

CHAPTER IV

RESULTS OF THE STUDY

The instruments including the analysis of the questionnaire for the local people, survey for the tourists, interviews, focus group, and workshop were conducted to collect data for discussion of the results in line with the objectives of the study. The objectives of the study included creating an identity for local Islamic food; examining the communities' and related sections' collaboration in Cultural Tourism management in terms of local Islamic food in the Andaman Sea; the behavior and needs of international tourists; and ways to increase the value of Cultural Tourism for local Islamic food. These are aspects to be analyzed along with seeking an Innovative Model for Cultural Tourism Management: Local Islamic Food in the Andaman Sea Region for Supporting the International Tourists. The results of the researcher are respectively presented as follows:

Part 1 Data from the questionnaire for the local people consisted of:

Section 1 Analysis of the results of the local people's personal information

Section 2 Affirmative tests representing the consistency of innovation patterns of local Islamic food for Cultural Tourism management in the Andaman Sea

Part 2 Data from the questionnaire for international tourists consisted of:

Section 1 Analysis of the results of international tourists' personal information

Section 2 Analysis of the results of international tourists' behavior towards local Islamic food Cultural Tourism management in the Andaman Sea

Section 3 Analysis of the results of needs and expectations of tourists regarding local Islamic food Cultural Tourism management in the Andaman Sea

Part 3 Data from the interviews which consisted of a focus group and workshop including related parties' opinions and suggestions about tourism

The data from part 1 to 3 will be analyzed and synthesized to specify the innovation patterns of local Islamic food Cultural Tourism management in the

Andaman Sea to support international tourists in conjunction with stakeholders' needs.

1. Analysis Results of Information Collected from the Questionnaire for the Local People in the Andaman Sea

The researcher used the opinions gathered to compile a questionnaire to confirm research hypotheses by evaluating the consistency of the model which was the objective of the research. In this research, the researcher sought to validate the quality of the questionnaire by analyzing the content using the Index of Item Objective Congruence (IOC) of all 90 opinion items of three qualified experts. The results show that every IOC item was between 0.8-1.00 showing that every item was valid. Additionally, reliability was confirmed by finding the coefficient using Cronbach's alpha coefficient. This reveals that the overall questionnaire contains a Cronbach's alpha coefficient of 0.987. After that, a questionnaire was used to collect data from the samples from people in the area of the Andaman Sea. The data from all 760 samples was collected which totaled 100 percent. The analysis results of the data are as follows:

Section 1 Analysis of the results from general information on the local people's views regarding Cultural Tourism management of local Islamic food in the Andaman Sea

The general information of the local people regarding Cultural Tourism management of local Islamic food in the Andaman Sea was analyzed from the data collected from 760 samples as shown in Tables 11 to 17.

Table 11 Frequency and percentage of the local people surveyed, categorized by gender

Gender	Frequency	Percentage
1. Male	299	39.3
2. Female	461	60.7
Total	760	100.0

From Table 11, it can be seen that most of the local people who took the questionnaire were females, which were 461 samples or 60.7%; while those of the males were 299 or 39.3%.

Table 12 Frequency and percentage of the local people surveyed, categorized by age

Age (Years)	Frequency	Percentage
1. Younger than 30	154	20.3
2. 31-35	138	18.2
3. 36-40	115	15.1
4. 41-45	149	19.6
5. 46-50	115	15.1
6. 50 or older	89	11.7
Total	760	100.0

$$\bar{X} = 39.38, S.D. = 10.31, \max = 75, \min = 15$$

From Table 12, it can be seen that the age of 154 of the local people did not exceed 30 years, while that of 149 people was between 41-45 years old and the age of another 138 was between 31-35 years old, which equals 20.3%, 19.6%, and 18.2% respectively.

Table 13 Frequency and percentage of the local people surveyed, categorized by marital status

Marital Status	Frequency	Percentage
1. Single	173	22.8
2. Married	529	69.6
3. Divorced	54	7.1
4. Other (separated or widowed)	4	0.5
Total	760	100.0

Table 13 shows that most of the local people who took the questionnaire (529 samples) were married. The next category below that (173 samples) was for single and another (54 samples) were for divorced, which equals 69.6%, 22.8%, and 7.1% respectively.

Table 14 Frequency and percentage of the local people surveyed, categorized by educational background

Education	Frequency	Percentage
1. Elementary level or lower	141	18.6
2. Secondary level	288	37.9
3. Bachelor's Degree	295	38.8
4. Master's Degree	15	2.0
5. Doctoral Degree	2	0.3
5. Other (Vocational Certificates, Diplomas, etc)	19	2.5
Total	760	100.0

From Table 14, 295 samples graduated with a Bachelor's Degree, another 288 from the Secondary level, and 141 were from the elementary level or lower; which equals 38.8%, 37.9%, and 18.6% respectively.

Table 15 Frequency and percentage of the local people surveyed, categorized by occupation

Occupation	Frequency	Percentage
1. Agriculturist	241	31.7
2. Business owner	224	29.5
3. State enterprise employee	39	5.1
4. Office worker	80	10.5
5. Government officer	88	11.6
6. Government employee	13	1.7
7. Student	12	1.6
8. Other (worker, housekeeper, etc.)	63	8.3
Total	760	100.0

From Table 15, most of the local people surveyed, or 241 samples, were agriculturists. Another 224 samples were business owners and other 88 were government officers, which equals 31.7%, 29.5%, and 11.6% respectively.

Table 16 Frequency and percentage of the local people surveyed, categorized by monthly income

Monthly Income	Frequency	Percentage
1. Less than 10,000 THB	305	40.1
2. 10,001-15,000 THB	252	33.2
3. 15,001-20,000 THB	122	16.1
4. More than 20,000 THB	81	10.7
Total	760	100.0

Table 16 shows that 305 samples surveyed had less than 10,000 THB of monthly income. Another 252 samples' monthly income was between 10,001-15,000 THB and another 122 had a salary between 15,001-20,000 THB, which equals 40.1%, 33.2%, and 16.1% respectively.

Table 17 Frequency and percentage of the local people surveyed, categorized by length of stay in the area

Length of stay in the area	Frequency	Percentage
1. 1-5 years	35	4.6
2. 6-10 years	35	4.6
3. 11-15 years	45	5.9
4. 16-20 years	60	7.9
5. 21-25 years	92	12.1
6. Over 26 years	493	64.9
Total	760	100.0

From Table 17, it is seen that 493 samples have lived in the area for more than 26 years. Another 92 samples have lived in the area of the Andaman Sea for 21-25 years, and 60 for 16-20 years, which equals 64.9%, 12.1%, and 7.9% respectively.

Part 2 Analysis results of confirmatory factors of innovation patterns for Cultural Tourism management of local Islamic food

1. Analysis results of mean, standard deviation, and correlation of observable variables in the confirmatory factor analysis of innovation patterns for Cultural Tourism management of local Islamic food (N=760)

According to the analysis results of all 15 observable variables in the model of innovation patterns arrangement for Cultural Tourism management of local Islamic food, it was found that there was a correlation among 97 pairs of variables . Every pair was significant at the 0.01 level and had a positive correlation. Also, every pair had correlation coefficients at between 0.450-0.865 which means that the observable variables of this model really have a correlation with one another and the correlation form is the same (positive). That is, if one variable grows in size, the others will also grow conversely, if one variable becomes smaller, the others will do the same.

Table 18 Mean, standard deviation, and correlation of observable variables in the confirmatory factor analysis of innovation patterns for Cultural Tourism management of local Islamic food (N=760)

Correlation	Correlation														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1. The dentity	1														
2. The symbol	0.602**	1													
3. The image	0.610**	0.735**	1												
4. Characteristics	0.610**	0.662**	0.732**	1											
5. Planning	0.597**	0.682**	0.737**	0.743**	1										
6. The process	0.519**	0.604**	0.615**	0.689**	0.815**	1									
7. The benefits	0.451**	0.619**	0.591**	0.643**	0.690**	0.716**	1								
8. Evaluating	0.497**	0.621**	0.644**	0.656**	0.735**	0.738**	0.788**	1							
9. Product	0.576**	0.615**	0.662**	0.653**	0.726**	0.732**	0.731**	0.791**	1						
10. Price	0.551**	0.572**	0.660**	0.607**	0.711**	0.709**	0.676**	0.760**	0.827**	1					
11. Place	0.476**	0.595**	0.636**	0.622**	0.712**	0.693**	0.687**	0.734**	0.727**	0.687**	1				
12. Promotion	0.488**	0.637**	0.650**	0.647**	0.742**	0.735**	0.733**	0.801**	0.775**	0.739**	0.813**	1			
13. Process	0.500**	0.607**	0.607**	0.626**	0.732**	0.734**	0.729**	0.814**	0.743**	0.728**	0.762**	0.865**	1		
14. People	0.456**	0.592**	0.618**	0.648**	0.701**	0.715**	0.718**	0.733**	0.731**	0.690**	0.756**	0.807**	0.817**	1	
15. Physical Evidence	0.450**	0.577**	0.524**	0.557**	0.595**	0.608**	0.617**	0.664**	0.624**	0.577**	0.588**	0.626**	0.658**	0.634**	1
Mean	3.811	3.659	3.619	3.782	3.571	3.600	3.751	3.537	3.497	3.471	3.736	3.448	3.538	3.585	3.725
SD	0.716	0.808	0.794	1.412	0.839	0.853	1.401	0.910	0.916	0.927	0.832	1.299	0.877	0.884	0.797

KMO: Measurement of Sampling Adequacy = 0.964, Bartlett's Test of Sphericity: Chi-square = 11660.163

df= 105, p=0.000

2. Analysis results of confirmatory factors of innovation patterns for Cultural Tourism management of local Islamic food

The analysis results of confirmatory factors of innovation patterns for Cultural Tourism management of local Islamic food compared to goodness of fit indices criteria for the model as shown in Table 19

Table 19 Analysis results of confirmatory factors of innovation patterns for Cultural Tourism management of local Islamic food compared to goodness of fit indices criteria

Goodness of fit index model	Analysis results of Confirmatory factors	Goodness of fit criteria
Chi-square test statistics (χ^2)	73.603	The significant level is higher than 0.05 ($P > 0.05$); however, it should be observed together with other indices. Bias may occur due to the sample size
Degrees of freedom	56	
Probability (p-value)	0.057	
Relative chi-square proportions (χ^2/df)	1.314	The value χ^2/df is adjusted according to the sample size. If the sample size is big, the criterion 2:1 should be implemented
Comparative fit index: CFI	0.998	CFI is a standard value between 0 and 1. CFI should be higher than 0.95.
Goodness of Fit Index: GFI	0.988	GFI should be higher than 0.90.
Root mean square error approximation: RMSEA	0.020	RMSEA should be less than 0.07 and if it is lower than 0.03 it has a high correlation that is excellent.
Root Mean Square Residual: RMR	0.076	RMR should be lower than 0.08.

Table 19 is a presentation of a confirmatory factor analysis of innovation patterns for Cultural Tourism management of local Islamic food which consists of factor loading value in a form of raw scores (b), factor loading value in a form of

standard scores (β), standard error (SE), factor score coefficient (FS), and coefficient of determination (R)². Considering the factor analysis results of the model representing the correlation between the factors of local Islamic food identity (B), collaboration in Cultural Tourism management of local Islamic food of the community and related sectors (C), and value added for Cultural Tourism management of local Islamic food (D), it was found that the factor loading value of all variables are significant ($p < 0.01$), which means that all 15 variables are able to indicate factors of innovation patterns for Cultural Tourism management of local Islamic food. The variables have factor loading values in the form of standard scores between 0.706-0.899. The list that had the highest loading of importance was Evaluating (C4); the next below it was Process (D5) while the least loading was the Identity (B1). Considering the details in each aspect of the factors, the results presented in Table 20 are summarized in Figure 8-9.

Table 20 Analysis results of confirmatory factors of innovation patterns for Cultural Tourism management of local Islamic food

Observable variables	Factor loading			β	FS	R ²
	B	SE	Z			
Local Islamic food identity (B)						
The identity (B1)	0.803	0.036	22.008**	0.706	0.090	0.498
The symbol (B2)	1.089	0.041	26.344**	0.846	0.222	0.715
The image (B3)	1.091	0.037	29.228**	0.864	0.183	0.746
Characteristics (B4)	1.000	0.000	<----->	0.857	0.259	0.735
Collaboration in Cultural Tourism management of local Islamic food of the communities and related sectors (C)						
Planning (C1)	0.846	0.023	35.311**	0.827	0.013	0.684
The process (C2)	0.860	0.027	32.161**	0.827	0.037	0.683
The benefits (C3)	0.807	0.026	32.235**	0.820	0.029	0.673
Evaluating (C4)	1.000	0.000	<----->	0.899	0.146	0.808
Value added in Cultural Tourism management of local Islamic food (D)						
Product (D1)	1.435	0.056	24.181**	0.872	0.095	0.761
Price (D2)	1.368	0.061	22.528**	0.820	0.006	0.673
Place (D3)	1.217	0.053	22.815**	0.842	0.074	0.709
Promotion (D4)	2.377	0.097	24.568**	0.888	0.021	0.788
Process (D5)	1.807	0.071	25.346**	0.891	0.072	0.793
People (D6)	1.300	0.054	24.223**	0.848	0.057	0.720
Physical Evidence (D7)	1.000	0.000	<----->	0.723	0.032	0.522

Note: **p<0.01, < --- > does not report SE value and b as they are constrained parameters

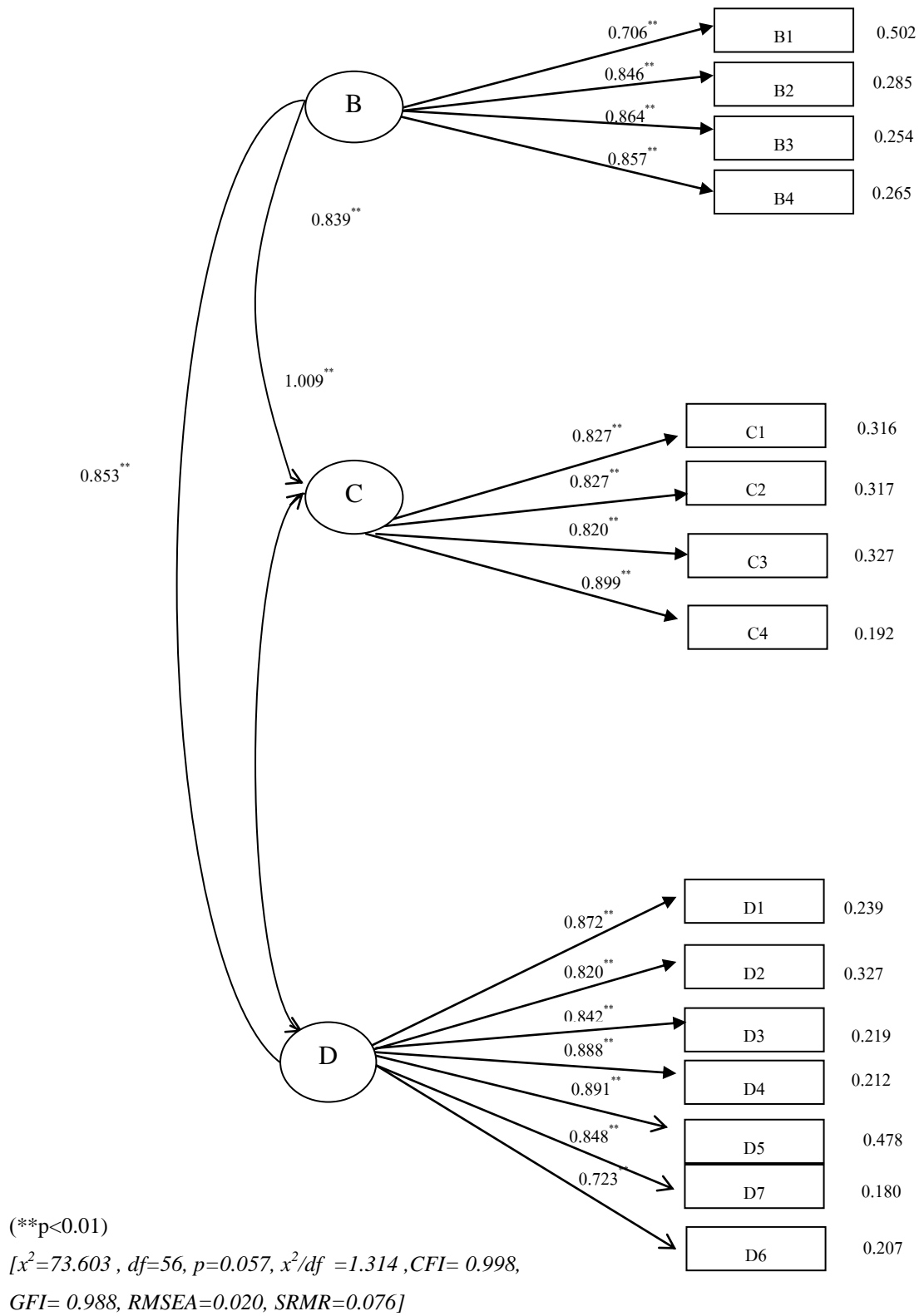


Figure 8 Analysis results of confirmatory factors of innovation patterns for Cultural Tourism management of local Islamic food

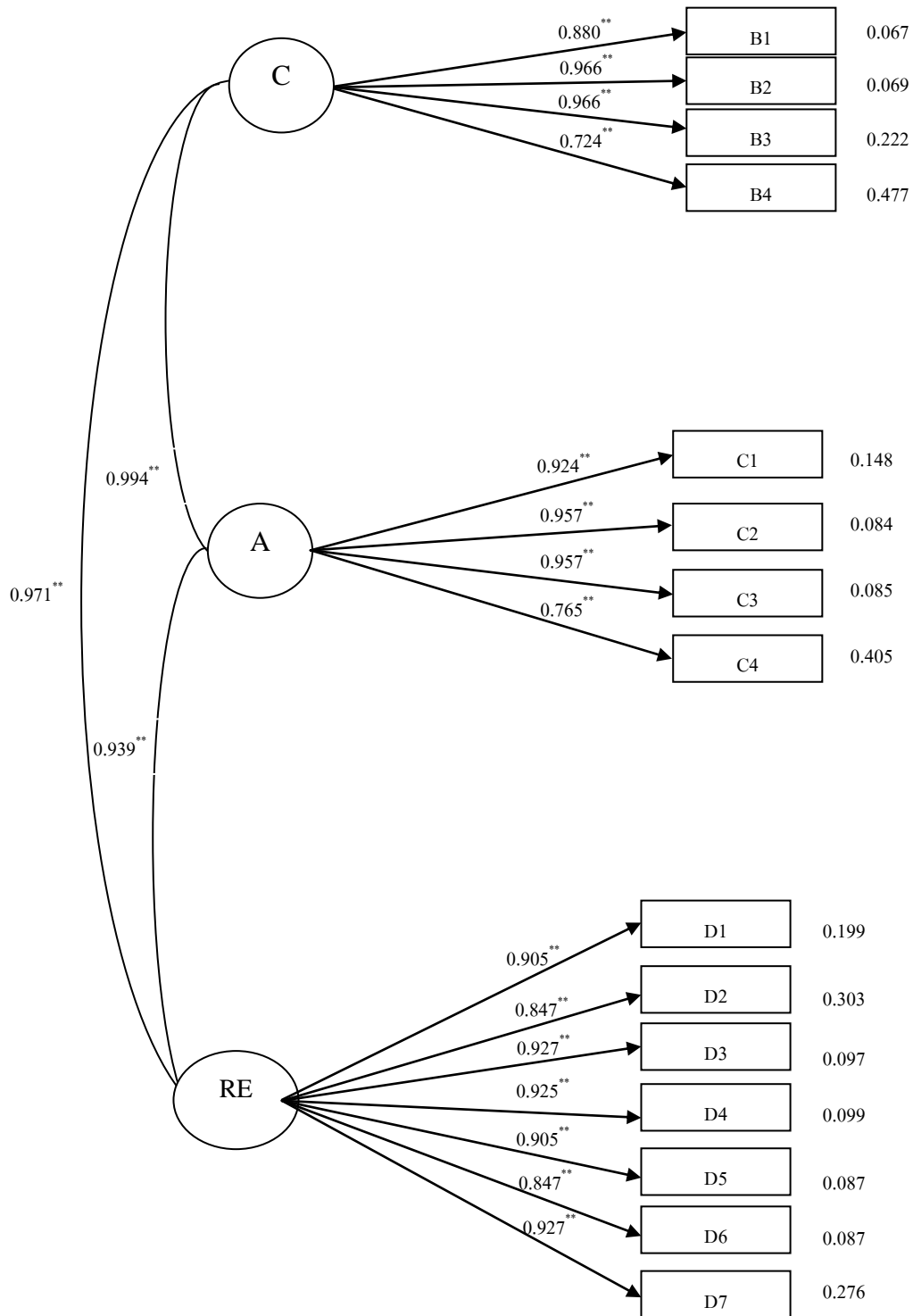


Figure 9 Analysis results of confirmatory factors of innovation patterns for Cultural Tourism management of local Islamic food

2. Analysis Results of Tourists' General Information Affecting Cultural Tourism Management of Local Islamic Food in the Andaman Sea

Data analysis was conducted with 400 international tourists to determine the relationship between their general information and Cultural Tourism Management of Local Islamic Food in the Andaman Sea as depicted in Table 21-29

Table 21 Number and percentage of the tourists surveyed according to gender

Gender	Frequency	Percentage
1. Male	192	48.00
2. Female	208	52.00
Total	400	100.00

Table 21 Shows that the number of female tourists was larger than males. There were 192 male tourists and 208 female tourists surveyed, which is 48% and 52% respectively.

Table 22 Number and percentage of tourists surveyed according to age

Age (Years)	Frequency	Percentage
1. Younger than 30	48	12.00
2. 31-35	65	16.25
3. 36-40	102	25.50
4. 41-45	95	23.75
5. 46-50	57	14.25
6. 50 or older	33	8.25
Total	400	100.00

$\bar{x} = 39.82, S.D. = 7.89, \max = 62, \min = 24$

Table 22 shows that the largest group of tourists surveyed was between 36-40 years old which was 102 people or 25.50%. The number of the second largest group was 95 people or 23.75% who were between 41-45 years old.

Table 23 Number and percentage of the tourists surveyed according to marital status

Marital Status	Frequency	Percentage
1. Single	82	20.50
2. Married	273	68.25
3. Divorced or Widowed	22	5.50
4. Separated	23	5.75
Total	400	100.00

From Table 23, 273 out of 400 tourists surveyed were married. Eighty-two were single, 23 were separated, and 22 were divorced or widowed. The largest group was the tourists who are married, which is equal to 68.25% and following that were single, separated, and divorced or widowed (20.50%, 5.75%, and 5.50% respectively).

Table 24 Number and percentage of tourists surveyed according to educational level

Education Level	Frequency	Percentage
1. Lower than Bachelor's Degree	8	2.00
2. Bachelor's Degree	237	59.25
3. Master's Degree	139	34.75
4. Doctoral Degree	6	1.50
5. Other	10	2.50
Total	400	100.00

From Table 24, 237 out of 400 tourists surveyed had a Bachelor's Degree. Following that were 139 with a Master's Degree, 10 from the Others category, 8 Lower than Bachelor's Degree and 6 with a Doctoral Degree (59.75%, 34.75%, 2.50%, 2.00%, and 1.50% respectively).

Table 25 Number and percentage of tourists surveyed according to monthly income

Monthly income (in THB)	Frequency	Percentage
1. Under 10,000 Baht	2	0.50
2. 10,001-20,000 Baht	27	6.75
3. 20,001-30,000 Baht	97	24.25
4. 30,001-40,000 Baht	121	30.25
5. 40,001-50,000 Baht	78	19.50
6. Over 50,000 Baht	75	18.75
Total	400	100.00

From Table 25, for the highest percentage of tourists surveyed there were 121 with a monthly income of 30,001-40,000 Baht which was 30.25%. There were only two tourists with income lower than 10,000 Baht at 0.50%. There were 97 tourists with a monthly income of 20,001-30,000 Baht, 78 with 40,001-50,000 Baht, 75 with over 50,000 Baht, and 27 with 10,001-20,000 Baht (19.50%, 18.75%, 24.25%, and 6.75% respectively).

Table 26 Number and percentage of tourists surveyed according to occupation

Occupation	Frequency	Percentage
1. Government officer	47	11.75
2. Employee, Chief Executive Officer	145	36.25
3. Business owner, State enterprise employee	182	45.50
4. Student	23	5.75
5. Other	3	0.75
Total	400	100.00

Table 26 shows 182 tourists (45.50%) were business owners or state enterprise employees, which is was the biggest group among the participants. Next, there were 145 (36.25%) employees and chief executive officers, and 47 were government officers (11.75%).

Table 27 Number and percentage of tourists surveyed according to religion

Religion	Frequency	Percentage
1. Buddhism	81	20.25
2. Islam	94	23.50
3. Christianity	222	55.50
4. Other	3	0.75
Total	400	100.00

Table 27 shows the number of tourists by religion of which 222 were Christians (55.50%), 94 were Islamics (23.50%) and 81 were Buddhists (20.25%) respectively.

Table 28 Number and percentage of the tourists surveyed according to homeland

Homeland	Frequency	Percentage
1. Europe	112	28.00
2. Asia	264	66.00
3. America	12	3.00
4. Australia	12	3.00
Total	400	100.00

Table 28 presents the homeland of the tourists surveyed. The majority were from Asia (264 tourists or 66%), another 112 tourists (27%) were from Europe, while the smallest amount (12 tourists or 3%) were from America and Australia.

Table 29 Number and percentage of tourists surveyed according to nationality

Nationality	Frequency	Percentage
1. Chinese	75	18.75
2. Russian	52	13.00
3. Malaysia	34	8.50
4. German	29	7.25
5. Lao	26	6.50
6. Korean	25	6.25
7. Indonesian	17	4.25
8. Spanish	14	3.50
9. Taiwanese	9	2.25
10. American	8	2.00
11. Australian	8	2.00
12. Pakistani	8	2.00
13. Filipino	7	1.75
14. Indian	7	1.75
15. Israeli	5	1.25
16. Yemeni	5	1.25
17. Austrian	7	1.75
18. British	8	2.00
19. Cambodian	4	1.00
20. Canadian	4	1.00
21. Iranian	4	1.00
22. Irish	4	1.00
23. It Alain	4	1.00
24. Japanese	4	1.00
25. New Zealander	4	1.00
26. Sri Lankan	4	1.00
27. Swiss	4	1.00
28. Turkish	4	1.00
29. Vietnamese	4	1.00

Table 29 Number and percentage of tourists surveyed according to nationality
(Cont.)

Nationality	Frequency	Percentage
30. French	3	0.75
31. Singaporean	6	1.50
32. Swedish	3	0.75
Total	400	100.00

Table 29 breaks down the different nationalities of the tourists surveyed. Most of them were Chinese (75 tourists or 18.75%). The next highest amount was Russian (52 tourists or 13%) and Malaysian (34 tourists or 8.50%).

Part 2 Analysis Results of Tourists' Behavior Affecting Cultural Tourism Management of Local Islamic Food in the Andaman Sea

The data analysis was conducted with 400 international tourists to see the relationship between their behavior and Cultural Tourism Management of Local Islamic Food in the Andaman Sea as depicted in Tables 30-40

Table 30 Number and percentage of the tourists surveyed according to the number of times visiting the Andaman Sea

Times visiting the Andaman Sea	Frequency	Percentage
1. One time (First time)	349	87.25
2. Two times	35	8.75
3. Three times	10	2.50
4. More than three times	6	1.50
Total	400	100.00

Table 30 shows that there were 349 tourists who visited the Andaman Sea for the first time, 35 tourists who came for the second time, and 10 tourists came for the third time (87.25%, 8.75%, and 2.50% respectively).

Table 31 Number and percentage of the tourists surveyed according to their travel itinerary for visiting the Andaman Sea

Travel itinerary for the Andaman Sea	Frequency	Percentage
1. Through package tour (Air ticket and hotel service)	139	34.75
2. Through travel agent	166	41.50
3. Own arrangement	95	23.75
Total	400	100.00

Table 31 shows that 166 tourists (41.50%) travelled by using travel agent services. Another 139 tourists (34.75%) took the trip as part of a package tour (air tickets and hotel services) while 95 others (23.75%) made their own arrangements for the trip.

Table 32 Number and percentage of the tourists surveyed and the sources of tourism information that they used

Sources of tourism information used	Frequency	Percentage
1. Previous experiences	73	18.25
2. Newspaper or magazine	13	3.25
3. Tour company or tour operator	176	44.00
4. Travel articles (Travel guides)	18	4.50
5. Internet	117	29.25
6. Television programs/coverage	3	0.75
Total	400	100.00

Table 32 shows that 176 tourists (44%) decided on the destination by using travel agencies. Another 117 tourists (29.25%) made the decision from information on the Internet, while 73 others (18.25%) decided did so based on their own previous experiences.

Table 33 Number and percentage of tourists surveyed and who they chose to travel with to the Andaman Sea

Travel choices for travelling to the Andaman Sea	Frequency	Percentage
1. By themselves	77	19.25
2. With family	201	50.25
3. With friends	89	22.25
4. With a group tour	33	8.25
Total	400	100.00

Table 33 shows that 201 tourists travelled to the Andaman Sea with their family, another 89 tourists travelled with friends, and 77 others did so individually (50.25%, 22.25%, and 19.25% respectively).

Table 34 Number and percentage of the tourists surveyed according to objectives for travelling to the Andaman Sea

Objectives for travelling to the Andaman Sea	Frequency	Percentage
1. Leisure	372	93.00
2. Business	20	5.00
3. Visiting friends or relatives	8	2.00
Total	400	100.00

Table 34 shows that 372 tourists (93%) travelled to the Andaman Sea for leisure-purposes, 20 tourists (5%) did so for a business trip, and 8 others (2%) came to visit friends or relatives.

Table 35 Number and percentage of the tourists surveyed about their means of transport to the destination

Means of transport to destination	Frequency	Percentage
1. Private car	34	8.50
2. Coach	220	55.00
3. Public transportation	138	34.50
4. Other	8	2.00
Total	400	100.00

Table 35 shows what type of transport the tourists surveyed used to travel to the destination. Most of them (220 out of 400) used the service coaches provided by travel agencies. Another 138 tourists (34.50%) used public transportation, and 34 others (8.50%) used private cars.

Table 36 Number and percentage of the tourists surveyed based on the length of stay of their trip

Length of stay of trip	Frequency	Percentage
1. 1 day	8	2.00
2. 2 days	15	3.75
3. 3 days	208	52.00
4. 4 days	86	21.50
5. 5 days	42	10.50
6. More than 5 days	41	10.25
Total	400	100.00

Table 36 represents the length of stay of the trip when tourists visited the Andaman Sea. There were 208 tourists who spent 3 days time at the Andaman Sea for, 86 tourists spent 4 days, and another 42 spent 5 days (52%, 21.50%, and 10.50% respectively).

Table 37 Number and percentage of the tourists surveyed according to travel expenses

Travel expenses (per day in THB)	Frequency	Percentage
1. Less than 1,000 Baht	102	25.50
2. 1,001-1,500 Baht	255	63.75
3. 1,501-2,000 Baht	34	8.50
4. More than 2,000 Baht	9	2.25
Total	400	100.00

From Table 37, there were 255 tourists surveyed who spent between 1,001 - 1,500 Baht per day on the trip, 102 tourists spent less than 1,000 Baht per day, and 34 tourists spent 1,501-2,000 Baht (63.75%, 25.50%, and 8.50% respectively).

Table 38 Number and percentage of tourists surveyed regarding expenses for food and beverages

Expense for Food & Beverages (per day in THB)	Frequency	Percentage
1. Less than 500 Baht	98	24.50
2. 501-1,000 Baht	265	66.25
3. 1,001-1,500 Baht	25	6.25
4. More than 1,500 Baht	12	3.00
Total	400	100.00

From Table 38, there were 265 tourists surveyed who spent between 501 - 1,000 Baht on food and beverages per day on the trip, 98 tourists spent less than 500 Baht per day, and 25 tourists spent 1,001-1,500 Baht (66.25%, 24.50%, and 6.25% respectively).

Table 39 Number and percentage of tourists surveyed according to what they were impressed with on their trip to the Andaman Sea (Respondents could select more than one response)

What tourists were impressed with on their trip to the Andaman Sea	Frequency	Percentage
1. Local Islamic Food	277	69.25
2. The Friendliness of Thai people	257	64.25
3. Thai Culture	214	53.50
4. Natural Attractions	278	69.50
5. The Variety of Tourism Activities	92	23.00
6. Cost of Living (Value of their Money at the Destination)	31	7.75
7. Other	13	3.25
Total	400	100.00

Table 39 indicates what tourists were impressed with on their trip to the Andaman Sea. There were 278 tourists who would recommend the natural attractions (69.50%), 277 were impressed with the Islamic food (69.25%), and another 257 tourists would tell other people about the friendliness of Thai people (64.25%).

Table 40 Number and percentage of the tourists surveyed who expressed interest in coming back to the Andaman Sea within the next 1-5 years

Expressed interest in returning to the Andaman Sea within the next 1-5 years	Frequency	Percentage
1. Would like to return	233	58.25
2. Would not return	23	5.75
3. Not sure	144	36.00
Total	400	100.00

From Table 40, there were 233 tourists out of 400 who wanted to come back to the Andaman Sea again within the next 1-5 years (58.25%). Another 144 tourists were not sure whether they would come back to the Andaman Sea within the next 1-5 years (36%), and the other 23 tourists would not come back to the Andaman Sea again within the next 1-5 years (5.75%)

Part 3 Data Analysis of the Needs and Expectations of International Tourists Regarding Cultural Tourism Management of Local Islamic Food in the Andaman Sea

The data analysis of the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea was conducted by collecting data from 400 participants as shown in Table 41 to Table 46.

Table 41 Shows the means and standard deviation of the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for sensory attributes

Sensory Attributes	Level of tourists' needs					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. The appearance, composition, and presentation of food have unique identities, which make the food look interesting and appetizing.	32 (8.00)	223 (55.75)	145 (36.25)	0 (0.00)	0 (0.00)	3.72	0.60	High	4
2. The smell of the food attracts tourists and makes them choose to eat that food.	76 (19.00)	198 (49.50)	123 (30.75)	3 (0.75)	0 (0.00)	3.87	0.71	High	3
3. The look of tastiness of a menu item attracts tourists to choose that item.	87 (21.75)	184 (46.00)	122 (30.50)	7 (1.75)	0 (0.00)	3.88	0.76	High	2
4. You feel happy while having every meal.	105 (26.25)	196 (49.00)	92 (23.00)	4 (1.00)	3 (0.75)	3.99	0.78	High	1
	Total					3.86	0.52	High	

Table 41 shows that the needs of international tourists on Cultural Tourism management regarding local Islamic food in the Andaman Sea for sensory attributes were rated high (\bar{X} =3.86). When sorting the items according to their mean scores, it was found that the needs of international tourists for happiness had while having

meals as the highest ($\bar{x}=3.99$), followed by the taste of the food ($\bar{x}=3.88$), and the smell of the food ($\bar{x}=3.87$), respectively.

Table 42 Means and standard deviation of the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for health concerns

Health Concerns	Level of tourists' needs					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. Food is made from local, organic ingredients.	43 (10.75)	251 (62.75)	103 (25.75)	0 (0.00)	3 (0.75)	3.83	0.64	High	2
2. There is evidence that the food is clean, has good taste and doesn't pose a threat to consumers' health	58 (14.50)	190 (47.50)	141 (35.25)	11 (2.75)	0 (0.00)	3.74	0.73	High	4
3. The menu has a balanced diet and herbal ingredients good for health and prolongation of life.	69 (17.25)	178 (44.50)	129 (32.25)	22 (5.50)	2 (0.50)	3.73	0.83	High	5
4. The menu differentiates foods appropriate for each blood type for the benefit of tourists' health.	59 (14.75)	221 (55.25)	108 (27.00)	7 (1.75)	5 (1.25)	3.81	0.75	High	3
5. There is a variety of seafood (prawns, shells, crab, fish, and squid), which are fresh, clean, chemical free, and healthy.	79 (19.75)	195 (48.75)	114 (28.50)	10 (2.50)	2 (0.50)	3.85	0.78	High	1
				Total		3.79	0.51	High	

Table 42 shows that the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for health concerns were also rated high ($\bar{x}=3.79$). The table reveals that the need of the international tourists for freshness, cleanness, a lack of chemicals, and a healthy variety of seafood was the priority ($\bar{x}=3.85$); while, the need for local organic ingredients and appropriate food for each blood type were less important with mean scores of 3.83 and 3.81, respectively.

Table 43 Means and standard deviation of the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for methods of preparation and cooking

Methods of Preparation and Cooking	Level of tourists' needs					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. Preparation of food uses ingredients which follow the standard principles of Halal food.	71 (17.75)	196 (49.00)	127 (31.75)	6 (1.50)	0 (0.00)	3.83	0.73	High	3
2. The food containers are clean and safe.	79 (19.75)	229 (57.25)	89 (22.25)	3 (0.75)	0 (0.00)	3.96	0.67	High	1
3. The cooks are skillful and reliable. Consumers consume food feeling confident the food is up to the safety standards and in line with the principles of Halal food.	68 (17.00)	210 (52.50)	122 (30.50)	0 (0.00)	0 (0.00)	3.87	0.68	High	2
4. The environment in the kitchen is appropriate for the preparation process, cooking process, and food storage. Equipment is kept orderly. Moreover, there is also environmental management both inside and outside the enterprise.	29 (7.25)	239 (59.75)	125 (31.25)	7 (1.75)	0 (0.00)	3.73	0.62	High	4
						Total	3.85	0.48	High

Table 43 shows that the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for methods of preparation and cooking were again rated high (\bar{X} =3.85), where the need for clean and safe food containers was the most important aspect (\bar{X} =3.96). The need for skillful and reliable cooks (\bar{X} =3.87) and the preparation of Halal food being up to safety standards (\bar{X} =3.83) were less important.

Table 44 Means and standard deviation of the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for value and quality

Value and Quality	Level of tourists' needs					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. The food has a unique identity, which results in an aesthetic taste during the meal.	73 (18.25)	216 (54.00)	101 (25.25)	7 (1.75)	3 (0.75)	3.87	0.75	High	5
2. The value of the food's long history is showcased using interesting themes. The value of the food is communicated by creating a story of which the main idea comes from the food's legend.	68 (17.00)	226 (56.50)	99 (24.75)	3 (0.75)	4 (1.00)	3.88	0.72	High	4
3. The food includes all five nutritional food groups that are essential for our body and can be consumed by everybody.	89 (22.25)	210 (52.50)	98 (24.50)	0 (0.00)	3 (0.75)	3.96	0.73	High	2
4. There has been development of good quality processed food products with their own identity and which are easy to buy as souvenirs.	83 (20.75)	222 (55.50)	86 (21.50)	9 (2.25)	0 (0.00)	3.95	0.71	High	3
5. The quality of the food is appropriate for the price.	129 (32.25)	211 (52.75)	57 (14.25)	0 (0.00)	3 (0.75)	4.16	0.71	High	1
				Total		3.96	0.54	High	

Table 44 shows that the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for values and quality were rated high (\bar{X} =3.96). The highest need was the need be appropriate for the price (\bar{X} =4.16), followed by the need for complete nutritional food groups (\bar{X} =3.96) and the quality of processed food (\bar{X} =3.95), respectively.

Table 45 Means and standard deviations of the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for an authentic tourist experience

Authentic Tourist Experience	Level of tourists' needs					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. Cross-cultural learning at each tourist attraction conveys the identity of food from wisdom handed down, through participation, such as preparing or eating the food.	62 (15.50)	226 (56.50)	112 (28.00)	0 (0.00)	0 (0.00)	3.89	0.65	High	3
2. There is cooperation between the local community, the government and private sectors, and stakeholders in presenting food products and services to tourists.	86 (21.50)	226 (56.50)	80 (20.00)	8 (2.00)	0 (0.00)	3.98	0.70	High	2
3. Information on Cultural Tourism related to the food can be searched for using technology, the Internet, or online social networks, such as Facebook or YouTube.	58 (14.50)	249 (62.25)	84 (21.00)	3 (0.75)	6 (1.50)	3.88	0.71	High	4
4. Tourists are encouraged to consume food by word of mouth.	103 (25.75)	220 (55.00)	77 (19.25)	0 (0.00)	0 (0.00)	4.07	0.67	High	1
					Total	3.95	0.49	High	

Table 45 shows that the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for an authentic tourist experience were also rated high ($\bar{X}=3.95$). It can be seen from the table that the need for encouragement by word of mouth for food consumption was the highest ($\bar{X}=4.07$). The need for cooperation between the local community, the government, private sectors, and stakeholders in presenting the products and services to the international tourists ($\bar{X}=3.98$) and cross-cultural learning ($\bar{X}=3.89$) appeared to be less significant.

Table 46 Means and standard deviation of all aspects of the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea

Aspects of tourists' needs	Level of tourists' needs		
	\bar{X}	S.D.	Interpretation
1. Sensory Attributes	3.86	0.52	High
2. Health Concerns	3.79	0.51	High
3. Methods of Preparation and Cooking	3.85	0.48	High
4. Value and Quality	3.96	0.54	High
5. Authentic Tourist Experience	3.95	0.49	High
Total	3.88	0.38	High

Table 46 shows that the overall mean score of all aspects of the needs of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea was rated high (\bar{X} =3.88). Correspondingly, the need for the value and quality of Islamic food was rated the highest (\bar{X} =3.96), followed by the need for an authentic tourist experience (\bar{X} =3.95), sensory attributes (\bar{X} =3.86), methods of preparation and cooking (\bar{X} =3.85), and health concerns (\bar{X} =3.79).

The data analysis of the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea was conducted by collecting data from 400 participants as shown in Table 47 to Table 52.

Table 47 Means and standard deviation of the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for sensory attributes

Sensory Attributes	Level of expectation					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. The appearance, composition, and presentation of food have unique identities, which make the food appealing and appetizing.	129 (32.25)	223 (55.75)	48 (12.00)	0 (0.00)	0 (0.00)	4.20	0.63	High	4
2. The smell of a food attracts tourists and makes them choose to eat that food.	174 (43.50)	167 (41.75)	56 (14.00)	3 (0.75)	0 (0.00)	4.28	0.73	Highest	2
3. The look of tastiness of a menu item attracts tourists to choose that item.	164 (41.00)	189 (47.25)	40 (10.00)	7 (1.75)	0 (0.00)	4.27	0.71	Highest	3
4. You feel happy while having every meal.	226 (56.50)	147 (36.75)	24 (6.00)	3 (0.75)	0 (0.00)	4.49	0.64	Highest	1
				Total		4.31	0.49	Highest	

Table 47 shows that the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for sensory attributes were rated highest (\bar{X} =4.31). When sorting the items according to their mean scores, it was found that the expectation of the international tourists for happiness while having meals was the highest (\bar{X} =4.49), followed by the smell of the food (\bar{X} =4.28), and the taste of the food (\bar{X} =4.27), respectively.

Table 48 Means and standard deviation of the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for health concerns

Health Concerns	Level of expectation					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. The food is made from local, organic ingredients.	189 (47.25)	169 (42.25)	39 (9.75)	3 (0.75)	0 (0.00)	4.36	0.69	Highest	3
2. There is evidence that the food is clean, has a good taste, and does not pose a threat to consumers' health	146 (36.50)	210 (52.50)	35 (8.75)	9 (2.25)	0 (0.00)	4.23	0.70	Highest	5
3. The menu presents a balanced diet and contains herbal ingredients good for health and prolongation of life.	187 (46.75)	173 (43.25)	31 (7.75)	9 (2.25)	0 (0.00)	4.35	0.72	Highest	4
4. The menu differentiates foods appropriate for each blood type for the benefit of tourists' health.	200 (50.00)	169 (42.25)	20 (5.00)	9 (2.25)	2 (0.50)	4.39	0.73	Highest	2
5. There is a variety of seafood (prawns, shells, crab, fish, and squid), which are fresh, clean, chemical free, and healthy.	228 (57.00)	151 (37.75)	11 (2.75)	10 (2.50)	0 (0.00)	4.49	0.68	Highest	1
	Total					4.36	0.51	Highest	

Table 48 shows that the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for health concerns were also rated highest ($\bar{X}=4.36$). The table reveals that the expectation of international tourists for freshness, cleanness, a lack of chemicals, and a healthy variety of seafood was the priority ($\bar{X}=4.49$); while, the expectations for food appropriate for each blood type and use of local organic ingredients were less important with mean scores of 4.39 and 4.36, respectively.

Table 49 Means and standard deviation of the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for methods of preparation and cooking

Methods of Preparation and Cooking	Level of expectation					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. Preparation of food uses ingredients which follow the standard principles of Halal food.	142 (35.50)	189 (47.25)	61 (15.25)	8 (2.00)	0 (0.00)	4.16	0.75	High	3
2. The food containers are clean and safe.	251 (62.75)	106 (26.50)	30 (7.50)	13 (3.25)	0 (0.00)	4.49	0.77	Highest	1
3. The cooks are skillful and reliable. Consumers consume food feeling confident the food is up to the safety standards and in line with the principles of Halal food.	165 (41.25)	202 (50.50)	24 (6.00)	9 (2.25)	0 (0.00)	4.31	0.68	Highest	2
4. The environment in the kitchen is appropriate for the preparation process, cooking process, and food storage. Equipment is kept orderly. Moreover, there is also environmental management both inside and outside the enterprise.	106 (26.50)	216 (54.00)	69 (17.25)	9 (2.25)	0 (0.00)	4.05	0.73	High	4
						Total	4.25	0.54	Highest

Table 49 shows that the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for methods of preparation and cooking were again rated highest ($\bar{X}=4.25$), where the expectation for clean and safe food containers was the most important aspect ($\bar{X}=4.49$). The expectation for skillful and reliable cooks ($\bar{X}=4.31$) and the preparation of Halal food being up to safety standards ($\bar{X}=4.16$) were less important.

Table 50 Means and standard deviation of the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for value and quality

Values and Quality	Level of expectation					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. The food has a unique identity, which results in an aesthetic taste during the meal.	202 (50.50)	174 (43.50)	15 (3.75)	9 (2.25)	0 (0.00)	4.42	0.67	Highest	2
2. The value of the food's long history is showcased using interesting themes. The value of the food is communicated by creating a story of which the main idea comes from the food's legend.	153 (38.25)	173 (43.25)	65 (16.25)	9 (2.25)	0 (0.00)	4.18	0.78	High	5
3. The food includes all five nutritional food groups that are essential for our body and can be consumed by everybody.	193 (48.25)	164 (41.00)	37 (9.25)	6 (1.50)	0 (0.00)	4.36	0.71	Highest	4
4. There has been development of good quality processed food products with their own identity and which are easy to buy as souvenirs.	190 (47.50)	175 (43.75)	29 (7.25)	6 (1.50)	0 (0.00)	4.37	0.69	Highest	3
5. The quality of the food is appropriate for the price.	246 (61.50)	122 (30.50)	23 (5.75)	3 (0.75)	6 (1.50)	4.50	0.77	Highest	1
					Total	4.37	0.55	Highest	

Table 50 shows that the expectations of international tourists regarding Cultural Tourism management of the local Islamic food in the Andaman Sea for value and quality were rated highest (\bar{X} =4.37). The highest expectation was the expectation for the quality of the food to be appropriate for the price (\bar{X} =4.50), followed by the expectation for uniqueness of the food (\bar{X} =4.42) and the quality of the processed food (\bar{X} =4.37) respectively.

Table 51 Means and standard deviation of the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for an authentic tourist experience

Authentic Tourist Experience	Level of expectation					\bar{X}	S.D.	Interpretation	No.
	5	4	3	2	1				
1. Cross-cultural learning at each tourist attraction conveys the identity of food from wisdom handed down, through participation, such as preparing or eating the food.	148 (37.00)	213 (53.25)	33 (8.25)	6 (1.50)	0 (0.00)	4.26	0.67	Highest	4
2. There is cooperation between the local community, the government and private sectors, and stakeholders in presenting food products and services to tourists.	231 (57.75)	130 (32.50)	28 (7.00)	8 (2.00)	3 (0.75)	4.45	0.77	Highest	1
3. Information on Cultural Tourism related to the food can be searched for using technology, the Internet, or online social networks, such as Facebook or YouTube.	177 (44.25)	182 (45.50)	32 (8.00)	6 (1.50)	3 (0.75)	4.31	0.75	Highest	3
4. Tourists are encouraged to consume food by word of mouth.	198 (49.50)	148 (37.00)	47 (11.75)	7 (1.75)	0 (0.00)	4.34	0.75	Highest	2
					Total	4.34	0.53	Highest	

Table 51 shows that the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea for an authentic tourist experience were also rated highest ($\bar{X}=4.34$). It can be seen from the table that the expectation for cooperation among the local community, the government, the private sectors, and the stakeholders in presenting products and services to international tourists was the highest ($\bar{X}=4.45$). The expectations for encouragement by word of mouth ($\bar{X}=4.34$) and technology used to search for information regarding Cultural Tourism ($\bar{X}=4.31$) appeared to be less important.

Table 52 Means and standard deviation of all aspects of the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea

Aspects of tourists' needs	Level of expectation		
	\bar{X}	S.D.	Interpretation
1. Sensory Attributes	4.31	0.49	Highest
2. Health Concerns	4.36	0.51	Highest
3. Methods of Preparation and Cooking	4.25	0.54	Highest
4. Value and Quality	4.37	0.55	Highest
5. Authentic Tourist Experience	4.34	0.53	Highest
Total	4.33	0.42	Highest

Table 52 shows that the overall mean score of all aspects of the expectations of international tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea was rated highest ($\bar{X}=4.33$). Correspondingly, the expectation for the value and quality of the Islamic food was rated the highest ($\bar{X}=4.37$), followed by the expectations for health concerns ($\bar{X}=4.36$), an authentic tourist experience ($\bar{X}=4.34$), sensory attributes ($\bar{X}=4.31$), and methods of preparation and cooking ($\bar{X}=4.25$).

3. Consists of Data Gathered from the Interviews, Focus Group, and Workshop Including Opinions and Suggestions Regarding Tourism of Related Parties

3.1 Interview summary

After brainstorming using the interview results to seek a suitable innovation pattern for Cultural Tourism management to encourage international tourists to discover local Islamic food in the Andaman Sea and from the brainstorming of opinions about local Islamic food management in the Andaman Sea, the researcher conducted an interview with government and private corporations,

restaurant entrepreneurs, and the local people in Ko Yao (Yao Island) and Ko Punyi (Punyi Island) to analyze the suggestions, points of view, and comments. This was done so that the received data could be investigated, improved upon and learned from simultaneously. Improvements for a management pattern that is suitable for Cultural Tourism management in reference to local Islamic food are summarized as follows:

3.1.1 Representatives of state agencies

From the interview with state agencies about establishing a Cultural Tourism management pattern for local Islamic food and activities that should be supported in order to preserve the uniqueness of local Islamic food, one recommendation would be for the development of places to become tourist attractions which use the making of local Islamic food as a prominent tool to promote tourism including using local raw materials. This is one way to support and revive agricultural occupations within the local areas such as growing local herbs and vegetables, and expanding local fisheries. In addition, the collection of recipes and original local food sources is one way to preserve and maintain local food until the next generation. From the interviews and research of local food in the studied area, it was found that some kinds of local food are not known by tourists; and the younger generations of local people are becoming unfamiliar with such kinds of food. Therefore, if local Islamic recipes are collected and put into categories, they will be useful for future studies.

As local Islamic food in each area of the Andaman Sea shares similar characteristics this feature should be promoted in order to build up the strength of area-based tourism by promoting local Islamic food as a drawing card for sales. Moreover, each province should endeavor to gear their tourism to help international tourists better know local Islamic food; for example, by organizing a One Tambon One Product local food fair Project, and arranging local food cooking competitions, etc.

3.1.2 Representatives of restaurant entrepreneurs

From the interview with local Islamic restaurant entrepreneurs, it was found that if there was commercial support for the food, it could have an impact local people's lives because a higher cost of living and the expensive cooking of raw materials are results from a marketing mechanism, and because some raw materials are rare it causes a negative effect on nature and the environment.

Moreover, it affects restaurant entrepreneurs when there are an increasing number of outsiders coming to the studied area to welcome the tourists. Therefore, the cooking methods and tastes of foods are changed and adjusted in order to be suitable for tourists to eat. This adjustment may lead to a lack of uniqueness in the local food. Also, local people have to change their consumption behavior due to the cultures that come with the tourists such as food products from other countries.

3.2 Focus group summary

After brainstorming using the interview results to seek a suitable innovation pattern for Cultural Tourism management for local Islamic food in the Andaman Sea to welcome international tourists and from the brainstorming of opinions about local Islamic food management in the Andaman Sea, the researcher arranged a focus group meeting consisting of government and private corporations representatives, restaurant entrepreneurs, and local people in Ko Yao (Yao Island) and Ko Punyi (Punyi Island) to examine the suggestions, points of view, and comments so that the received data could be investigated, improved upon, and learned from simultaneously. Improvements for a management pattern that is suitable for Cultural Tourism management in reference to local Islamic food is summarized as follows:

3.2.1 Local Islamic food which has uniqueness of locality

As the part of geographical features of the studied area includes the Andaman Sea, the main raw materials for cooking are seafood. Therefore, the germinating of aquatic animals should be promoted along with the production local raw materials. This is another way to raise and generate income for agricultures. In addition, from the information of most of the restaurant entrepreneurs, it was found that tourists are interested in consuming local food that consists of seafood as the main ingredients.

3.2.2 Use of products and local raw materials

The promotion of local Islamic food for tourism should be viewed in terms of raw materials for cooking; that is, they should mainly be found in the local area.

3.2.3 Cleanliness

Cleanliness is an important factor that helps tourists receive safe local Islamic food. The culinary methods must be hygienic so that tourists can trust the local Islamic food they eat.

3.2.4 Services

Service is an additional factor that helps to provide convenience for tourists. From the focus group meeting, it was found that local Islamic restaurants in the studied area had faced various problems with service and complaints were made by their customers, especially regarding slow service and the staffs themselves. Hence, if there is any Human Resources training available to enhance working skills and abilities, it would help the restaurants to provide better service.

3.2.5 Novelty in food presentation

The consideration of novelty in local Islamic food in the studied area from the interview means that novelty is part of the atmosphere, menus, tastes, and conveniences which are all objects that tourists enjoy. In terms of cost, the price is not the main point that tourists consider, as they are willing to pay more if they are satisfied. Moreover, the restaurant corporations in the studied area offered their signature (Special Menu) items to promote their marketing sales. Special recipes have been created which are not the same as those in the regular menu that the restaurants offer these days. However, the special recipes still maintains their uniqueness of being local Islamic food, that is; the owners mainly use raw materials and seasonings that can be found in the area.

3.2.6 Taste of the food

The flavor of the local Islamic food in the studied area is what tourists want. From the interview with the entrepreneurs, it was found that producing the taste of a food is a technique and secret of each entrepreneur who can season delicious food for their customers. However, this also depends on each customer's preference. Thus, it cannot be stated definitely what food of which restaurant is the most delicious. Different factors must be considered. Moreover, the researcher asked about awards or certificates received and it was found that there were many restaurants had received honorable certificates e.g. Perbpisadahn, Maechoice Nang Ram, and Shell Chuan Chim, Clean Food Good Taste. The *Clean Food Good Taste*

sign, campaigned by the Ministry of Public Health, is a guarantee of the quality of particular restaurants, it is the mark used to promote the attraction of customers. Nevertheless, there are still many restaurants in the studied area that do not have certificates or awards from the government and private corporations. However, these restaurants still have a good name among local customers and tourists by word of mouth.

3.3 Workshop Summary

After brainstorming different ways to devise a suitable innovation pattern for Cultural Tourism management for local Islamic food in the Andaman Sea to welcome international tourists the researcher organized a workshop consisting of government and private corporation representatives, restaurant entrepreneurs, and local people in Ko Yao (Yao Island) and Ko Punyi (Punyi Island) to consider suggestions, points of view, and comments so that the received data could be investigated, improved upon, and learned from simultaneously. Improvements for a management pattern that is suitable for Cultural Tourism management in reference to local Islamic food is summarized as follows:

3.1 From the research results, it was found that the management pattern for local Islamic food business consists of 11 principles which follow the Halal food service standard given by the Department of Tourism and the Central Islamic Council of Thailand in charge organizations and they are stated as follows:

1) Places for local Islamic food business

In providing a local Islamic food business, there should be a particular place for eating and for cooking and preparing the food, also hygienic and sanitary restrooms. Also, it should follow the specified Halal food service standard which is not against Islamic doctrine.

2) Raw materials and products

Raw materials and products used in Halal business in every process e.g. purchasing, logistics, and usage for cooking must be fresh, clean, and hygienic according to Halal food service standard and not against Islamic doctrine.

3) Process

Each process in local Islamic food business e.g. food preparation, kitchenware to keep food, culinary methods, ways to keep cooked food,

seasoning storage, kitchenware and equipment washing must be in harmony with Halal food service standard and not against Islamic doctrine.

4) Staff

Staffs who need to touch the food should be healthy, have no contagious disease, be hygienic, have knowledge of Halal food and service, and other points indicated by Halal food service standard.

5) Kitchenware and equipment

Kitchenware and equipment used in cooking processes must be made of safety material, be suitable for usage, be clean, be kept systematically, and be examined for safe use.

6) Solid waste eradication

Local Islamic restaurants have specifications regarding types of solid waste and food scraps, the use waste bins which do not leak and which have fixed lids; also, the place where trash is kept must not be a source of disease carriers.

7) Safety

Local Islamic restaurants should promote safety management; for example, having any necessary licenses for setting up food establishments, protective equipment, and an easy-to-use fire extinguisher in the kitchen set up in an easily accessible place, etc.

8) Service

The service staffs of the local Islamic restaurants should wear proper dress; for example, waiters should put on a hat or their hair should be covered. Also, they should welcome tourists in a way that is culturally fitting. There should be one to two of the staff who are able to communicate in foreign languages. The staff should give service with rapidity and enthusiasm. The menu list should be attractive with reasonable prices, and the restaurants should be located in an unpolluted place.

9) Social responsibility

Local Islamic restaurant business has to follow labor laws, not support or provide sexual trafficking, and give emphasis to staff development by arranging periodic training for the staff.

10) Environmental management

Local Islamic restaurant business should have or specify measures for taking care of the environment, designate persons who are in charge of the environment, manage wastes, used objects and scraps responsibly, and preserve the environment without and within the establishment's boundary to keep it pleasant, clean, and fresh.

11) Relationship with community

Local Islamic restaurant business should give importance to the way to create relationships and activities with the community. Also, it should promote products of the community, offer career opportunities for the community, encourage the maintenance of local cultures and traditions, and provide information about nearby mosques.

From the workshop, it was found that the management pattern for Halal restaurants consists of 11 principles following the Halal food service standard given by the Department of Tourism and the Central Islamic Council of Thailand. These results show that corporations can establish an action method or pattern for local Islamic food which can respond to the demand behavior and build the trust of international tourists.

Moreover, from the workshop, it was found that recommending restaurants to receive the Halal guarantee mark built the trust of tourists; therefore, entrepreneurs should closely follow the standard based on the religion's dogma. The Central Islamic Council of Thailand has launched credentials to be used as the mark that guarantees "Halal" which is an Arabic word written inside a diamond shape. Behind the rectangle frame are vertical stripes. Below the frame, between the parallels, is are the words "The Central Islamic Council of Thailand". Corporations that want to follow the instructions correctly according to Islamic doctrine should specify the symbol of "Halal" by pasting it on food product banners to indicate that the particular products are already Halaled (approved) and ready to serve to Muslims. This research therefore suggests ways for involved organizations such as the Office of Tourism Development, the Ministry of Tourism and Sports (Thailand), The Tourism Authority of Thailand (TAT), and the Central Islamic Council of Thailand to specify the symbol of the brand for local Islamic restaurants so they can manage their

business correctly following the religion's dogma. Also, they should require corporations to show the symbol clearly such as by conspicuously showing a Halal tourism business symbol on the local Islamic restaurant's business name plate.

During the problem analysis the related persons (government and private corporations representatives, restaurant entrepreneurs, and local people) in the workshop brainstormed the following ideas to develop food products for tourism:

Anchovies are the same kind of fish as those called 'Ka-tak' in the Central part of Thailand. An anchovy is a small, common salt-water forage fish and normally lives in groups. Its body shape is slender and flat on the sides, with barbs on its belly. Its upper jaw extends to the rear of its eyes. It has a single rear fin and a deep round tail with blue stripes along its body. There are a lot of anchovy fisheries in the Andaman Sea as this kind of fish is one of the top money-making exports of Thailand. This kind of fish can be exported to every region in Thailand and outside the country, especially, in Asian countries such as Malaysia, Singapore, Brunei, etc.

Anchovy is commonly made crispy or dried. It is made from "Ka-tak" or tiny fish of no more than 10 cm. in length. This kind of fish can last for only one or two years but they contain such high nutritional value that people use them in two ways: as raw materials to make fish sauce or as dried fish and they are generally sold both inside and outside the country. Local markets may sell the fish fermented and make anchovy boo-doo to be sold as well. Fishermen just started catching anchovies to make them crispy just after the year 1987 because there was a belief of Chinese people that anchovies were an analeptic or sexual stimulant. The fishing for anchovies has long been conducted on the west side of the sea by dragging trawlers and using seines to catch fish during the day, which is so the fisheries do not destroy the sea since almost 100% of the fish caught are anchovies.

Nowadays, based on market demand, catching anchovies is done by using electric generators which attract not only anchovies to the fishnet but also little shrimps and prawns, tiny squids, and other fingerlings dragged by the light such as king mackerel, trevally, herring, and mackerel, etc. These kinds of fish are caught ahead of time. 'Ka-ta' or 'Ka-tak' (Indian anchovy) is the name called of fish in the fishery village and the villages nearby. This kind of fish is the same as an anchovy

which, when made dry, is called ‘Ka-ta’ or ‘Ka-tak’. The reason local people commonly make dried Ka-ta fish their main job is that ‘dried Ka-ta’ became a popular job in the year 1992 C.E and it is being given support. In the past, there were a lot of this kind of fish on the west coast such as in Phuket, Phang nga, Trang, and Ranong. However, lately, lots of anchovies have been caught on the east coast as there are now many people making dried Ka-tak or dried tiny fish from the family Engraulidae which is the same kind as anchovies. Phuket people call such tiny fish ‘Ching-chang’ both in the forms of fried fish or fresh ones. It is suggested to buy sliced fish or a half fish if it is raw. It may be misunderstood to be a scrap of fish, but it is actually the fish of which the head and entrails have already been scooped out. The head is taken off because it is stiff while the entrails taste bitter and are not palatable. This kind of fish is a bit more expensive, but it is ready to be deep-fried right away. Ching-chang can be eaten along with warm cooked rice or soft-boiled rice, or it can be made as Thai dressing salad. For the ready fried fish, there are both original and extra-ingredients which are sweet and a little spicy; they are tasty with rice or with alcoholic drinks. The crispy quality should be checked when buying this kind of fish by crushing it. If a less sweet taste is preferred, the buyer should select the fish with less sugar on its body.

There are many kinds of Ching-changs from the tiniest white ones called ‘Bo-ra or Boo-ra’ by fishermen to the biggest white or dark to black ones. However, a lot of the Ching-chang that reside in Ko Yao (Yao Island) are large fish. Because there are a lot of fisheries, people have invented many ways to preserve the fish, and then the people gather as groups helping one another with the production and sale. The groups are supported by government organizations and also groups of wives, agriculturists, career women development workers, and others. The following products are made from Ka-tak or Ching-chang fish: sweet and sour sauced Ching-chang, nam-phrik Ching-chang, deep-fried Ching-chang, Ching-chang Thai salad dressing, Ching-chang dressing with sour mangoes, and crispy Ching-chang with different flavors such as herbs, Tom yum, etc. Also, there are many more menu items from which Ching-chang can be cooked. Each menu item is nutritious for health as each contains digestive protein and high calcium that nourishes bones, and they can easily found in markets.

From the interview with those from the community, entrepreneurs, and related government and private corporations representatives and also including the the feedback from the focus group meeting, the researcher realizes that there are distinctive features of Ching-chang in the studied area that have the ability to preserve and transform the Ching-chang products there, and they are summarized as follows:

The first point is about the state of the area and distinctive physical conditions of the Andaman Sea. The area of the Andaman Sea flourishes with beauty and fertility and has an abundance of aquatic animals and natural resources therefore, plenty of tourists are attracted to this area. However, this is just one of the components. In the Andaman Sea area, the physical conditions comprise a richness of natural resources and a plethora of aquatic animals. These are some of the reasons why this area is so ideal as a Cultural Tourism destination. Moreover, it was found that there is fertility of both flora and fauna and aquatic animals in the studied area. This makes it suitable for the fisheries throughout the year, especially in the area of Ko Yao Noi (Yao Noi Island) and Ko Pun Yi (Pun Yi Island) of which physical features include mountains which are homes for little animals to reside. That is to say, this area is a place that nurtures aquatic and other types of animals. Therefore, this place is a rich source for Ching-chang products.

Secondly, Ching-changs in the studied area are uncontaminated and non-preservative added products. That is, Ching-changs are non-toxic. From the interview and focus group meeting, the researcher found one particularity of Ching-changs fish in the studied area which is their non-toxicity. This is because of the fishery methods of the local people who reside on the mountains around the island who do not have to sail far away to find fish in other areas. When fishermen don't have to take a long journey to find fish, they do not need to use toxic chemicals to preserve the fish. They only have to use ice to freeze those caught sea animals until they are sold. Additionally, the fishery career pattern of the fishermen in the studied area is on a day-to day basis. That is, the fishing time can be at night or during the day therefore, the fishermen do not have to travel far away to other areas. When the fishermen catch the fish or sea animals, most of them will send them to their wives to have them dried, frozen, or pickled depending on the methods of food preservations.

Moreover, from the study, it was also found that Ching-chang fish in the studied area are not usually sold inside the country but are exported especially to Malaysia where Ching-changs are popular and a number of them are regularly ordered, especially dried ones.

Thirdly, Ching-chang fish is Halal food that every tourist can enjoy. That is to say, Ching-chang is a food that people of any age, gender, or religion can eat because it is one of the Halal foods. More than that, in the studied area all the citizens believe in Islam and they are Muslims and this affects the cooking and food preservation methods that go along with their religion's dogma of sanitation. This kind of fish is therefore very popular among Islamic countries. Furthermore, it was found that Ching-chang fish, which is only one kind of seafood, is considered nutritious for health. The benefits from sea fish are that they contain omega that enhances health, and can prevent the body from contracting many diseases such as diabetes.

The three aspects mentioned earlier represent the particularities of Ching-chang fish in the studied area which are different from other areas. However, from the focus group meeting, it was found that the entrepreneurs and local people do not have a high demand for expanding work on this kind of business. Particularly, it was found that putting Ching-changs on the menu for tourists is not commonly acceptable. From the study, it was found that most of the entrepreneurs normally cook Ching-changs as a local food for local tourists. This is because they believe most tourists are not able to eat those type dishes; for example, making Ching-chang Nam-phrik which is hot and spicy and mixing it with shrimp paste which tourists from some countries cannot eat; or making deep-fried Ching-changs (which looks like fried insects) which many tourists would not want to eat as they imagine the dish as one of the kinds of insects which looks too strange to them, etc. These problems occur, as was found during the focus group meeting and the direct interviews with entrepreneurs. Thus, in order to do business with groups of tourists involving Ching-chang fish, the management of products may be important. Moreover, package designing is another component that could enhance the image and stimulate the local food consumption process such as in promoting Ching-chang fish for tourist groups.

According to the results from the workshop, the researcher suggests implementing Ching-chang product development by using “food designing”. This development works by selecting creative patterns of food which are attractive and interesting and clearly communicating information to the audience. One thing that is noticeable in Ching-chang food product designing is that it puts emphasis on perception by the five senses: sight, taste, smell, hearing, and touch. This type of display makes the food look tempting, by stimulating feelings associated with the experience of eating food. The design can include the following components to promote the products in an impressive way.

1) Presentations: The food products should be developed to create an identity associated with Islam and to offer physical benefits in terms of their utilization and consumption. They should also convey a specific meaning linked with satisfaction and should display beautiful artwork about the food products and everything done must be in good taste. In fact, the visual perception is the most important aspect that consumers use to evaluate the value of the food. The visual perception has much influence on assessment of value and the creation of positive feelings towards the particular food.

2) Colors: Design of the food products should be developed using colors in a natural hue because food color is associated with quality, attracts consumers, arouses feelings, and alludes to the taste; for example, a bright and colorful dessert might makes people think that it is very sweet, or white pieces of food looks bland while black ones may appear bitter.

3) Texture: As texture can be perceived through sight, touch, chewing and swallowing the display of the food product should generate these perceptions and make them interesting by showing them to be tasty and convenient.

4) Taste and smell: Both taste and smell are very important in attracting the interest of international tourists to food. The aroma of the food must be one that attracts and not repels; also the taste must stimulate the taste buds while at the same time not shocking them. When the taste and the smell of the food work together they create a pleasant experience. Therefore, emphasis should be put on making the food palatable for international tourists.

Keeping these things in mind, importance should be given to food product development because these products are associated with the most basic activity of humans which is eating. When selecting what to eat people do not only make a singular decisions but their decisions are also related to other aspects including health, age, nationality, culture, convenience, taste, experience, attitude, and especially the things connected with each person's beliefs. We can tell many things about an individual from his or her selection of what to eat. "You are what you eat", we have heard this statement plenty of times and its meaning has remained the same. One thing about food designing which is different from the designing in other fields is the high sensitivity towards acceptance. Although new ideas may be practical, they may be rejected by consumers. Therefore, achieving success in designing should be done with an understanding of the target groups. However, each group of people values different aspects of food and has different preferences and demands which can affect success in designing. Another factor is the linking of our ideas to real production. This may involve giving special attention to specific features related to the product or it could involve working as a team with experts in different fields; the goal being to generate satisfactory results.

After brainstorming and using the workshop results to establish a suitable innovation pattern for Cultural Tourism management for use at the present time, the researcher, government and private corporation representatives, restaurant entrepreneurs, and local people of Ko Yao (Yao Island) and Ko Punyi (Punyi Island) have proposed developing Ching-chang fish or Anchovies to be used as a topping under the brand name "Khao Tang Pla (Thai crispy rice crackers with anchovies)". We focused on using organic and unique local ingredients like anchovies to create a distinctive healthy Islamic snack and to promote local tourism.



Figure 10 Logo of Thai crispy riceberry cracker with real Halal anchovies’

A Thai crispy rice cracker is an antique traditional snack. It can be found in many famous Thai food cultures and at present is still quite popular. Rice crackers remains one of the original recipes that lives on. This snack can be modified to fit many dining styles such as crispy rice cake with dip (Khao Tang Nha Thang), crispy rice cake with a special recipe coconut sauce (Khao Tang Mieng Lao), and crispy rice crackers with chicken floss, etc.

“Khao Tang Pla” (Thai crispy rice crackers with anchovies) is a co-developed product between the researcher and the Panyee and Koh Yao communities. The team collaborated and experimented with three recipes to come up with this valuable product. The first experiment was conducted using premium Hom Mali rice for the crackers. Hom Mali rice is well known for its soft and delicate texture. It was cut into round shapes using a mold, deep fried, seasoned with special sauce, and then sprinkled with crispy anchovies. After completing the first sensory test with people in the community, it was found that round shape crackers cracked

easily and the biting size was too big. The syrup was too sweet and the topping of anchovies looked a bit unappetizing because the heads of the fish weren't removed.

The second experiment was done by changing the cracker's round shaped mold to a 5 x 9 CM rectangular mold. The cracker sheets were deep fried and seasoned with the special syrup before topping them with crispy anchovy powder. This time, the team learnt that the best shape suitable for rice crackers is a rectangle because of its balance biting angle and size. Adding anchovy powder instead of the anchovies with the heads still attached enhanced the flavor and gave it a more pleasing look.

In the final experiment, the researcher used Riceberry rice to satisfy customers with health concerns. The team used the same 5 x 9 cm rectangle shape for the Riceberry cracker and again deep fried them before adding the same syrup and crispy anchovy powder. This recipe adds more value to the product since the ingredients are varied and have more nutrients. Riceberry rice has recently become famous among Thai health conscious customers due to its many benefits. It helps to prevent and cures diseases as its quality is compared with that of top quality brown rice. Despite having many minerals such as antioxidants, beta-carotene, gamma oryzanol, vitamin-e, tannin, zinc, high folic, it contains less sugar than other rice. Besides using Riceberry rice for food, medical experts have developed alternative food therapies from it as well. These are some of the reasons why Riceberry is such a good choice.

Using Riceberry as the basic ingredient and combining it with traditional recipes of rice crackers and the unique flavor of anchovies, we have blended some of the finest ingredients to use for the heritage menu. Not only will health benefits be provided to customers but this also opens the opportunity for business development and additional employment for local communities. Other communities can create their own recipes by adapting Riceberry to their natural ingredients, customer demand or to fit their own needs.

Crispy Riceberry crackers are made with Riceberry rice, premium jasmine rice (new), sticky rice (with a ratio of 3:2:1), water and salt. The following are the preparation instructions: First, mix the jasmine rice, sticky rice, Riceberry rice, and a bit of salt together and stir until they are blended. Afterward spread the rice onto

a flat container and wait until it is completely sun-dried, the sun-dried rice sheets must be cut into rectangular shapes before they are deep fried. The two most important steps of cooking the rice crackers are the sun-drying and frying; frying enables the crackers to become crispy and not sticky. Moreover, a perfectly done cracker has a delicate aroma and beautiful color. Another thing to keep in mind is the thickness of the cracker sheets; all the cracker sheets must be of the same thinness so when frying those sheets, they will get evenly crisp. Using moderate to low heat and a good amount of boiling oil will make the cracker sheet cook instantly. Do not wait until it turns yellowish brown because the sheets will shrink. The desired color is a beautiful light golden color. The anchovy topping is powdered following the traditional recipes from the community and sprinkled on top of the Riceberry cracker. The rice crackers should be completely dry before packing them into their sachets.

To market this product, put each rice cracker into a perfect fit sachet. Afterwards those sachets can be packed in decorative boxes that are suitable as gifts or those appropriate for health conscious consumers. Khao Tang Pla's logo displays the symbols of the Muslim community and their beliefs which are stars and a crescent moon. Packaging has the symbol of a fish that resembles the crescent moon to indicate its distinctive ingredients. The green background color is derived from the antiquated Germanic language word "grene" from the same root words "grass" and "grow" which indicates "growth". Green is the color of nature or the natural environment. It is popular for nature and organic products and has become quite a trend for people interested in eco-culture. City people view green as a color that can enrich their lives health-wise and environmentally.

The packaging design of "Khao Tang Pla" is built on the concept of ease of transporting. The container must be shockproof, convenient, compact, modern, and fascinating. Each package will contain 8 sachets which are perfect as a souvenir. Moreover, "Khao Tang Pla" will create brand awareness of Halal standard food for every nation and religious customer worldwide. The main priority is safety and quality in production. We employ staff who are local people in the community and people who have expertise on Halal.



Figure 11 Packaging of Thai crispy riceberry cracker with real Halal anchovies'



Figure 12 Packaging design of Thai crispy riceberry cracker with real Halal anchovies'

In terms of Promotion, customers can seek more information about the crispy rice cracker with anchovies from the website and Facebook. Word of mouth advertising about its taste is also encouraged to increase the interest of tourists to try the product.

Our findings from this research add value to the product by way of cultural storytelling, local customs, and creativity. These findings are based on the FCC theory (FCC = Food x Culture x Creativity). It is hoped that this research product will lead to a possible marketing of the product because now food is not only about nutrition but also about aesthetics. Simply put, nowadays people also eat with their “eyes” before they actually “taste” the flavor of the food. In brief, it is a matter of customer satisfaction.

Implementation of the study found that Thai crispy rice crackers with anchovies are one of the best choices for this research area. The implementation study was separated into two parts, expectations of local populations and satisfaction of International tourists with Thai crispy rice crackers with anchovies, where both were presented with significant outcomes. For data analysis of the marketing factors that affect expectations of local populations for Thai crispy rice crackers with anchovies, perspective was gained from a sampling group of 100 participants (approximately 10% of 760 responses from the questionnaire for the local population in the study areas) and data analysis from general information of tourist’s satisfaction with Thai crispy rice crackers with anchovies from a sampling group of 50 participants (approximately 10% of 400 responses from the questionnaire for International tourists)

3.2 Data analysis of general information of the local population

Data analysis of general information from 100 local individuals as shown in Table 53 - Table 59

Table 53 Frequency and percentage of the local population regarding expectations for Thai crispy rice crackers with anchovies by gender

Gender	Frequency	Percentage
1. Male	28	28.00
2. Female	72	72.00
Total	100	100.00

Table 53 indicates that most participants 72 were female, for an average of 72%, and 28 were male, for an average of 28%, respectively.

Table 54 Frequency and percentage of survey participants regarding expectations for Thai crispy rice crackers with anchovies classified by age group

Age (in years)	Frequency	Percentage
1. Younger than 25	16	16.00
2. 26-30	10	10.00
3. 31-35	26	26.00
4. 36-40	9	9.00
5. 41-45	18	18.00
6. 46-50	10	10.00
7. Above50	11	11.00
Total	100	100.00

$\bar{x} = 37.22, S.D. = 10.28, \max = 64, \min = 19$

Table 54 shows that most participants 26 were people aged between 31-35 years old which was 26%, followed by 18 participants aged between 41-45 years old was 18%. Another 16 participants age did not exceed 25 years which was 16%.

Table 55 Frequency and percentage of survey participants regarding expectations for Thai crispy rice crackers with anchovies by marital status

Marital Status	Frequency	Percentage
1. Single	28	28.00
2. Married	66	66.00
3. Divorced	6	6.00
Total	100	100.00

Table 55 reveals that most participants 66 were married, totaling 66%; 28 participants were single totaling 28%; and six participants were divorced, 6%.

Table 56 Frequency and percentage of survey participants regarding expectations for Thai crispy rice crackers with anchovies based on education

Education	Frequency	Percentage
1. Elementary level or lower	22	22.00
2. Secondary level	44	44.00
3. Bachelor's Degree	32	32.00
4. Master's Degree	2	2.00
Total	100	100.00

Table 56 reveals that most survey participants 44 were people with a High School level education, being 44%; 32 people had a Bachelor's Degree, totaling 32%; and 22 people had Elementary level or lower, at 22%.

Table 57 Frequency and percentage of participants regarding expectations for Thai crispy rice crackers with anchovies based on occupation

Occupation	Frequency	Percentage
1. Agriculturist	46	46.00
2. Business owner	27	27.00
3. State enterprise employee	4	4.00
4. Office worker	5	5.00
5. Government officer	8	8.00
6. Government employee	10	10.00
Total	100	100.00

Table 57 reveals that most survey participants 46 had occupations in agriculture, totaling 46%; 27 people were business owners, at 27%; and ten people were government employees, which was 10%.

Table 58 Frequency and percentage of survey participants regarding expectations for Thai crispy rice crackers with anchovies based on monthly income

Monthly income	Frequency	Percentage
1. Less than 10,000 THB	28	28.00
2. 10,001 – 15,000 THB	36	36.00
3. 15,001– 20,000 THB	29	29.00
4. More than 20,000 THB	7	7.00
Total	100	100.00

Table 58 reveals that 36 survey participants had a salary range from 10,001-15,000 Baht, totaling 36%; 29 people had a salary range from 15,001-20,000 Baht, at 29%; and 28 people had a salary range of less than 10,000 Baht, which was 28%.

Table 59 Frequency and percentage of survey participants regarding expectations for Thai crispy rice crackers with anchovies classified by length of stay in the area

Length of stay in the area	Frequency	Percentage
1. 1-5 years	2	2.0
2. 6-10 years	7	7.0
3. 11-15 years	6	6.0
4. 16-20 years	8	8.0
5. 21-25 years	14	14.0
6. Over 26 years	63	63.0
Total	100	100.00

Table 59 reveals that 63 participants have stayed in the area for more than 25 years, totaling 63%; 14 people have stayed between 21-25 years, at 14%; and eight people have stayed between 16-20 years, which was 8%.

3.3 Data analysis of marketing factors that affect the perspective of locals regarding Thai crispy rice crackers with anchovies

Data analysis of marketing factors that affect the perspective of locals regarding crispy rice crackers with anchovies from a sampling group of 100 participants as shown in Table 60 - Table 70

Table 60 Mean and Standard Deviation of expectations regarding Thai crispy rice crackers with anchovies in terms of product

Product	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
1. Thai crispy rice crackers with anchovies should be made with local ingredients which have developed a unique identity for local Islamic food and which promotes tourism in your area.	37 (37.00)	46 (46.00)	16 (16.00)	1 (1.00)	0 (0.00)	4.19	0.73	High
2. Thai crispy rice crackers with anchovies should have a unique appearance and taste that represent the characteristics of your local community.	45 (45.00)	39 (39.00)	15 (15.00)	1 (1.00)	0 (0.00)	4.28	0.75	Highest
3. There should be a logo for Thai crispy rice crackers with anchovies, which clearly represents the identity of the community.	63 (63.00)	35 (35.00)	2 (2.00)	0 (0.00)	0 (0.00)	4.61	0.53	Highest
4. The Halal food symbol that has been produced by Muslim members of your community should be clearly shown on Thai crispy rice crackers with anchovies.	48 (48.00)	43 (43.00)	9 (9.00)	0 (0.00)	0 (0.00)	4.39	0.65	Highest
Total						4.37	0.42	Highest

Table 60 reveals the maximum rate of expectation for Thai crispy rice crackers with anchovies in terms of product which was at ($\bar{X}=4.37$); examining the highest to lowest rating indicates that participants highest expectation was for a logo design that expressed a strong collective identity ($\bar{X}=4.61$); followed by expectations on having a Halal sign would indicate the product is produced by local Muslim members of your community ($\bar{X}=4.39$); and the product has features and taste that express characteristics of the local community and local wisdom ($\bar{X}=4.28$).

Table 61 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of price

Price	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
The price of Thai crispy rice crackers with anchovies should be clearly set according to international standards.	34 (34.00)	36 (36.00)	24 (24.00)	6 (6.00)	0 (0.00)	3.98	0.91	High

Table 61 reveals that the expectation for Thai crispy rice crackers with anchovies in terms of price was rated high ($\bar{X}=3.98$)

Table 62 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of market channel distribution

Place	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
Your community should distribute Thai crispy rice crackers with anchovies around tourist attractions that are convenient for tourists.	30 (30.00)	39 (39.00)	29 (29.00)	2 (2.00)	0 (0.00)	3.97	0.82	High

Table 62 reveals a high level of expectation for Thai crispy rice crackers with anchovies in terms of market channel distribution ($\bar{X}=3.97$)

Table 63 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of market promotion

Promotion	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
Your community should work together with relevant sectors in order to promote Thai crispy rice crackers with anchovies to be a food product souvenir.	30	44	23	3	0	4.01	0.81	High
	(30.00)	(44.00)	(23.00)	(3.00)	(0.00)			

Table 63 reveals a high level of expectation for Thai crispy rice crackers with anchovies in terms of market promotion ($\bar{X}=4.01$)

Table 64 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of production process

Process	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
1. Thai crispy rice crackers with anchovies should showcase the local wisdom and knowledge of local food through the participation of local communities.	68	13	19	0	0	4.49	0.80	Highest
	(68.00)	(13.00)	(19.00)	(0.00)	(0.00)			
2. The production process of Thai crispy rice crackers with anchovies should be in line with the principles of Halal food.	62	31	7	0	0	4.55	0.63	Highest
	(62.00)	(31.00)	(7.00)	(0.00)	(0.00)			
Total						4.52	0.56	Highest

Table 64 reveals the highest rate of expectation for Thai crispy rice crackers with anchovies in terms of production process at ($\bar{X}=4.52$). Considering the highest to lowest rating shows that the expectation for Thai crispy rice crackers with anchovies being in line with the principles of Halal food was at ($\bar{X}=4.55$); following this at ($\bar{X}=4.49$) was the expectation for Thai crispy rice crackers with anchovies to showcase local wisdom and knowledge of local food through the participation of local communities.

Table 65 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of people

People	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
Staff involved with Thai crispy rice crackers with anchovies should be Muslim or have a good understanding of the process of Halal food production.	32	25	38	5	0	3.84	0.94	High
	(32.00)	(25.00)	(38.00)	(5.00)	(0.00)			

Table 65 shows a high level of expectation for Thai crispy rice crackers with anchovies in terms of manufacturing people ($\bar{X}=3.84$)

Table 66 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of physical evidence

Physical Evidence	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
Thai crispy rice crackers with anchovies should be accepted by local populations and recognized as a major product and attraction for tourists.	43	24	24	9	0	4.01	1.02	High
	(43.00)	(24.00)	(24.00)	(9.00)	(0.00)			

Table 66 shows a high level of expectation for Thai crispy rice crackers with anchovies in terms of physical evidence ($\bar{X}=4.01$)

Table 67 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of productivity

Productivity	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
Your community should be able to produce Thai crispy rice crackers with anchovies as a suitable souvenir for tourists.	51	24	18	7	0	4.19	0.97	High
	(51.00)	(24.00)	(18.00)	(7.00)	(0.00)			

Table 67 reveals a high level of expectation for Thai crispy rice crackers with anchovies in terms of productivity ($\bar{X}=4.19$)

Table 68 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of positioning of brand/product

Positioning of Brand / Product	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
The characteristics of Thai crispy rice crackers with anchovies should be well developed and have a unique appearance.	46	35	16	3	0	4.24	0.83	Highest
	(46.00)	(35.00)	(16.00)	(3.00)	(0.00)			

Table 68 shows the highest rate of expectation for Thai crispy rice crackers with anchovies in terms of brand/product positioning ($\bar{X}=4.24$)

Table 69 Mean and standard deviation of expectations for Thai crispy rice crackers with anchovies in terms of product perception

Perception	Level of expectation					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
Thai crispy rice crackers with anchovies should be developed as a high-quality processed food product and in line with the principles of Halal food. Consumers should be able to consume the food feeling confident that it meets safety standards.	53	30	16	1	0	4.35	0.78	Highest
	(53.00)	(30.00)	(16.00)	(1.00)	(0.00)			

Table 69 shows the highest rate of expectation for Thai crispy rice crackers with anchovies in terms of product perception ($\bar{X}=4.35$)

Table 70 Mean and standard deviation of local populations' expectations for Thai crispy rice crackers with anchovies in the overall perspective

Marketing factors that affect the expectations of local populations for Thai crispy rice crackers with anchovies	Level of expectation		
	\bar{X}	S.D.	Interpretation
1. Product	4.37	0.42	Highest
2. Price	3.98	0.91	High
3. Place	3.97	0.82	High
4. Promotion	4.01	0.81	High
5. Process	4.52	0.56	Highest
6. people	3.84	0.94	High
7. Physical Evidence	4.01	1.02	High
8. Productivity	4.19	0.97	High
9. Positioning of Brand / Product	4.24	0.83	Highest
10. Perception	4.35	0.78	Highest
Total	4.22	0.39	Highest

Table 70 shows the local populations' expectations for Thai crispy rice crackers with anchovies in the overall perspective was rated highest ($\bar{X}=4.22$); considering the three highest rates shows expectations for process ($\bar{X}=4.52$), positioning of brand/product ($\bar{X}=4.37$), and perception ($\bar{X}=4.35$), respectively.

3.4 Data analysis on general information of tourists' satisfaction with Thai crispy rice crackers with anchovies

Data analysis on the general information of tourists' satisfaction with Thai crispy rice crackers with anchovies from a sampling group of 50 participants is shown in Table 71 – Table 79

Table 71 Frequency and percentage of tourists responding to a survey on satisfaction with Thai crispy rice crackers with anchovies by gender

Gender	Frequency	Percentage
1. Male	24	48.00
2. Female	26	52.00
Total	50	100.00

Table 71 indicates that most survey participants 26 were female, totaling 52%; and 24 were males, at 48%.

Table 72 Frequency and percentage of tourist participants dissatisfaction with Thai crispy rice crackers with anchovies classified by age

Age (in years)	Frequency	Percentage
1. Younger than 30	6	12.00
2. 31-35	11	22.00
3. 36-40	12	24.00
4. 41-45	10	20.00
5. 46-50	8	16.00
6. 50 or above	3	6.00
Total	50	100.00

$\bar{x} = 39.38$, S.D. = 7.76, max = 55, min = 17

Table 72 indicates that most tourist participants 12 were between 36-40 years old, totaling 24%; followed by 11 people between 31-35 years old, at 22%; and ten people between 41-45 years old, which was 20%.

Table 73 Frequency and percentage of tourist participants on satisfaction with Thai crispy rice crackers with anchovies based on marital status

Marital Status	Frequency	Percentage
1. Single	13	26.00
2. Married	31	62.00
3. Divorced or Widowed	5	10.00
4. Separated	1	2.00
Total	50	100.00

Table 73 indicates that most tourist participants 31 were married, totaling 62%; 13 people were single, at 26%; and five people were divorced which was 10%.

Table 74 Frequency and percentage of tourist participants on satisfaction with Thai crispy rice crackers with anchovies classified by education level

Education level	Frequency	Percentage
1. Lower than Bachelor's Degree	1	2.00
2. Bachelor's Degree	31	62.00
3. Master's Degree	15	30.00
4. Doctoral Degree	2	4.00
5. Other	1	2.00
Total	50	100.00

Table 74 shows that most tourist participants 31 had a Bachelor's Degree totaling 62%; 15 people had a Master's Degree, at 30%; and two people had a Doctoral Degree, which was 4%.

Table 75 Frequency and percentage of tourist participants on satisfaction with Thai crispy rice crackers with anchovies based on monthly income (per month in THB)

Monthly Income (per month in THB)	Frequency	Percentage
1. Lower than 10,000Baht	1	2.00
2. 10,001-20,000Baht	2	4.00
3. 20,001-30,000Baht	17	34.00
4. 30,001-40,000 Baht	5	10.00
5. 40,000-50,000 Baht	16	32.00
6. Over 50,000Baht	9	18.00
Total	50	100.00

Table 75 shows that most tourist participants 17 were people that have a monthly income of 20,001-30,000 Baht, totaling 34%; followed by 16 people with a monthly income of 40,001-50,000 Baht, at 32%; and nine people with a monthly income higher than 50,000 Baht, which was 18%.

Table 76 Frequency and percentage of tourist participants on satisfaction with Thai crispy rice crackers with anchovies classified by occupation

Occupation	Frequency	Percentage
1. Government officer	7	14.00
2. Employee, Chief Executive Officer	19	38.00
3. Business owner, State enterprise employee	23	46.00
4. Student	1	2.00
Total	50	100.00

Table 76 shows that most tourist participants 23 were business owners and state enterprise employees, totaling 46%; followed by 19 people who were employees or a Chief Executive Officer, at 38%; and seven people who were government officers, which was 14%.

Table 77 Frequency and percentage of tourist participants on satisfaction with Thai crispy rice crackers with anchovies based on religion

Religion	Frequency	Percentage
1. Buddhism	3	6.00
2. Islam	17	34.00
3. Christianity	30	60.00
Total	50	100.00

Table 77 shows that most tourist participants 30 were Christian, totaling 60%; followed by 17 people who were Islamic, at 34%; and three people who were Buddhists, which was 6%.

Table 78 Frequency and percentage of tourist participants on satisfaction with Thai crispy rice crackers with anchovies classified by homeland

Homeland	Frequency	Percentage
1. Europe	16	32.00
2. Asia	34	68.00
Total	50	100.00

Table 78 shows that most tourist participants 34 were people from Asia, totaling 68%; and 16 people were from Europe, at 32%.

Table 79 Frequency and percentage of tourist participants on satisfaction with Thai crispy rice crackers with anchovies classified by nationality

Nationality	Frequency	Percentage
1. Chinese	10	20.00
2. German	8	16.00
3. Korean	7	14.00
4. Malaysia	7	14.00
5. Russian	6	12.00
6. Lao	4	8.00
7. Indonesian	3	6.00
8. Singaporean	2	4.00
9. Filipino	1	2.00
10. French	1	2.00
11. Swedish	1	2.00
Total	50	100.00

Table 79 shows that most tourist participants 10 were Chinese totaling 20%; followed by eight Germans, at 16%; both Korean and Malaysian nationalities shared the same frequency of seven people, which was 14%.

3.5 Data analysis of the tourist group survey on satisfaction with Thai crispy rice crackers with anchovies

Data analysis of the tourist group survey on satisfaction with Thai crispy rice crackers with anchovies from a sampling group of 50 participants is shown in Table 80 - Table 85

Table 80 Mean and standard deviation of tourists' satisfaction with Thai crispy rice crackers with anchovies in terms of sensory attributes

Sensory Attributes	Satisfaction Level					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
1. The appearance, composition, and presentation of Thai crispy rice crackers with anchovies have a unique identity, which makes the food look interesting.	3	39	8	0	0	3.90	0.46	High
	(6.00)	(78.00)	(16.00)	(0.00)	(0.00)			
2. The tastiness of Thai crispy rice crackers with anchovies can attract tourists.	8	25	16	1	0	3.80	0.73	High
	(16.00)	(50.00)	(32.00)	(2.00)	(0.00)			
3. Thai crispy rice crackers with anchovies are convenient to eat at a restaurant or as carry out.	11	22	17	0	0	3.88	0.75	High
	(22.00)	(44.00)	(34.00)	(0.00)	(0.00)			
Total						3.86	0.39	High

Table 80 reveals a high tourists' satisfaction level for Thai crispy rice crackers with anchovies in terms of sensory attributes ($\bar{x}=3.86$); considering the highest to lowest ratings, data indicates tourists' highest satisfaction was with the appearance, composition, and presentation of Thai crispy rice crackers with anchovies makes the product interesting ($\bar{x}=3.90$). Followed by being easy to eat in a restaurant or as carry out, in accordance with its 'ease of transport' concept ($\bar{x}=3.88$); and the tastiness attribute that attracts tourists ($\bar{x}=3.80$), respectively.

Table 81 Mean and standard deviation of tourists' satisfaction with Thai crispy rice crackers with anchovies in terms of health concerns

Health Concerns	Satisfaction Level					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
1. Thai crispy rice crackers with anchovies that are fresh, and made from local and organic ingredients.	9	21	19	1	0	3.76	0.77	High
	(18.00)	(42.00)	(38.00)	(2.00)	(0.00)			
2. Thai crispy rice crackers with anchovies contain herbal ingredients that are good for health.	20	25	5	0	0	4.30	0.65	Highest
	(40.00)	(50.00)	(10.00)	(0.00)	(0.00)			
Total						4.03	0.48	High

Table 81 reveals a high tourists' satisfaction level for Thai crispy rice crackers with anchovies in terms of health concerns ($\bar{X}=4.03$). When examining the highest to lowest average ratings, the data shows tourists' highest satisfaction was with Thai crispy rice crackers with anchovies contain herbal ingredients which are good for health ($\bar{X}=4.30$); followed by Thai crispy rice crackers with anchovies are fresh, and made from local and organic ingredients ($\bar{X}=3.76$).

Table 82 Mean and standard deviation of tourists' satisfaction with Thai crispy rice crackers with anchovies in terms of preparation and cooking methods

Methods of Preparation and Cooking	Satisfaction Level					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
1. Preparation of Thai crispy rice crackers with anchovies uses ingredients that follows the standard principles of Halal food.	24	18	8	0	0	4.32	0.74	Highest
	(48.00)	(36.00)	(16.00)	(0.00)	(0.00)			
2. The environment in the Thai crispy rice crackers with anchovies factory is appropriate for the preparation process, cooking process, and food storage. Equipment is kept clean and orderly. These standards are certified by the Halal symbol on each product.	4	11	13	22	0	2.94	1.00	Medium
	(8.00)	(22.00)	(26.00)	(44.00)	(0.00)			
Total						3.63	0.60	High

Table 82 shows a high level of tourists' satisfaction with Thai crispy rice crackers with anchovies in terms of preparation and cooking methods ($\bar{x}=3.63$). Examining the highest and lowest average ratings, the data indicates tourists were more satisfied that the preparation of Thai crispy rice crackers with anchovies ingredients follows the standard principles of Halal food ($\bar{x}=4.32$); followed by the environment in the product factory is appropriate for the preparation process, cooking process and food storage; and maintainance of equipment is well organised. These standards are certified by the Halal symbol on product's label ($\bar{x}=2.94$).

Table 83 Mean and standard deviation of tourists' satisfaction with Thai crispy rice crackers with anchovies in terms of value and quality

Values and Quality	Satisfaction Level					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
1. Thai crispy rice crackers with anchovies contain all five nutritional food groups which are essential for health , and they can be consumed by everyone.	22	15	10	3	0	4.12	0.94	High
	(44.00)	(30.00)	(20.00)	(6.00)	(0.00)			
2. The quality of Thai crispy rice crackers with anchovies is appropriate for the price.	8	24	18	0	0	3.80	0.70	High
	(16.00)	(48.00)	(36.00)	(0.00)	(0.00)			
Total						3.96	0.62	High

Table 83 shows a high level of tourists' satisfaction with Thai crispy rice crackers with anchovies in terms of value and quality ($\bar{x}=3.96$). Examining the highest and lowest ratings, the data reveals tourists were most satisfied with product includes all five nutritional food groups that are essential for our health , and can be consumed by everyone ($\bar{x}=4.12$); followed by the quality of Thai crispy rice crackers with anchovies is appropriate for the price ($\bar{x}=3.80$).

Table 84 Mean and standard deviation of tourists' satisfaction with Thai crispy rice crackers with anchovies in terms of authentic tourist experience

Authentic Tourist Experience	Satisfaction Level					\bar{X}	S.D.	Interpretation
	5	4	3	2	1			
1. Information about Thai crispy rice crackers with anchovies can be searched using technology, the Internet, and online social networks.	16	24	9	1	0	4.10	0.76	High
	(32.00)	(48.00)	(18.00)	(2.00)	(0.00)			
2. Tourists are encouraged to consume Thai crispy rice crackers with anchovies by word of mouth.	14	28	8	0	0	4.12	0.66	High
	(28.00)	(56.00)	(16.00)	(0.00)	(0.00)			
3. There should be development of high-quality, processed Thai crispy rice crackers with anchovies, with its own identity and which is easy to buy as a souvenir.	27	19	4	0	0	4.46	0.65	Highest
	(54.00)	(38.00)	(8.00)	(0.00)	(0.00)			
Total						4.23	0.47	Highest

Table 84 shows the highest level of tourists' satisfaction with Thai crispy rice crackers with anchovies in terms of authentic tourist experience ($\bar{X}=4.23$). Examining the highest to lowest ratings, the data indicates that tourists' satisfaction was highest for the development of high-quality, processed Thai crispy rice crackers with anchovies under its own logo identity, which makes it easy to purchase as a souvenir ($\bar{X}=4.46$); followed by being encouraged to consume Thai crispy rice crackers with anchovies by word of mouth ($\bar{X}=4.12$); and having information about Thai crispy rice crackers with anchovies available through online search engines, and social networking websites, e.g., Facebook ($\bar{X}=4.10$), respectively.

Table 85 Mean and standard deviation of tourists' satisfaction with Thai crispy rice crackers with anchovies in the overall perspective

Satisfaction	Satisfaction Level		
	\bar{X}	S.D.	Interpretation
1. Sensory Attributes	3.86	0.39	High
2. Health Concerns	4.03	0.48	High
3. Methods of Preparation and Cooking	3.63	0.60	High
4. Value and Quality	3.96	0.62	High
5. Authentic Tourist Experience	4.23	0.47	Highest
Total	3.96	0.25	High

Table 85 shows a high level of tourists' satisfaction with Thai crispy rice crackers with anchovies in the overall perspective ($\bar{x}=3.96$). Examining the highest to lowest ratings, the data suggests that tourists' had the highest satisfaction with authentic tourist experience ($\bar{x}=4.23$); followed by health concerns ($\bar{x}=4.03$), value and quality ($\bar{x}=3.96$), sensory attributes ($\bar{x}=3.86$), and preparation and cooking methods ($\bar{x}=3.63$), respectively.