

Gastronomy Tourism Management as a Participatory Community Development Innovation and Approaches

การท่องเที่ยวเพื่อการเรียนรู้ด้านอาหารในฐานะนวัตกรรมในการพัฒนาชุมชนอย่างมีส่วนร่วมและการนำไปสู่การปฏิบัติ

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Abstract

The purpose of this research aimed to present the innovative model of gastronomy tourism management which arouses to develop community participation in the Pong Tham village, Wangnua district, Lampang province, Kingdom of Thailand. Based on the participatory action research (PAR) with AIC techniques, focus group discussions, in-depth interview, non-participant observation, and informal interview used as the qualitative research instruments, meanwhile, a questionnaire used as the quantitative research instrument were all conducted with 72 community members partaking this community gastronomy tourism management program. The research findings revealed that gastronomy tourism management as a participatory community development Innovation and Approaches comprises 2 main schemes 1) Innovative Gastronomy Activity and 2) Innovative Tourism Management. These two main schemes would arise of community participation by the program's content such as Khantoke Dinner (traditional northern Thai dinner), food workshop, and herbal study respectively, community members' participants were mostly found in their co-operation level meanwhile, the most influential variables arising the community's participation were mostly found in terms of their Khantoke dinner, their food workshop, and their herbal study respectively.

Keywords : tourism, gastronomy tourism, tourism model

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อนำเสนอรูปแบบนวัตกรรมการจัดการท่องเที่ยวเพื่อการเรียนรู้ด้านอาหารที่กระตุ้นการมีส่วนร่วมของชุมชนปงถ้ำ อำเภอวังเหนือ จังหวัดลำปาง ราชอาณาจักรไทย เป็นงานวิจัยที่ใช้รูปแบบการวิจัยเชิงปฏิบัติการแบบมีส่วนร่วมเทคนิค AIC โดยใช้เครื่องมือคือการประชุมกลุ่มย่อย การสัมภาษณ์เชิงลึก การสังเกตแบบไม่มีส่วนร่วม และการสัมภาษณ์อย่างไม่เป็นทางการ โดยมีกลุ่มประชากรในครั้งนี้อาจมีจำนวน 72 คนที่เข้าร่วมกิจกรรมครบกระบวนการ ผลการวิจัยพบว่า นวัตกรรมจัดการท่องเที่ยวเพื่อการเรียนรู้ด้านอาหารที่กระตุ้นการมีส่วนร่วมของชุมชนของชุมชนมีการขับเคลื่อนสองส่วนหลักคือ 1) นวัตกรรมจากกิจกรรมท่องเที่ยวและ 2) นวัตกรรมจากการจัดการท่องเที่ยว (ITM) โดยทั้งสองทำงานสอดคล้องกัน ส่วนการทำนายกิจกรรมการท่องเที่ยวเพื่อการเรียนรู้ด้านอาหารที่สามารถกระตุ้นการมีส่วนร่วมของชุมชนมากที่สุดคือ กิจกรรมขันโตกดินเนอร์ตามด้วยกิจกรรมสาธิตทำอาหารชุมชน และกิจกรรมเรียนรู้สมุนไพรจากปราชญ์ชาวบ้าน ตามลำดับ

คำสำคัญ : การท่องเที่ยว การท่องเที่ยวเพื่อการเรียนรู้ด้านอาหาร รูปแบบการท่องเที่ยว

Introduction

Thailand's National developmental strategies for competitive potentialities have been all shifted into the advancement of Thailand 4.0 policies with emphasis on strengthening its potentialities and value-based economy (Ministry of Tourism and Sports, 2016). In addition, policies on the 2017–2021 tourism footprint (5 years) focused on community-based tourism which is implicated for innovative designs based on sustainable and widely used environmental resources (Manager Online, 2017).

Gastronomy tourism is a destination management model that emphasizes the creation of experiences in another culture through food. (Long, 2003) Tourists travel for the purpose of exploring and enjoying the destination's food and beverage and to savor unique and memorable gastronomy experiences. Tourist activities based in gastronomy tourism should be related to an interest in food and blending with the local's uniqueness of food ingredients selection, food preparation, food serving and, enjoying fine food. (Hall et al., 2003).

The growth of food tourism in Thailand is tremendously increased due to a change in demographic, trends in sustainable-based tourism, the discovery of something new, changes in technology platforms, increasing tourist's knowledge and background and, emersion of the sharing economy. (Tourism Authority of Thailand, 2017). These situations made tourists feel free and seek unfamiliar food preparation, peer-to-peer dining experience, and combining with the uniqueness of food in an array of destinations.

In the Pong Tham village, where it is located in the Wangnua district, Lampang province is selected for a research project area. From the finding, we've learned that not only this community's readiness on tourism management but this community's local wisdom on herbal products, uniqueness of food ingredients also be the important variables for the establishment of gastronomy tourism management.

There are other models of tourism, which have been applied to the project show us that the main objective not only the changes in economic status but also arousing community participation. But the results are not as expected, we learned that the problems occurred when community members confronted an unappropriated benefit sharing and conflicting of interest. The participation level of community members extremely declined. In literature reviews, niche tourism, such as gastronomy tourism, would bring the special interest tourist who would raise tourist expenditure, less destroy the ecosystem, exchange with tourists and, minimize conflicts. The experiences gained from gastronomy tourism would deeply connect and ingrain tourists with the destination, a sense of place, storytelling, interpretation, and, food. Gastronomy tourist would establish tourists' balances and their community participation directly leads to its value-driven mechanism for tourism values, community development, participatory processes, as well as environmental surroundings.

A gastronomy tourism model projecting in the area was based on the research question as 1) how gastronomy tourism activities and management were established and suit with community context, and 2) which activities would maximize the level of community participation. Then, the innovative ideas on how to develop a gastronomy tourism model and reality would be applied in the area, as well as to measure the level of community participation.

Proposes

To present the innovative model of gastronomy tourism management which arouses to develop community participation in Pong Tham village, Wangnua district, Lampang province, Kingdom of Thailand.

Benefits of Research

To obtain the innovative gastronomy tourism management which arouses to develop community participation as community development tools.

Research Methodology

Research Area

The research area is the Pong Tham village, Wangthong Sub-district, Wangnua district, Lampang province. The site selection criteria were based on 1) uniqueness of food ingredients 2) readiness of the community's tourism administration committees and supported community enterprises and 3) previous experience in tourism management.

Population

72 of key informants who attend all activities related to the development of the gastronomy tourism management model. They are 1) 20 tourism administration committees, 2) 42 supported community enterprise members, and 3) 10 administrative staffs in Wangnua district, Lampang province, Kingdom of Thailand. The researcher used them to gather research data in both qualitative and quantitative, purposive sampling technique was applied.

Research Design

Based on the pre-experimental design, the one-shot case study was carried out for analyzing both qualitative and quantitative factors (Maxwell, 2012)

Conceptual Framework

The conceptual framework reviewed from literature reviews and primary area-based studies was detailed as shown below.

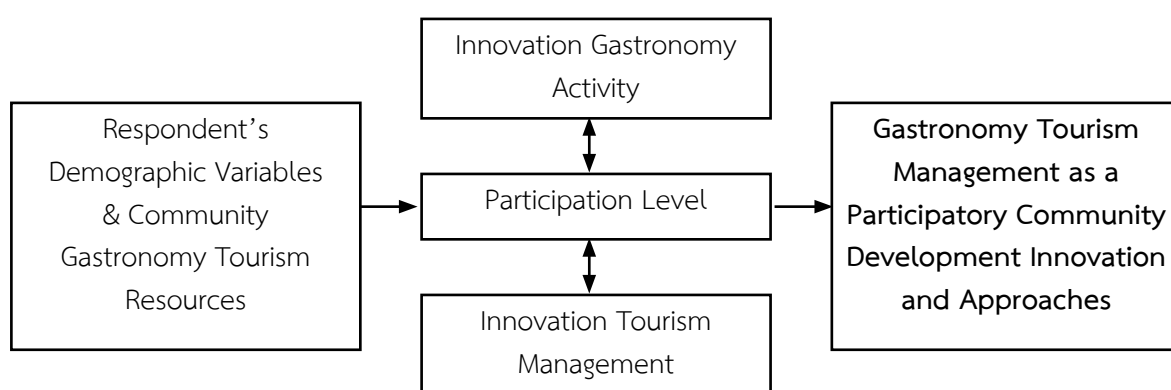


Figure 1 Conceptual Framework

Variables and Its Measurement

Demographic variables, which included informant's sexuality, age, occupation, educational backgrounds, monthly income, and length of stay, were statistically analyzed by using descriptive statistics such as frequency distribution, mean, and percentage.

Variables on participatory levels related to its gastronomy tourism management were divided into 4 aspects: 1) Decision-Making; 2) Implementation; 3) Benefits, and 4) Evaluation (Cohen & Uphoff, 1977). In the assessment criteria used in this study, three major scales were consisting of high, moderate, and low levels, and the four-class intervals with its width of 0.5 were all carried out. The participatory gastronomy tourism management was categorized into four major levels, as shown below.

Table 1 Classifying Participatory Levels (Pannathat Kalaya & Kanok-orn Sirithiti, 2019)

Mean	Participatory Level
2.51 – 3.00	Empowerment
2.01 – 2.50	Cooperation
1.51 – 2.00	Assistancialism
1.00 – 1.50	Domestication

Research Instruments

Based on the mix of qualitative and quantitative research methods, the research instruments were detailed as follows.

1. Qualitative instruments included;

1.1 Focus group discussion was conducted for 20 tourism administration committees and 42 supported community enterprise members.

1.2 In-depth interview was conducted with 10 administrative staffs

1.3 Non-participant observation.

2. Quantitative instruments included a questionnaire, met a reliability test from the IOC method, and was rated at 0.5–1.0, which was divided into three major parts: 1) Demographic data; 2) Participatory levels, and 3) Other detailed suggestions. The levels of satisfaction variables were also validated with the Cronbach's coefficient alpha (Pranee Thongkham, 1996) were rated at 0.9515 in the total score.

Data Analysis

1. Qualitative data applied content analysis and data triangulation techniques

2. Quantitative data uses descriptive analysis and inferential statistic (multiple regression)

Statistical Treatment of the data

The descriptive statistics including frequency distribution, percentage, and standard deviation were used to analyze the descriptive variables; otherwise, the multiple regression analysis was also carried out for the inferential statistics.

Research Finding and Comments

1. The innovative gastronomy tourism activity in Pong Tham Village (IGA)

The researcher and community member mutually established various gastronomy tourism activities with academic collaborations and the organizing committee of gastronomy tourism was rarely supported in Pong Tham village so that appropriate gastronomy tourism activities synthesized and developed by focus group discussions were detailed as follows.

1.1 Food hunting: Tourists will know the essential ingredients and herbs for local food recipes which can be found in the jungle. This program uses E-tak (Tractor-carriage) which community member used it during harvesting seasons. In this program, the driver leads us to the jungle accompanied by a local guide to explain to us the essential ingredients which might find in the jungle. Tourists would first try it and obtain knowledge on ingredients and medication therapeutic properties.



Figure 2 Food Hunting Activities

1.2 Food workshop: Tourists will have a chance to cook themselves under the supervision of trainers. In this program, tourists would learn how to prepare the local dishes containing one hors d'oeuvre, two main dishes, and one dessert. The activity starts with 1) Mise En Place technique 2) workshop with demonstration and 3) food stylist. After the dish, they would learn how to prepare Thai highland rice. All team members come from a well-trained trainer and interpreter (when request).



Figure 3 Food Workshop and Demonstration

1.3 Herbal class: The organized herbal class for tourists to understand the right usage of local herbs in food production as well as its efficacies. This program is emphasized on home-grown vegetables which can be found in the community. Tourists will have a chance to try, smell, squeeze, and taste its original flavor. The trainer will show them how we use them in the local dish and how to prepare them.



Figure 4 Herbal Tour Master Class

1.4 Foodie tour: The organized trip has to try local food traditionally. In this program, tourists would have a chance to explore the local market and in the weekend farmer market, try the food from authentic local restaurant recipe. They will have a chance to see bizarre food ingredients that local people eat such as insects and worms.



Figure 5 Learning Food Items and Try a Tasty Local Food

1.5 Khantoke dinner & cultural shows: In this program, tourists could experience Lanna dining with “Khantoke” or “Toke”, a round rattan tray, serving various kinds of authentic northern Thai dishes and national Thai food. As you enjoy the tasty food, they will be entertained by spectacular



Figure 6 Dinner with Shoes in Local Ambience



Figure 7 Panel Discussions on the Development of Gastronomy Tourism Management Framework

2. The innovative tourism management in Pong Tham Village (ITM)

The researcher had launched the “Know-How” to reach the success of the community’s tourism management in participatory-based. This program is 3F’s projects. The First “F” came from FUN, Researcher created Performance-based Training (PBT) courses which help the member to establish a tourism management framework with themselves. The second “F” is FULL which means full of details, and academic collaborations from many related organizations as an allied network to coach them by applied constructionism principles; learning by doing (by their preferences and skills), provide appropriate learning environments, and provide appropriate learning and teaching aids. (Holman et al., 1997) The third “F” comes from FRIEND, the researcher provides team-building techniques to harmonize tasks and teams, and they would perform gastronomy tourism on a participation basis. At last, gastronomy tourism management committees was launched 9 important gastronomy tourism frameworks which detailed as follows.

2.1 Establishing gastronomy tourism committee

The village head's and the assistant village head's authorities in planning, supervising, commanding, and controlling were detailed as follows. 1) A village head taking his/her charges as an executive chief; 2) The 1st assistant village head being responsible for his/her information services, marketing planning management, working coordination with other different workplaces, and 3) the 2nd assistant village head being responsible for his/her technological information services, as well as secretariat management.

2.2 Trainings on community food narrators

Panel discussions on the development of leadership, as well as the understandings of tourists' behaviors and psychology, tourists' hospitality management and services, tourists' satisfaction and first impression, attitudes and personality development in workplaces, and self-practices on good host services, should be all provided for training on community food narrators.

2.3 Setting tourism routes and activities

Tourism routes together with gastronomy tourism-related activities were all tried out; moreover, the five major gastronomy tourism-related activities included 1) Food hunting; 2) Food workshop; 3) Herbal class; 4) Foodie tour, and 5) Khantoke dinner & cultural shows. From panel discussions with the population of this study, it showed that in order to upgrade these standardized groups with a great deal of good healthy hygiene, tourism-related management found in Pong Tham village was categorized into seven major groups: 1) Homestay; 2) Food services; 3) Performance and cultural shows; 4) Massage services for health; 5) peddlers' services; 6) Food hunting, and 7) narrators.

From the multiple regression analysis, it showed that all 5 activities mutually explained an alteration of community participation by 91.20% There are 3 most scoring variables; an arranging of Khantoke dinner activities, followed by their food-cooking demonstration activities, and their local herbal learning activities respectively.

Table 2 Encouraged Activities Influencing their Community-based Tourism Management

Activity Variables	B	S.E.	Beta
Khantoke Dinner	.255	.029	.367
Food-Cooking Demonstration	.240	.027	.358
Local Herb-Made Learning	.218	.025	.352
Eating, Tasting & Shopping in Pong Tham Village	.140	.027	.217
Food Ingredient-Hunting by Minicars (E-Tak)	.092	.025	.158
R ² = .912 SEE = .138 F = 147.902* .05 level of significant difference			

By emphasizing the activities which obtained a high scoring from the study and insisting that the activities may arise the community's participation. All activities might put into the gastronomy tour program and workshop designed for tourists to partake in all activities. In terms of the schedule, the researcher put this program in the afternoon and when everything is done, all items displayed in Khantoke (Northern Thai food container) together with Northern Thai receptive ceremony called "Khantoke Dinner". The example of the tour detail shown in Table 3

Table 3 Description of Gastronomic Tour Program

Time	Activities
0.5 hour	Walking into the local market: The tourist will have a chance to learn about essential local ingredients and other subsidiaries.
1 hour	Mise en place: comes from the France words literally means to gather and arrange all ingredients and tools needed for cooking.
1 hour	Real time demonstration and practice (workshop)
0.5 hour	Food stylist and decoration: use local items which could be found in the community such as banana's leaves, coconut shells etc.
1.5 hour	Food dining with show from community members

In consequence, Pong Tham Village should prepare to meet the readiness in terms of human resources such as food practitioner or interpreter. On the other hand, in the structure, an establishment of local enterprises would benefit them to reach governmental assistance. An accuracy and transparency monitoring system would make the model sustained and can be an alternative activity for Pong Tham Village' visitors who might not fit with the regular tour program.

2.4 Interpretation on gastronomy tourism activities

From panel discussions with the population of this study, it showed that maps used for interpreting tourism routes in Pong Tham village were provided for the development of interpretative mechanisms on tourists' social media accessibilities.

2.5 Mechanism on advertising and information services

From panel discussions with the population of this study, it showed that the development of information services via social media in integration with the concepts of digital marketing and influencer marketing was mostly found in Pong Tham village.

2.6 Distribution of responsibilities and job description

From panel discussions with the population of this study, it showed that impractical job descriptions and responsibilities served for their tourism-based activities were mostly supported in Pong Tham village so that the chain of command should be acknowledged for better improvements.

2.7 Setting regulations

From panel discussions with the population of this study, it showed that in order to accomplish regulations, as well as to be served for different situations, regulations on organizational management classified into three major sections included tourists' regulations, members' working operation, and organizing committee's organizational management.

2.8 Mechanism on performance assessment

From panel discussions with the population of this study, it showed that a mechanism on assessing the different tourism-related career groups' working performance administered by the establishment of organizing committee, who were selected from representatives from community leaders and members, was mostly supported for their performance assessment.

2.9 Mechanism on income distribution

From panel discussions with the population of this study, it showed that in order to comprehend the principles of good governance, transparency, and corruption investigation, a mechanism on income distribution taken from gastronomy tourism management activities was directed for the village head's organizational management. (Pannathat Kalaya & Kanok-orn Sirithiti, 2019)

3. Participatory levels on gastronomy tourism management in Pong Tham Village

According to the study of gastronomy tourism management, the 72 informants' participatory levels of gastronomy tourism management were detailed as follows.

3.1 Demographic data

In terms of demographic data, it showed that the numbers of 26 male informants of 31.10 % and 46 female informants of 63.90 % with their age of 46-55 (34.70%) were mostly found; moreover, their numbers of 31 informants working as employees and agriculturists (43.10%) together with their monthly income of fewer than 20,000 baht per month (93.10%), and their length of stay of up to 40 years (40.30%) were mostly found.

Level of participation

All the aspects of the informants' co-operation on their gastronomy tourism management, with its mean of 2.15, were mostly found in a co-operation level. In the co-operation level, people working with outsiders to implement activities intended to benefit them directly. Another level found in the result was the empowerment level, people hold complete power over and are fully in control of the program including decision making and administrative activities. (Deshler & Sock, 1985) The findings of the study compared to each aspect were detailed as follows;

- **Decision Making:** in aspects of their decision-making, the result shows that their participation is mostly on co-operation level with its mean of 2.21.

- **Implementation:** In terms of the implementation, the community residents' level of participation in implementing their gastronomy tourism management is in co-operation level, with its mean of 2.13.

- **Benefits:** In terms of the Benefits, the community residents' level of participation in benefiting their gastronomy tourism management is in co-operation level, with its mean of 2.16.

- **Evaluation:** In terms of the evaluation, the community residents' level of participation in evaluating their gastronomy tourism management is in the co-operation level, with its mean of 2.10.

4. The model of gastronomy tourism management used for the development of community-based participatory innovations

In order to create the innovation for the development of community-based participatory tourism management activities in Pong Tham village, the procedures for creating this innovation were detailed as shown in Figure 8.

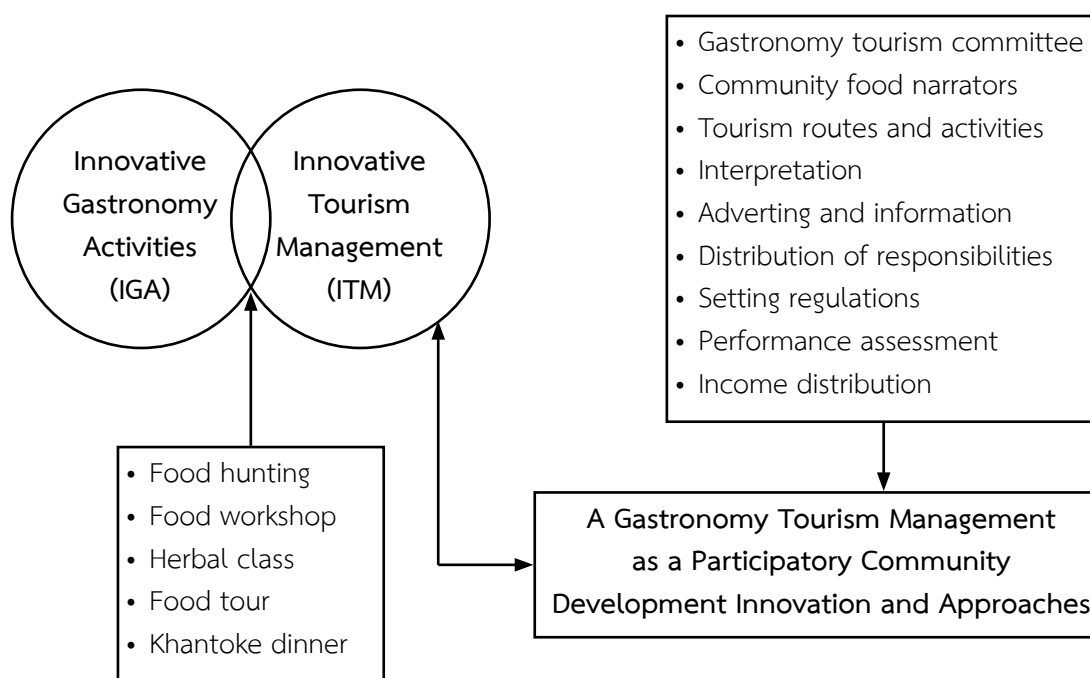


Figure 9 The Model of Gastronomy Tourism Management Used for the Development of Community-Based Participatory Innovations

Conclusion

This research was to present the typical model of gastronomy tourism management as an innovation for community-based participatory development. According to all the 10 major elements related to the development of the typical model of gastronomy tourism management in integration with the 5 major tourism programs, it showed that variables influencing the development of community-based participation were mostly found in terms of Khantoke dinner activities, followed by food training, and local herbal learning activities.

In addition to the research findings conducted with other different research instruments, it also showed that these activities were all encouraged for the host community residents' and guests' participation in sharing their collective experiences with tourists. Regarding the concept of Ranees Esichaikul (2014), she insisted that other different tourism activities were all implemented for their valuable experiences, as well as their community development and environmental preservation.

On the other hand, the tourists' ignorance on their visit caused by their misunderstandings of some tourism managers' business conflicts was resulted in the typical model of gastronomy tourism management based on tourism products and

tourists' activities found in Pong Tham village. This was because the community members' financial beneficiaries were not only resulted from other tourism aspects but also the adequate numbers of financial budgets were not all supported by the Department of Community Development, the Department of Tourism, the Department of Agricultural Promotion, etc (Kowit Pongngam, 2009).

Thus, the community members' vast numbers of beneficiaries were mostly taken from their other tourism aspects in accordance with the study of Sanya Sanyawiwat (1991), he insisted the concept of exchange theory that the human beings' reasoning, as compared with human beings as an economic animal, mainly focused on their beneficiaries. From exchanging with others in the market, it was stated that more required information about free-trade competition could be all served for the human beings' alternative options on their business costs, as well as possible guidelines taken from financial beneficiaries.

In order to miss their economic opportunities, however, the stakeholders' participation in their effective tourism management and conflicts should be supported. According to the conflict theory conceptualized by Darendorf (1959), he rejected Karl Marx's original theory that social classes were not only affected by production factors but also the human beings' authority was caused by their social inequality. That was to say, there were two major groups including the former who had their authority and the latter who had their no authority. As a result, these two groups' different latent interests directly led to the quasi-groups found in such a society. Also, the leaders' responsibilities in negotiating their co-social beneficiaries with their parties should be needed so that severe conflict levels depended on such a group's organizational management, the dominated group's cooperation in managing other different beneficiaries.

Therefore, various tourism products together with marketing targeted groups, and good governance-based organizational management, in terms of the levels of participatory tourism activities, were all resulted in their community's beneficial activities, their community's income distribution, their cultural exchanges, as well as their community participation.

Acknowledgement

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