GASTRONOMY TOURISM MARKETING STRATEGY MANAGEMENT ACCORDING TO SUSTAINABILITY TAI I-SAN AUTHENTICITY GEO-SOCIAL VALUES

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ABSTRACT

The study of gastronomy tourism marketing strategy management according to sustainability Tai I-SAN authenticity Geo-Social values aimed to study and develop gastronomy tourism market strategy management based on social geography values and authenticity of sustainable Thai I-SAN style. Mixed methods research was used in the study. The data was collected from questionnaires, interviews and focus group. The samples were tourists, local people, government agencies and private sectors involved in gastronomy tourism in KhonKaen Province. The data was then analyzed using descriptive and content statistics. The results showed that potential of Gastronomy tourism marketing strategy management according to sustainability Tai I-SAN authenticity Geo-Social values, including the image of Tai I-SAN food and stories telling of interesting origins and identity tourist attractions based on Tai I-SAN social geography caused the diversity and attractiveness of gastronomy tourism event. In addition, learning was promoted through gastronomy tourism activities such as souvenir shops and tourist attractions that produce ingredients for cooking. In terms of supporting services such as car rental management, convenient transportation and the availability of personnel, it was like a community image. Personnel with foreign language proficiency, immediate problem-solving ability, information problem solving of activities, and a variety of information search channels would lead to gastronomy tourism marketing strategy management according to sustainability Tai I-SAN authenticity Geo-Social values 8 strategies: 1) food products 2) food prices 3) location of tourist attraction or raw material source 4) promotional activities in marketing 5) personnel 6) food promotion 7) communication channels for public relations and 8) sustainability development process.

Keywords: gastronomy tourism, marketing strategy management, sustainability Tai I-SAN authenticity

I. INTRODUCTION

Gastronomy tourism is another tourism pattern to reflect of local cultures in countries with the tourist attractions to search for the experiences with the different consuming and drinking styles [1]. Furthermore, food is one part of tourism activities, and gastronomy tourism aims to attract the tourists around the world for travelling in the local area until the tourism is expanding continuously. In addition, according to the direct and indirect gastronomy tourism economics benefits for the community it received incomes from food tourists for developing as the valuable tourism food products.[2] Then, the gastronomy tourism is the theory to transfer histories, cultures, and local lifestyles through food to gain the inspiration of cultural conservation in Thailand.[3] With this case, the food is important to be one part of tourism with the connections to have the learning requirements and new testing from local or community cultures with representing to the uniqueness and identities of the community or local areas. In this case, the local food development is essential because it will create the good image for our Thai tourism with the conservation in the local cultures. However, due to the epidemic of Covid-19 it resulted in the tourism throughout the world to be halted with the reducing of tourist growth; according to the disease controlling measurement in each country it affected to the economics activity stagnation with the abnormal lifestyles to have the wide effects including of the market tourism, such as inbound, outbound and tourism inside the country. As the result, according to the policy or the measurement to renew the tourism of public relations with making confidence to the tourists, such as safety and sanity, provident fund establishment and employment support and others.[4]
According to the North Eastern region, it is one part of Thailand with the culture to live with the uniqueness for self-reliant society in agriculture works, such as farms, gardens, grain crops, animal raising, clothes weaving, basketry and finding natural food from land and water areas, and mostly it came from the natural resources. Then, the food is sufficient for the members in families, especially for the Northeast people to have the local special food to consume as the vegetables to be the main menu.\[5\] In addition, the consuming of their food is available to the relationships between life styles, environments and local intellects that are the North East people can select for the local food sources consisting of the local unique recipe combining to the beliefs of advantages and characteristics for food inheriting from the ancestry. Besides, it has the uniqueness system for the North East food with three obvious characteristics; namely, the food source of Hodfah soil, the bitterness with spiciness, sourness and acerbity from nature and consuming with rules. \[6\] As the result, according to these local intellects for consuming it represents of the smart consuming with reason from the diversity of environments and nationalities including of the consuming intellects and the preservation for living resulting from the learning to be available for the values and the importance of the ancient intellects. Therefore, it should promote and develop the local tourist attraction activities in North Eastern region by presenting the marketing strategy guidelines for the gastronomy tourism market with the local intellect values as sustainable system management, and it can make the credibility and good image for the tourists and customer groups through the North East food culture presentation of new innovation management based on the local culture food with life styles, traditions, local intellects and local cultures.\[7\] With this case, it can regulate the direction for the community development as being the gastronomy tourism resources with specific characteristic and the promoting of gastronomy tourism production to have the increasing potential with many fields.

II. RESEARCH OBJECTIVES

In this case, it is involving with the second chapter or the research objective: 1) To study the gastronomy tourism potential with North East local intellect values and 2) To develop the tourism marketing strategy with local intellects value into the sustainability.

III. LITERATURE REVIEW

A: the component of the tourism resources

According to the tourism system component, it consists of the connection for the tourist journey with the destination of the tourist attraction and travelling. In this case, according to the concept idea of Mr. Page\[8\] it gave the definition that the tourism is the response of the tourist travelling with the moving from the permanent accommodation into the new destination during the times combining with the tourist journey connection for habitats, communication, tourist attraction activities and tourist services. Then, the tourists are convenient to travel as shown in fig. 1.

![Fig. 1 the tourism system](image-url)

Additionally, according to the tourism system it was found that there are two connecting parts that are demand and supply, and in these contexts the demand factor refers to the tourist requirement for travelling to the destination and the supply factor refers to the readiness of tourist location for travelling to the destination with requirement response: 1) Accommodation 2) Associated services 3) Attractions 4) Activity 5) Accessibility

B. Market Segmentation
According to the tourist attraction development and the tourism products, they are necessary to use the market mechanism for making the movement with the tourist attractions and response with the community and tourist requirements as Marketing Mix or 8P’s with the concept idea of Mr. Lovelock and Wright [9] as the objective: 1) Products Element 2) Place 3) Promotion and Education 4) Price and Other User Outlays 5) Process 6) Productivity and Quality 7) People and 8) Physical Evidence.

IV. RESEARCH METHODS

Then, according to the study it has gathered the data from the questionnaires of sample size, such as four hundred tourists with simple random sampling and interview from the group sampling; namely, the people in local area, the government agencies and the relevant private agencies with food tourism in KhonKaen provincial area for ten people. Furthermore, it is including with the Observation Participation and the In-depth Interview with Semi-Structured Interviews for gastronomy tourism, North East culture, social intellects value and true fact of North East people, and it has the data analysis from checking data with the concept idea of principle, theories and In-depth interview data from the descriptive presentation and the concept idea of the objectives by checking the quality of questionnaires and interviews of the contents validity of IOC: Index of Consistency with three experts to check for the Index of Item – Objective.

V. RESEARCH RESULTS

According to the result, it represents to the potential of gastronomy tourism with social intellect values for the Northeast fact with sustainability including of the gastronomy tourism resources by setting up for the activities with the Northeastern social intellect values of sustainability:

1. Accessibility, such as the communication in KhonKaen province no matter of the areas in cars, trains, air plane and free WiFi ones including of gaining the readiness to be the regional center for travelling.

2. Ability to register for the available packages, such as the creative gastronomy tourism programs that are the gastronomy tourism program, the material source processing on sightseeing program, the food processing on sightseeing program and others.

3. Ancillary Service, such as souvenir shops, hospitals, oil stations and post offices.

4. Tourism Activities, such as setting for the additional activities no matter of watering, plowing, harvesting, hiking or joining in the important ceremonies in festivals.

5. Attraction, such as many tourist attractions no matter of culture tourism, natural tourism, food tourism and agriculture tourism.

6. Authenticity that is the tourist attractions on the basis of true information from the ancient city areas, the old towns and the historical tourist attractions.

7. Accommodation, such as residents, hotels, resorts, homestays, guest house with bed and breakfast and others for placing of the tourists in every different levels.

According to the result for tourism market strategy, it is involving with the authenticity of the Northeast local intellects for sustainability:

1. Food Products, such as the varieties food menus with the objectives to gain the modern with easily consumed for attraction.

2. Food Price to be in suitable level with good quality for the food manufacturing services and easily memorization classified into the different service levels.

3. Locations of Tourist Resources or Material Resources, such as the accessing for the tourists in the community areas with the local food material sources by learning life styles and well-beings.

4. Marketing Promotion Activities, such as the event setup to the local food presentation with the products and the community interests between entrepreneurs and tourists no matter of the original local food competition and new menus creation and others.
5. Personnel, such as having the good personality with knowledge, food presentation skill, gentleness, good manners and tidiness to be trained in the servicing or food product presentation.

6. Distribution Channels, such as increasing for the local food distribution channels through online and offline ones no matter of Facebook page, application line or online shops, such as LAZADA, SHOPEE, JD Central and others.

7. Public Relations Channel, such as creating the food product public relations with the community to be well-known from the tourists by posting pictures, videos, news and food with contacting channels including of doing the posters and brochures as the new presentation development.

8. Development Procedure with Sustainability, such as PDCA procedure to make the practices consisting of Plan before setting up the food tourism activity, Do for taking action of food tourism activity, Check for the food tourism activity and Act for improving the management to level up the food product quality following by the six chapter or Discussion.

VI. DISCUSSIONS

Thus, the tourism resource component is one factor for travelling because it has the connection with communication, tourism activities and tourism services by increasing the convenience with the concept idea of Mr. Weaver and Lawton [10]: 1) Accessibility 2) Availability of Services 3) Affordability 4) Activity 5) Attraction 6) Authenticity 7) Accommodation from the tourism resource component to have the readiness and the response for the decision requirements with the destination including of the tourism potential informing prior to use the marketing strategy as the food development for the Northeast authenticity with sustainable intellect values, following by the concept idea of Mr. Kotler and Keller [11] saying that the selling is the influencing factor to the consumer decision with the necessity to use the marketing segmentation of 7 P’s for determining the marketing strategy.

VII. CONCLUSION

According to the marketing strategy for gastronomy tourism with the authenticity of Northeast local sustainable intellect values, it was found that food is accounted as the main component for the gastronomy tourism activity in the tourism industry, and it can build the tourism experiences congruently to the tourist market trends with the future requirements. Thus, it is involving with the products and the services as the high opportunities and potential for boosting up to gain the good quality and the accepted standard in the world class contributing to the economics development through the products and service value increase. In addition, it is including with the culture origin and the unique life style of Thailand to create interests and attraction for the tourists, especially for the top market potential with the food interest by travelling to learn and exchange of new cultures in each area as well as the incomes distribution to the quality life development for people in local area and the overall economics. Furthermore, it also promotes for the good image of Thailand as being the popular destination for the tourists around the world through the cultures and the gastronomy tourism. With this case, it consists of the food tourism resource components with the authenticity of the important Northeast social sustainable intellects: 1) Accessibility 2) Available Package 3) Ancillary Service 4) Activity 5) Attraction 6) Authenticity 7) Accommodation.

Then, it used the marketing strategy as the gastronomy tourism development tool with the authenticity of the Northeast social sustainable intellects:

1. Food Products as being developed from the various food menus.

2. Food Price that has the suitability with good taste and quality with food manufacturing service in each community

3. Location that has the tourist attraction area or the material resources that the tourists can access to the community areas as being the local food material resources for the tourists to learn the lifestyle and the well-being.

4. Market Distribution Activity by setting up the event to present of the local food products with the tourist interests for the products and the community in patterns between the entrepreneurs and the tourists.
5. Personnel or the entrepreneurs to have the good personality with knowledge and food product presentation skill

6. Distribution Channel by increasing the selling channels for the local food products through online and offline routes.

7. Public Relation Channel to setup for the food product public relations with being well-known from the people in the community, especially by creating the Facebook page to post pictures, videos with the development.

8. Sustainable Development Procedure, such as using of PDCA era that procedure Plan, Do, Check and Act to make the sustainable movement into the practices.

REFERENCES