unique experiences are also something that tourists are seeking. Food, drink, and other things that are related to gastronomy are a part of culture and authenticity of a destination as well. Most of the time people will overlook gastronomy as merely a daily necessity and not realize that gastronomy is in fact an entire culture. Because food and drinks are things that people deal with in everyday life, and something which humanity has in common, the varieties of culture throughout the world have adapted and infused food and drinks into their cultures thereby turning the simple daily requirements into an integral part of culture itself.

For many people, daily lives are structured around eating. The same applies to tourists. A large proportion of tourist experiences are spent either consuming food and drink, or deciding what and where to consume, this can become a vital part of any holiday. However, many of these experiences are taken for granted, because we often regard eating as a necessity rather than a leisure activity. One of the essential tasks in developing and marketing gastronomic tourism, therefore, is to find ways to add value to the eating experience in order to

make it memorable. To offer choices to tourists which will combine the simplicity of eating with the discovery of something new and exotic.

Gastronomic tourism is one of the vital elements to be included in cultural tourism. It may highlight the cultural distinctiveness and identity of that culture. People fail to realize that food is more than just essential for human survival; it is an activity by which culture can be distinguished. Moreover, food helps us to the understanding of national identity. 'We are what we eat', this is not just in the physical sense, but also because we identify with how we consume, certain types of cuisine that we encounter, and more. Not only do we identify ourselves with what we eat, others also identify us with what we eat. A survey conducted in the UK in April 2004 by Tanqueray gin and pollsters Tns Rsgb asked 1,000 people to choose the top 100 most distinguishable British Greats and the number one most popular choice was fish and chips then Yorkshire pudding with Queen Elizabeth following in third place.¹⁸

Twenty five percent of tourists spending on a trip goes on food and drink. Therefore, many tourists are now giving importance to gastronomy. In tourist destinations world wide, tour operators and those in the tourist industry are beginning to recognize this fact. There are more tourists who travel to a destination because of food and drink reasons than ever before. Some are for the purpose of wanting to enjoy good food, some are on research, and some do have desire to go to the origin of certain gastronomy product. Many tourists visit

¹⁸ British Fish and Chips or Yorkshire pudding. Bangkok Post. B5, 8 May 2004.

Australia and New Zealand in order to experience the wine growing regions alone, while others come to Thailand in order to taste genuine Thai food. Because of this, Chiang Mai should adapt or add gastronomy into their tourism. In addition, Chiang Mai does already have most components that a destination needs to have in order for the city to become a great gastronomic tourism destination.

5.1 How to turn an ordinary destination into a gastronomic tourism destination

In order to change an ordinary tourist destination to be a 'gastronomic tourism destination', there are diversified essential factors and techniques. The following pattern of how to build up gastronomic tourism is divided into 'four orders' ranked in hierarchy considered from the greater extent of sophisticated and complex sequences of food value.

1. First Order - Indigenous development: Building up the gastronomic tourism by putting the main concern on the already-existed sources, such as, economic structures, cooperative networks and knowledge base.
2. Second Order - Horizontal development: Joining with other suppliers constantly and adding more steps in the production process, not just the material part of the production chain.
3. Third Order - Vertical development: Enlarging and boosting similarly certain services, elements to the material equipment of food. Creating new types of linkages and collaborations, integrating food in other economic activities.
4. Forth Order - Diagonal development: Improving the knowledge base of the gastronomy experience and creating 'intelligent' gastronomy clusters in the economy.

(Hjalager, 2002: 22)

5.2 First-order gastronomy tourism development: the indigenous

Looking at the basic development so far of Chiang Mai's gastronomy and tourism it is clear that Chiang Mai has all of the resources available such as a distinctive and rich culture, traditions which focus or are heavily linked to food, an existing large number of culturally sensitive tourists who visit hill tribes, temples, etc and the know-how and finances in order to implement new ideas. Food processing industries, agricultural sectors and a vast number of restaurants already exist. The province now needs to help tourists understand the gastronomic particularities.

Lack of communication between customers and food providers is regarded as the main problem. Thailand, which has never been colonized by a western power, is one of the linguistically weakest countries in the region.

There are also existing tourist attractions which are based entirely on food such as *kantoke* dinners which have been referenced to in an earlier chapter.

5.2.1 Gastronomic aspects in promotional materials of the region/country

There are many forms of promotions that a destination can do. Colorful pictures and lively markets illustrate special atmospheres, and convince tourists that food is available and fresh. It is also most important for a country which is still considered a developing country to emphasize the safety and hygiene of food. Some dishes make good photographs, for example of *kantoke*. Adding interesting

and colorful pictures of people eating '*khantoke*' to brochures, might attract tourists to come to Chiang Mai and try eating *khantoke* style meal. Many companies are providing these meals and adding cultural interesting additions to the experience such as dancing and other traditional shows to be watched while diners enjoy their meal.

Gastronomic travelers are the target group of more classy and specialized PR and marketing are necessary as well. As was mentioned in the introduction tourists who will gain the most experience out of a destination are mostly educated tourists. They would need to know the background of the destination, in order for them to really understand the culture and tradition of that destination.

The government has already helped to promote and market Chiang Mai to the world. The government has many plans to improve the city and includes food and agricultural products into the plan of making Chiang Mai into a "city of new millionaires" said Prime Minister Taksin Shinawatra. The plans that are related to agricultural projects are:

1. At a Nong Haw Military Training Camp there will be a central agricultural market build.
2. The World Horticultural Expo will be build in Mae Hia and will be complete by the end of 2006.
3. Centre for flowers and development of northern plants will be set up at the Chiang Mai University Campus.

4. 34 stations and more under construction for His Majesty the King's Royal Projects.

These are some of the plans that the government is trying to do with supporting the agricultural projects in Chiang Mai and suburb areas.

5.2.2 Campaigns for particular products, connected to a region or season and creating tourism appeal for existing food fairs and events

The biggest and most popular festival that is related to local food products is the Chiang Mai Food Festival, which is held annually in December. This festival is focused on the Chiang Mai Thai cuisine and it is a major eating event for local people. Because of this festival, it does attract tourists from all over Thailand and the world to visit Chiang Mai during this festival. Hundreds of restaurants and food manufacturers open up stalls to sell their products, concerts are held, competitions, beer gardens open and the festival has been proven to be very successful in helping to promote various local food industry businesses. Part of this is because of the cooler weather in December and people would like to enjoy it. From the record taken by the Tourism Authority of Thailand, shows that there are 350,000 more tourists visited Chiang Mai during Chiang Mai Food Festival and out of these 350,000; about 150,000 are from Bangkok and Bangkok suburb area.

Chiang Mai Food Festival is held at the Tha Pae Gate, which is considered as one of Chiang Mai's landmarks. The city of Chiang Mai closed the whole street that runs along the Tha Pae Gate to have this festival. So the festival is actually

outside along the two sides of the street. Tourist will get the chance to see different local foods that are hardly found anywhere else anymore. The cooking methods and the way in which the local people consume their food are seen here at this festival as well. In addition, some non-related local products, such as Thai silk, wood carving, paper umbrellas are seen here. Traditional musicians, plays, dances are often being perform at the festivals as well.

Promoting or having campaigns with local specialties and products can increase the number of tourists to visit Chiang Mai. At the same time it is a way to promote and keep the tradition to continue for the next generation. Incorporating already exiting festivals with local food and agriculture sector will increase and ensure the survival of these events. However, this might also lead to changes in the products presented and entertainment provided.

Food festivals alone will not bring repeat tourists to Chiang Mai and the province needs to continuously rethink and re-promote itself by creating innovative ideas in order to attract tourists.

5.2.3 Introducing food trade marks with regional features/names, etc.

Producing local products and creating brand labeling with the name of the region is one way of increasing product visibility and may enhance the quality of the region for food lovers. Chiang Mai's Governor, Pravit Srisobhon, in 2001 held a competition throughout the province for young designers to design a Chiang Mai Brand. This brand is now to be placed on all government approved products

exported from Chiang Mai. In order to be qualified to use the brand businesses must pass a certain health, hygiene and quality standard. Moreover, people will know exactly where the product is coming from when they see the product, without having to think. Similar to the successful campaign of the Parma region in Italy, their specialties trade marks have been developed over decades and based on solid production traditions. It is uncertain how much the recognized qualities of parmesan cheese and Parma ham attract tourists to this particular region, but it certainly succeeds in making the area well known and creating an identity.

5.2.4 Public/private planning for restaurant sector in new urban/resort developments

Cities must understand and take into consideration such infrastructure as sign posts, parking lots, walking trails, picnic areas as well as food outlets, especially in rural areas. This applies to Chiang Mai directly as the province boasts of a wealth of natural attractions such as mountains, waterfall, etc. Eco-friendly restaurants can and should be placed in these locations to provide adequate infrastructure to tourists.

Supplying to varying tourist demands is also important for a tourist destination. Currently Chiang Mai has many tourist class and back packing accommodations, but very few five star level accommodations or facilities. The public transportation is inadequate with no air-conditioned vehicles, and the city should provide ample five star restaurants as well to serve this small, but elite

group of tourists. This is being done, however, and within the next two years five five-star hotels and resorts are slated to open.

5.3 Second-order gastronomy tourism development: the horizontal

The second –order development of gastronomy tourism is to focus on improvement of product quality. Improvements are introduced not only because tourists are the focal point, but because higher quality is understood to create higher revenues from tourists.

However, changes in quality, particularly upgrading, causes many troubles and are costly for suppliers. Following the quality objectives can change the division of labor among producers throughout the entire value chain. A second-order development will disrupt existing relations and create new ones. New institutions in charge of tasks not previously defined in the production system will be established, mainly in the area of marketing, quality control, and other business services.

The growth in volume and expansion still needs to be based on the distinct gastronomic traditions and resources of the region concerned.

5.3.1 Implementing and marketing quality standards

Creating a standard for products to ensure the quality is something that the region should do. Most of the time, the region does have some interesting products or products that are known to that region, but there are no quality

standards. Different producers can have different standards for the product. Some are more hygienic than others. Therefore, the region should have a quality control on products that are the 'logo' or 'icon' of their region. This Chiang Mai has; however the marketing of this brand is at this point non existent. To have a brand work, the brand must be recognized.

This should therefore be done by a joint effort between the government and the businesses involved. The government should have standards in, for example, foods that are packaged to sell to tourists. There should be a 'logo' which shows that the products have met the standard or have met the requirement issued by the government, including other regulations which are the most beneficial to the consumers. The government could also have shops that are run by the government which sell products made within the local area and have met or passed the government's regulations. It could be the center for tourists to buy, learn, and know what existed in the area.

5.3.2 Reinventing, modernizing, and commodifying historical food traditions

Most of the time, food traditions and recipes are lost through time. So keeping the tradition is a must thing that every region should do. It was said earlier that tourists are looking for authentic and tradition. With food traditions which often time were lost or have disappeared from daily life can later be revived in tourism activities. Food is a clear and simple starting point for interpreting stories, myths, and traditions of the past. Food becomes a historic time machine and a refuge from McDonalization.

The need for a variety of tourist products has intensified the search for any usable historical traces of regional cuisines. The same need has challenged the traditions, but also to invent brand new regional cuisines.

Thailand has been remarkably successful in this regard. Borrowing, adapting and merging various neighboring cuisines has allowed Thailand to expand its own menu. Today, not only neighboring cuisines are adapted and called Thai, but a new trend of fusion of east and western cuisines is becoming more and more popular. Cooking classes which are seen everywhere through out the country. A day course, 3 days, 5 days, or even a week course are the choice for tourists who are interest in learning how to cook Thai food. New technology allows Thai cooking to be known throughout the world. It permits Thai food to be packaged and can be kept for a long time, therefore they are able to be exported and shipped to other countries around the world.

5.4 Third-order gastronomy tourism development: the vertical

In the third-order of value added gastronomy tourism is to enhance the experimental value of food. Food is one part of a larger and more complex tourism experience, to some extent the most important part, but sometimes it is only a contributory element. Food is something beyond a thing in restaurants and markets since it becomes a key ingredient in other activities that can effectively attract the tourists' attention.

Value can be increased through tourism sector by emphasizing the food element. It is possible to combine food selling with any other tourist activities. Eating and drinking in public transport has exploded, and drive-in facilities turn cars into dining rooms. No museum is without a cafe, a place that is usually more crowded than the exhibition rooms. Even at many bookstores, food and beverage is available for customers to enjoy while they are shopping.

Food business in restaurants and restructuring is a way that forces the owner to compete against one another which bring about both losers and winners. Some who cannot respond to the need of entertainment and experiences can hardly survive since there is the way to push them all out of the market. The restaurants which are not standout or old enough, sometimes even not old enough to attract historical interest will disappear, change the owner, or concepts. These are the trends in businesses on integrated concepts; however, in food business it can replace old types of food outlets.

5.4.1 Third-order restructuring of the gastronomic food experience

Opening up food producing plants and sites for tourism can be an extra choice of activities for tourists to do. Although, in the past, farm visits, food manufacturers, fields, are not important in the tourism industry. But recently many, farms do have activities, shows, including the process, production, method, or technology of the farm to attract tourists. As previously mentioned, vineyards world wide are becoming major tourist attractions, the Scottish highlands and their

whisky factories also attract a number of tourists as do chocolate and cheese factories in Europe.

By doing this, some producers do generate income by selling samples of the product after visitors have spent time watching the production processes, particularly in the work and the tasting results. Farms shops are becoming more and more common and it does attract certain tourists to visit.

In Thailand, this is already being implemented especially in the agriculture sector with HM the King's Royal Projects turning into attractions and resorts and restaurants being built on the spot so that visitors can visit the projects and taste the dishes fresh from the field.

5.4.2 Establishing and marketing route

With the food trail and route, many sectors and facilities will need to come together and will create a successful effect. Package tour is another choice as well. Currently, there are many successful trails and routes happening everywhere all over the world. For example, a North Carolina trail offers dining, bed and breakfast, scenic walks, pottery, and Friday-night jamborees. Wine routes in Canada and Australia have been developed for many years.

Not only to observe the process, but sometime being on trail or route the tourists will be able to participate in some of the activities as well. For example, with a wine route, tourists will be able to learn how to pick the best and right grapes for making wine. Some wineries even allow tourists to pick the grapes themselves.

There are four routes that already exist in Chiang Mai, but there are not many choices for tourists. Most of the time there are tour routes that incorporate only with cultural and historical issues. Hardly any routes that combine both cultural, historical, and food exist. For example of existing day tours which include sightseeing of temples and hill tribe villages. However, for lunches tour members would each receive a lunch pack which consists of sandwiches, desserts, and drinks. For Thai tourists, they would probably get to stop at a noodle shop or local food center. Nevertheless, instead of getting lunch packs or regular noodle shops, these tour operators should have the tourists join the hill tribe villagers for lunch, or have lunch set up for them in the style that the villagers usually have. By doing this, tourists would get all; cultural, historical, and gastronomic experience in one day trip.

5.4.3 Establishing visitor centers, museums, etc.

Visiting centers and museums can tell the story of the produce and production processes, including the history of the place. Food has moved into museums and heritage sites. Tools that were used in cooking, the type of produce, the cooking methods, and how they eat are examples of the things that could be exhibited in the museums and visitor centers for tourists. It is a way of telling culture, history, and tradition of the area.

A number of attractions have food or food ingredients as the main subject of the concept. For example, the connection of salt to the local food traditions at the Salt Center in Mariager, Denmark is obvious. Or even Jelly Beans candy museum

in Michigan, USA, which are very lacking in Thailand. There is lack of knowledge and lack of good management means that many museums are just left unattended with no extra activities such as workshops, lectures or restaurant facilities.

5.4.4 Cooking classes and cooking holidays

Nowadays, people are very interested in the food of other cultures. Cooks and owners of hospitality businesses organize tours and classes for people who want to learn the art of cooking. Advertising on internet, regional food traditions, local products, the agricultural landscape, and hands-on experience of cooking are a familiar mix of most cooking holiday concepts.

When tourists are on holiday, some of them who are interested in food and cooking often join cooking classes. To them it is a kind of activity that they cannot do when they are in their own city or country. It is the chance to learn how to cook that cuisine at their home country. Most of the time, cooking classes in Thailand take participants to the local fresh food market to see how Thai people actually buy things and what products are at the market. So it is an experience that tourists cannot get when they are in their country.

When Elizabeth and Somphon Nabnien opened the first cookery school in Chiang Mai, the Chiang Mai Thai Cookery School in 1995, they struggled to find interest. Today, there are over 20 cookery schools in Chiang Mai and the Chiang Mai Thai Cookery School averages 80 students per day. Tourists who enjoy an entertaining day cooking and visiting the market, an interactive activity which

allows them to meet fellow tourists as well as locals as well as a learning experience to take home as a memory of their visit. Not only are standard day cookery classes the norm, there are now variants on this business with some businesses offering weeklong classes, northern Thai food classes, fruit carving classes as well as desserts making classes. Often an apron and a recipe book are given to the student at the end of the class making for a great souvenir.

5.5 Fourth-order gastronomy tourism development: the diagonal

The fourth order of development, a region goes beyond the simple expansion of scale and scope of gastronomic resources. Additional knowledge resources and innovative capacities must be developed and brought to interact with the totality of the food and tourism sectors.

In this part of gastronomy tourism, the target group of visitors is no longer exclusively holidaymakers or regular tourists, but also professionals in the food and tourism industries. The items marketed and sold are not only food and entertainment/experiences related to food, but also knowledge, visions, and concepts that can be modified and implemented in other regions.

For a long-term effect, knowledge-building, which is the most important base/basic of every business/field, including in the gastronomy tourism must also be enforced. Some of the knowledge-building that a region could do are the following.

5.5.1 Training for gastronomy, food science, and tourism professionals

Chef schools and vocational training can improve the capacities to produce and develop food-related tourism activities. However, this requires much experience and training; it cannot be learned in a short period of time. Learning environments include updated facilities, such as involving technology, electronic sources, libraries, access to new/advanced equipment, creative and update with others trends.

5.5.2 Research and development

Even though food processing and tourism is not a research-intensive, but most of the research in the food sector is dedicated to biotechnology or to the development of food additives. However, in the past, the result has shown that there is little enhancement of knowledge base and targeting of research towards needs in the combined tourism and food industries. So it was unable to identify such combined research. Nevertheless, many universities and hospitality department/institution around the world are stepping forward to do more research on this. In Chiang Mai, there are six major universities, so they already have lots of research and development going on as well.

However, the belief that the path of the logic of gastronomy tourism from the basic or simple resource to the creation and utilization of knowledge and innovation in making, Chiang Mai, a tourism destination into a gastronomic tourism destination may not be proof that it works in all situations. But it is the development that

somehow can lead to the successful or advantage of the locals. On the other hand, if a region/city can move along this development path, still higher value added can be earned, for the benefit of the local population. Still, every region/city should not follow exactly these paths. It should use these paths as their guide because every region is different than others and it will not always work the same.

CHAPTER 6: CHIANG MAI CAN BE A POSSIBLE GASTRONOMIC TOURISM DESTINATION

6.1 THINGS CHIANG MAI CURRENTLY HAS

Chiang Mai is one of the cities where it already has enough gastronomic resources and other components to make a destination into a gastronomic tourism destination. In addition, gastronomy along with local tradition, culture, and history of Chiang Mai and nearby areas can be used to promote with already existing tourism as another tourist attraction to people outside of Chiang Mai area.

Examples of what Chiang Mai has as tourist attractions/activities (non-gastronomic)

- Landscapes: mountains, water falls, hot water springs
- Hand-crafts: silver, silk, paper/fabric umbrella, porcelain, wood-work
- Markets: Night Bazaar, Sunday Market, Antique Market, Plant Market, etc
- Festivals: Songkran Festival, Lanna Festival, Loy Kratong Festival
- Museums
- Chiang Mai Zoo
- Farms: orchards, butterflies, snakes, elephants
- Visiting to different villages and hill tribes
- Tracking, hiking, biking, walking trails

Examples of what Chiang Mai has as gastronomic attractions and activities in Chiang Mai

- Farmer and local markets
- Food and drink festivals
- Food and drink route
- Traditional meals and local entertainments
- Landscape restaurants
- Fruit and vegetable farms
- Tour/package tours
- Factory and farm visit
- Tourist centers
- Cooking schools
- Unique cuisines

However, there are many others activities that are available for tourists to do when they are in Chiang Mai.

6.1.1 Government Support

Thailand's government has realized that a lot of Thailand's earnings come from tourism. Therefore, the Thai government is trying to support and promote tourism in Thailand so it can attract both Thai and foreign tourists to travel in Thailand more. In addition, if Thai tourists travel within Thailand, then it means that the money that tourists spend each time they travel will be in the country instead of

aboard somewhere else. This causes more cash flow in Thailand and will also lead to a better economy in Thailand.

The government and the TAT (Tourist Authority of Thailand) are supporting tourism in Thailand with campaigns to help promote tourism. However, the two most outstanding campaigns that the government has are; one of which is the 'one tambon¹⁹ one product' and the other is 'Unseen Thailand'. With these two campaigns, gastronomy can certainly be a part of them.

The 'One Tambon One Product', each Tambon (or district) does have their product that may be related to food and drink, but may also be in the field of arts and crafts too. It could be any kind of product which that Tambon is known for. The government and the TAT will assist in promoting the product for that Tambon and the product could be what attracts tourists to that destination. Tourists may see all the production, the method of making the product, and purchase the product from where the product is produced.

The 'Unseen Thailand' is a campaign which the TAT held to promote what once was never known to be a tourist destination. These destinations can be an inland, national forest, historical temple, etc. By TAT going into the targeted destination and develop the area with accommodation, tourist facilities, tourist center, and promoting it as a destination in which tourists should go and visit. Also, calling these destinations as the 'Unseen Thailand', which is a way of getting both Thai and foreign tourists' attention to the destination.

¹⁹ Tambon means village

As some say, if you go to a destination and did not taste their local food, then it means that they are only half way to the destination. Partly is because food is an element that reflects and tells the story/way of life, local tradition, local culture, and history of that area.

6.1.2 Government Support in Chiang Mai

Currently, Chiang Mai Tourism Authority has put out many campaigns together to support the locals produced products. Since Chiang Mai has the landscape to grow many successful crops and because of the cooler temperature, therefore, agriculture products can be grown in Chiang Mai all year round.

Some agriculture that needs to be growing in cooler climates is growing better in Chiang Mai and northern regions than any other parts of Thailand. For example, in the past all strawberries had to be imported from other countries such as American, Australia, China, and other European countries. But because of the support and researches done by the government and the Agriculture Department, it is now possible to grow strawberries in Chiang Mai and northern region. This includes apples, some cherries, asparagus, kiwi, lettuce, and other kind of fruits and vegetables that need cooler weather to grow well.

6.1.3 Khantoke

The gastronomic culture of Chiang Mai can be shown through traditional meals. Even though rice is the primary food for Thai people, but for the northern people sticky rice is what they eat most. In the traditional Northern home, the

family takes meals sitting on the floor around a *tok*, a round footed table made of lacquered wood or woven bamboo. The rim of the table is usually raised a few centimeters to prevent items from sliding off. Such tables are very practical in simple houses with few rooms, as they can easily be moved to any space in the house, or even outdoors, for a meal.

Chumpol Chutima, a second generation of the creator of the *khantoke* meal said that his family created *khantoke* for tourism, so guests and tourists can have the opportunity to try different kinds of northern dishes at one meal. It turned out to be a very successful way/style of having a meal when people come to Chiang Mai. Today it is one of the most famous activities for visitors to experience and do when they are in Chiang Mai.

6.1.4 Markets

Farmers' markets are another attraction that tourists are interesting in. Keeping in mind that food is an integral part of Thai culture and eating is the character of Thai people, therefore, it is interesting to tourists to experience other parts of this cultural characteristic. At farmers' markets, they have both fresh fruits and vegetables, including ready-made northern foods available for people to purchase. One of the most famous and well-known markets for tourist is called 'Vararos Market', which is always crowded with locals and tourists. To better serve buyers, some food stalls know that many buyers will need to travel with the food, so they have all the packing material available for the purchaser. Several stalls pack and sometime would deliver to the hotel for you.

Visiting the market is also a fun, vibrant activity and a good chance for tourists to catch a glimpse of the everyday life of the locals.

Besides markets, Chiang Mai does have many restaurants with Lanna architecture and interior along with good food. Of course, in between all these gastronomic landmarks and attractions are the plethora of 'rot khen' (mobile food stalls), some wheeled, some static, all ridiculously inexpensive with variety of foods.

6.2 PLANS THAT GOVERNMENT HAS TO DO IN CHIANG MAI

These future plans could all help Chiang Mai to develop into a comprehensive tourism package.

Transportation projects

- Making Chiang Mai Airport into Aviation Hub by increasing the number of flights per day from 40 to 60.
- Construction of a special new highway linking Chiang Mai and Chiang Rai, when Chiang Rai province to the north finally opens up fully to Myanmar, Laos and China, this highway will be a most important route for trade and tourism.
- Improve roads and highways in Chiang Mai and to nearby provinces to allow easier access to a wider option of attractions.
- Development of an electrical commuter train linking Chiang Mai and Lamphun (another province next to Chiang Mai, 27 kilometers from Chiang Mai)

Social projects

- Solving Chiang Mai's flooding problems
- Green and Clean City project to make the city more beautiful and pollution free

Agricultural projects

- Central agricultural market will be build
- World Agricultural Produce Center will be built and complete by the end of 2006 expecting three million visitors in six months
- Center for flowers, and development of northern plants will be set up

Tourism projects

- International Conference Center will start construction and the completed by 2006
- Chiang Mai Night Safari will begin to construction and complete by the end of 2005
- Development of the old Railway Hotel into a public park

6.3 THINGS THAT CHIANG MAI NEEDS

Even though Chiang Mai already has many things that are already a world class standard service, but there are still some that need to be improved and added on to the service in Chiang Mai.

Before a destination becomes a gastronomic tourism destination, a destination has got to be a good tourism destination first. For Chiang Mai, there are certain things that Chiang Mai needs to improve. Some of these things are:

- Better public transportation: Currently all public transportation in Chiang Mai is all non-air conditioned. There is no taxi stand or even taxi in Chiang Mai. For luxury tourists, they can only use hotel's limousines. So it is not easy for higher class tourists to get around in Chiang Mai.
- Cleanliness of the city and facilities: The city should be cleaner. There should be more trash bins around the city. For example, with the weekly Sunday Market there are no trash bins what so ever. People pile trash on the side of the street. This causes bad image to the city. The road should also be clean as well. The government should also improve the roadside facilities, such as increase the number of public restrooms and rest areas.
- License on Hygiene /Cleanliness of Street Food, including method and ingredients used: The government should have a policy or permit for people who want to sell food along the street or food stalls. To receive this permit, the seller got to have passed all the workshops that the government have formed on the knowledge of hygiene, cleanliness, including the right method in cooking Thai dishes, such as *pad tai* or *som tam* (Thai papaya salad). Besides proceeding in these processes, the government should form a committee in setting up the right method in cooking different dishes and these methods should be set as the standard for cooking Thai dishes. These methods should be enforced and used thought out the world for cooking authentic Thai cuisine.

- Variety in hotel and accommodation: Chiang Mai started to be known to outsiders as a popular tourist destination because of backpackers, therefore most of the accommodations are aimed for backpackers and economy tourists, such as guest house and youth hotel. What Chiang Mai is lacking now is a full service 4 and 5-stars hotels and resorts.
- More research: Thai government and TAT should do more research on what the city can do for Chiang Mai to become a better destination. Taking a look at other countries, such as China, using technologies in improving public facilities or Singapore in having license for selling food on the street.
- Conserve and sustain history, culture, and tradition of Lanna: Although the government is trying to conserve and sustain the history, culture, and tradition of Lanna, but the government should strictly continue to press important about it. Not just promoting it and not following up in all the progress, because this will cause all the policies that the government wants to sustain demise and later will be forgotten again.

Since gastronomy is a part of everyone's everyday life, therefore it can be integrated with everything that is going on with human being. Nevertheless, for Thai people, food has always played a key role in the history and culture of Thailand. Kingdoms, ceremonies, customs, and language have always been influenced by what Thais grow, eat, and how they eat it. So by cooperating food to other activities in Chiang Mai it can be another tactic that Thai government can do to encourage food and drink with tourism. Or food tourism as said by C. Michael

Hall and Mitchell that "Food tourism is visitation to primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of a specialist food production region are the primary motivating factors for travel. This definition does not mean that any trip to a restaurant is food tourism, rather, the desire to experience a particular type of food, the produce of a specific region, or even to taste the dishes of a particular chef must be the major motivation for the travel"²⁰. As for Hjalager have said that "Tourism can offers the opportunity to food producers to add value to their products by creating a tourist experience around the raw materials and gastronomic experiences can add value to tourism by providing the tourist with a link between local culture, landscape, and food, and by creating the 'atmosphere' so essential to a memorable holiday experience"²¹. Some of the activities that Thai government, including private sectors can do to promote food with Tourism are:

- Food tour route: Since the charm of Chiang Mai is focus on the uniqueness of culture and rich history, tourists do come to Chiang Mai for it individuality that can not be found any where else. To get the most out of this individuality and uniqueness, tourists have to travel around from one place to the next. By creating/include food and drink that is available in Chiang Mai as stops that tourist have to make. It is a way of promoting gastronomy in Chiang Mai to tourism as well.

²⁰ Michael C. Hall and Mitchell, Richard. "Wine Tourism in Mediterranean: A Tool for Restructuring and Development". *Thunderbird International Business Review*, 42, No. 4 (2000): 308-309.

²¹ Hjalager, Anne-Mette and Greg Richards. "Still undigested: research issues in tourism and gastronomy". *Tourism and Gastronomy*, New York: Routledge, 2002, 224.

- **Farmers' Market:** Farmers' market is also a place that can 'showcase the regional produce and cuisine' since the produce usually comes from the local agricultural production.²² Farmers' markets in some occasion do provide other commodities than food produce such as arts and crafts created by local people. These markets do not only provide the authentic commodities for the tourists to purchase, but they can also display lifestyles of the local community they are situated in.²³ At the Floating Market, outside of Bangkok, gastronomic tourists, can also witness the traditional lifestyles of central Thailand where the living is closely associated with the river. Thus, farmers' markets can be perfectly included in gastronomic tourism itineraries. At present, farmers' markets such as Varoros Market, Chiang Mai, is already a popular tourist place, but there are many more farmers' markets that the government can create and includes as farmers' market tour.
- **National/International Festivals and Conferences:** Currently there are a couple of festivals and conferences that are at a national and international level. The government should support and promote Chiang Mai as a good place to have more conferences or meetings. Way that the government can do are, for example, when they go on a road show to promote the country or having Thai embassy offices promote it instead.

²² Lyn Dore. "The Avenel Farmers' Market." *In Festival and Special Event Management*, 2nd edition. Johnny Allen, Willian O'Toole, Ian Mc Donnell, and Robert Harris. (Brisbane: John Wiley and Sons, 2002), 45.

²³ Dore, 47.

- Food Festivals or Festivals that include food: Since there are already seasonal fruits and vegetables festivals that already exist in Chiang Mai, the government does not promote the festivals enough and these festivals are not well known. Only people who are in Chiang Mai, nearby area, and people who are in the industry will know. So the government should promote it more through out Thailand, especially in Bangkok and other countries that would import products from Thailand to their countries. This year, the Tourism Authority of Thailand (TAT) in cooperation with provinces in the Upper North launched the grandest event ever known as 'The Grand Lanna Civilization Songkran Festival' with an intention to honour the Lanna Civilization that has long flourished in the North of the country covering 8 provinces, including Chiang Mai. The city decorated to show the Lanna flavor, with the people dressed in traditional costume enhancing cultural knowledge for Thai and foreign visitors, but also providing them with an impressive as well as memorable experience. This year, 2004, Tourism Authority of Thailand (TAT) has heavily promoted 'The Grand Lanna Civilization Songkran Festival' through out the world, especially Asia. TAT announced that there were approximate of 100,000 people, both Thai and foreign tourists traveling to Chiang Mai per day during Songkran Festival. And about 720 million baht spent during Songkran Festival.

Another festival that can incorporate food with it is the Flower Festivals. Usually there will be only fresh flowers and sometime products that are made from flowers being display there. However, in the old culinary

tradition, Thais knew of edible flowers since the nineteenth century.

Therefore, foods that are made from flowers have existed for a long time, but people just have forgotten about it. This kind of cooking is called floral food. What the government can do with this festival is to include floral food into the festival. In addition, other people who never know or heard of floral food before will know about it. Giving information of what flowers or plants that are eatable or uneatable can be interest as well.

CHAPTER 7: CONCLUSION

For many centuries Thais have adopted elements or entire foreign cuisines and adapted them or fused them with each other or with existing Thai food so successfully that many foreign dishes are now firmly considered Thai and Thai cuisine is one of the most varied, distinctive and today well known in the world. It is difficult to pin point exactly what makes a dish Thai; there is no one ingredient, one taste, one presentation. But one element which can be seen in many Thai dishes and what is perhaps the most easily identifiable is the delicacy, thoroughness and attention to detail which is put into every method of preparation, of cooking and of presentation. For this reason, Thais tend to be very selective and demanding when it comes to food.

As more foreigners have come to visit Thailand as tourists or to become expatriates foreign cuisines are seen in and throughout the country. First foreign cuisines were introduced to only the noble and elite, and now they are more common for Thais to consume foreign cuisine, with each passing year more of the outlying provinces of Thailand are seeing foreign restaurants and more Thais are getting a chance to sample truly foreign dishes. There are many different choices of restaurants to choose from; fine-dining, local foreign restaurant, to foreign fast food chains. For that reason, Thais in all different income group ranges can consume foreign cuisines. This has not diluted in any way Thai cuisine, but in typical Thai style has only enhanced the existing variety.

This dissertation has been concluded with answering the two following statements:

1. Thai (Bangkokian) middle to upper income families travel to Chiang Mai because of food and eating.
2. Currently, Chiang Mai has distinguished itself as a famous tourist destination. But to turn an ordinary tourist destination to a gastronomic tourism destination, there are certain components that the government needs to consider. And with theory to become a magnificent gastronomic tourism destination, Chiang Mai has all the appropriate components and could be a possible gastronomic destination in Thailand.

Thai (Bangkokian) middle to upper income families travel to Chiang Mai partially because of food and eating.

Bangkokian middle to upper income families are defined here by their monthly family income. For Bangkokians to be considered as middle to upper income family, they need to have at least 50,000 baht income per month for family and for a single person is 30,000 baht per month. These income ranges are the standard range determined and used by most surveys or study that involve income related from the Tourism Authority of Thailand.

From Chapter 4, it is clear that most Bangkokian middle to upper income families do not travel to Chiang Mai only because of food related reasons. Food related reasons are certainly an additional advantage for them, but by no means the driving reason. The reasons for Bangkokian tourists to come to Chiang Mai are mainly for the purpose of taking vacation and sometime because of work related

issues. Bangkokians who travel to Chiang Mai would frequently have Chiang Mai pictured in their minds as of culture, history, landscape, and most importantly weather that Chiang Mai has. Food is their second thought.

Though, once Bangkokian tourists get to Chiang Mai, foods become one of their top interests. They do enjoy activities that are related to food, such as visiting markets and checking out different restaurants. Bangkokians do search and try different cuisines that exist in and around Chiang Mai. Still, the one cuisine that got most tourists attention is the northern Thai cuisine. For others it is still their second and third priority. Not only dining at restaurants while they are in Chiang Mai that got their attention. What most Bangkokians do not miss before they leave Chiang Mai is to visit local markets and buy food related products to take back home.

In spite of the fact that gastronomy is not the primary reason for Bangkokians to visit Chiang Mai, this research has found that Bangkokians feel that with not much effort, Chiang Mai could certainly become a gastronomic destination. It has much infrastructure in existence and with a little fine tuning this city could attract many more tourists looking for fine, exotic and cultural dining.

Since Chiang Mai has already established itself as a tourist destination. But to turn an ordinary tourist destination to a gastronomic tourism destination, there are certain components that the government needs to consider. And with the theory to turn a tourist destination to become a magnificent gastronomic tourism destination, Chiang Mai then has all the appropriate components and could be a possible gastronomic destination in Thailand.

To sum up why Chiang Mai could be the next possible gastronomic tourism destination, as followed by the four steps pattern or the order of how to build up a gastronomic tourism destination, as discussed in Chapter 5. Chiang Mai is a destination that attracts millions of tourism per year to the city. The reason for this is because of the uniqueness in the culture and the history that Chiang Mai has. Therefore, it is not too difficult to include gastronomy into tourism in Chiang Mai. With the four steps pattern, (1) revive, maintain and improve existing attractions and infrastructure and build on existing strengths such as tradition, art, culture, (2) bringing together both the private sector and the government to put their heads together to find ways to jointly promote and maintain a standard of excellence in the city, (3) increase the value of foods for tourists other than just a place to eat such as improved presentation, combine dining with other tourist activities, and (4) improve the knowledge and methods of new technology that would be beneficial to gastronomic tourism, this includes more research. This pattern is what Chiang Mai, together with, Tourism Authority of Thailand, and the government, is trying to follow. However, not all the steps will successfully work with Chiang Mai, but as long as we follow or stay close to this pattern, then surely somehow it will benefit, even if only a little.

In conclusion, the finding of this dissertation prove that Bangkokian tourists do not visit Chiang Mai because of food related reasons. But with all the essential factors that Chiang Mai has, they do agree that Chiang Mai could be the next possible gastronomic tourism destination that would attracts tourists to visit Chiang Mai for gastronomic reasons.

APPENDIX: QUESTIONNAIRE

1. Age range:

- | | |
|----------|--------------|
| 1. 20-34 | 2. 35-44 |
| 3. 45-54 | 4. 55 and up |

2. What is your marital status?

- | | | |
|-----------|-------------|------------|
| 1. Single | 2. Marriage | 3. Divorce |
|-----------|-------------|------------|

3. Where do you live?

- | | |
|--------------------|--------------------------------|
| 1. Chiang Mai | 2. Bangkok |
| 3. Foreign country | 4. Other: Please specify _____ |

4. What is your occupation?

- | | |
|--------------------------------|----------------------------|
| 1. Government employee | 2. Private sector employee |
| 3. Self-employed | 4. Retired |
| 5. Other: Please specify _____ | |

5. If you are *over* 30 years of age, what is your *total* family income (per month)?

- | | |
|------------------|------------------|
| 1. 0-30,000 | 2. 30,001-50,000 |
| 3. 50,001-80,000 | 4. 80,001 and up |

If you are *below* 30 years of age, what your *personal* income (per month)?

- | | |
|------------------|------------------|
| 1. 0-30,000 | 2. 30,001-50,000 |
| 3. 50,001-80,000 | 4. 80,001 and up |

6. Have you ever travel to anywhere outside of Thailand?

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

If yes, have you been to any of these countries? (Mark as many as it applied)

- | | |
|-----------|--------------|
| 1. USA | 2. England |
| 3. France | 4. Hong Kong |

7. How many times per year do you take trip within Thailand?

1. None 2. 1-2 3. 3-5 4. 5 and more

Information on Chiang Mai

8. On an average, how many *times* per year do you come to Chiang Mai?

1. None 2. 1 3. 2
4. 3 5. 4 6. 5 and more

9. On an average, how many *days* do you usually stay each time you come?

1. 1-2 days 2. 3-5 days
3. 6-7 days 4. More than a week

10. When do you usually come?

1. Weekdays 2. Weekend 3. Holiday

11. What was your purpose to come to Chiang Mai?

1. Work 2. Vacation 3. Other: Please specify _____

12. Who do you often come to Chiang Mai with?

1. Alone 2. Friends 3. Family 4. Co-Worker

13. Where do you usually stay?

1. Private Resident/Condo 2. Hotel/resort
3. Family 4. Other: Please specify _____

14. What kind of transportation do you use when you are in Chiang Mai?

1. Private Transportation 2. Song Tao (red truck)
3. Public Transportation 4. Limousine

15. Do you know/have anyone in Chiang Mai?

1. None 2. Family 3. Friends

If you try new things, from which sources do you find information from?

1. Someone you know
2. Mass Media ex. Radio/Magazine/Advertising
3. Other: Please specify _____

Food in Chiang Mai

24. What kind of food do you eat when you are in Chiang Mai? List as many as it applied.

- | | | |
|---------------------|-------------|--------------------------------|
| 1. Northern | 2. Southern | 3. North Eastern |
| 4. Exotic/Wild meat | 5. Italian | 6. French |
| 7. Indian | 8. Chinese | 9. Other: Please specify _____ |

25. If you have the choice, what kind of food would you like to eat? Please list in order from 1 as the most wanted and 8 as the least.

- | | | |
|------------------------------------|-----------------|----------------|
| ___ 1. Northern | ___ 2. Southern | ___ 3. Eastern |
| ___ 4. Exotic/Wild meat | ___ 5. Italian | ___ 6. French |
| ___ 7. Indian | ___ 8. Chinese | |
| ___ 9. Other: Please specify _____ | | |

26. What other kinds of food/product are you interested in?

- | | | |
|--------------------------------|---------------|-----------|
| 1. Fruits | 2. Vegetables | 3. Drinks |
| 4. Other: Please specify _____ | | |

27. Do you think food in Chiang Mai is diverse?

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

28. Can you find other kinds of Thai food in Chiang Mai? Example: North Easter, Southern, Central, including foreign food.

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

29. Where do you usually dine *most* when you come to Chiang Mai?

- | | |
|----------------------------------|--------------------------------|
| 1. Hotel/Full-service Restaurant | 2. Local Restaurant |
| 3. Street Food/Food Stalls | 4. Other: Please specify _____ |

30. Do you buy food to bring back home for your family?

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

48. Can you find other kinds of food at those sea side destinations?

1. Yes

2. No

49. Do you think food at sea side destination is more diverse than Chiang Mai?

1. Yes

2. No

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