

CHAPTER V

RESEARCH RESULTS

In the research “An Innovative Model for Cultural Tourism Management : Local Islamic Food in the Andaman Sea Region for Supporting the International Tourists” the researcher set five objectives which were: 1) To study the characteristics of local Islamic food in the study area 2) To study the participation in Food Tourism management among the local community and involved parties in the study area 3) To study international tourists’ behavior and needs in the study area 4) To analyze the creative value of local Islamic food management in the study area 5) To create innovation in local Islamic food management in the study area. This social science study combined both quantitative and qualitative analysis (Punch, 2005) to answer the research questions by using quantitative analysis to answer contextual questions and to address the needs of the target group. Questionnaires were given to the target group for quantitative analysis and the researcher conducted interviews for qualitative analysis. The collected information was investigated and analyzed for the study Cultural Tourism management of local Islamic food in the study area, the results are summarized as follows:

1. The Results of the Study

The questionnaires collected from the study area presented 15 variables, the findings show that all the variables were significant ($p < 0.01$). All 15 variables indicated that innovation of local Islamic food through tourism management had figures between 0.706-0.899. The most significant variable was Evaluation. The next was Process. The least significant variable was Identity. The information collected from the interviews with private and public groups were analyzed for An Innovative Model of Cultural Tourism management of Local Islamic Food in the Andaman Sea to Support International Tourism per the following:

1.1 The Identity of Local Islamic Food

According to the study of food identity by the academic Urry (2002) a trend for Food Tourism occurred during the postmodern period, saying that “tourists try to find real food experiences which reflect identity, simplicity, culture and local lifestyle”. Therefore, cultural identity can be shown through food identity. This research is separated into 4 the following four identities:

1.1.1 Local Islamic Food Identity

The study seeks to develop a food identity for tourism by employing local Islamic food as a tool to support the tourism, it is therefore necessary to focus on the health issues of tourists. This research focuses on the use of local ingredients. Using local ingredients is one way to support local agriculture such as aquatic animal farming, local herbal planting and local fishing. Also, local food has already been developed in the area to serve as food products for tourism.

Additionally, organizations which are responsible for setting up activities involving Islamic religion, including the city municipal and District Administration Organization of the study area, should develop the area by serving local Islamic food to tourists so as to represent the identity of the community or set up cultural performances to showcase each area’s identity. This suggestion is supported by the scholars (Poon, 1993; Ritchie and Crouch, 2000) regarding food knowledge sharing; as nowadays, food is a part of destination experience and tourists can experience ‘Sense of Place’ (Hall, 2003). Therefore, to support local Islamic food is to focus on the “Sense of Place”, or identity of the area. As for services offered to tourists to enhance the service standard and development, English and Arabic languages can be used as a tool accompanying the service such as for the restaurant’s sign which should be conspicuous and easy to understand or the local menu which could be in both languages. These are simple ways to promote local Islamic food to tourists.

1.1.2 Local Islamic Food Symbol

According to the study, local Islamic food comes with a standardized Halal symbol set by The Central Islamic Committee of Thailand. The symbol is written in Arabic within a rhombus frame and a set of vertical lines as a background. Under the frame, the words “The Central Islamic Committee of

Thailand” is written. The Islamic restaurant must have this Halal symbol on food products to guarantee the Halal permission for Islamic tourists.

This research then suggests for involved organizations such as Department of Tourism, Tourism and Sports Office, Tourism Authority of Thailand and The Central Islamic Committee of Thailand to establish the standard of Halal by requiring a sign of the symbol in all Islamic restaurants.

1.1.3 Local Islamic Food Image

According to the research, there are many ways to present a good image including using revenue from the restaurants to organize charitable events such as providing lunch for unfortunate children, distributing processed food to the needy or to the three provinces in the southern part of Thailand.

According to the research, Islamic dishes in the study areas have similar characteristics. Therefore, the promotion should be done collectively to create a foundation for local food tourism which focuses on local Islamic food. Then it would be necessary to support the image of Cultural Tourism Management of Local Islamic Food in the Andaman Sea by setting up local food fairs, organizing one product for one province markets or local food competitions.

To create a good image for local Islamic food restaurants, involved organizations, including Department of Tourism, Tourism and Sports Ministry, Tourism Authority of Thailand and Tourism and Sports Office of the Province, should produce a manual with such things as local Islamic food guidelines, restaurant road maps and restaurant directions in both English and Arabic which is related to Quan and Wang’s study (2003). The study suggested that Food Tourism can be an important tool in creating a good marketing image for local and national areas with competitive enhancement and tourism sustainability.

1.1.4 Local Islamic Food Characteristics

According to the research, the characteristics of Islamic food include being healthy for the body with medicinal benefits handed down from past generations. Therefore, to group together Islamic recipes is another way to preserve local culture for future generations. According to the interviews, there were some Islamic dishes which tourists and the younger generation had not heard of before. Therefore, it would be beneficial to collect the local Islamic recipes for further study.

Focus should be put on the cleanliness and sanitation of local Islamic food when cooking to foster the trust of international tourists. In Phang Nga province, the ingredients can become spoiled easily due to the hot and humid weather and this could lead to food poisoning. From interviewing of tourists, it was mentioned that some restaurants used inferior quality ingredients when serving the customers especially in seafood dishes. Also, some restaurants had received a certificate from the Provincial Public Health Office while others were uncertain or still had not received one. This issue urgently needs to be resolved.

The taste of local Islamic food is usually hot and spicy which is very popular among the locals. However, for tourists it can sometimes be too spicy; therefore, the restaurants should find a way to adapt the taste to suit tourists' preferences. Due to these adaptations, some of the characteristics of local Islamic food could possibly be changed. Some of the menu items have already been removed due to a lack of popularity. Also, some of the ingredients could become expensive due to the increase of tourism which would cause the locals to pay the same prices local dishes as the tourists.

1.2 Participation of the Community and Related Sectors in Cultural Tourism Management

To develop Food Tourism management, it is necessary for all concerned parties to cooperate, especially the local, public and private sectors. The development of the economy, society and tourists' satisfaction could then be achieved (Yoon, 2002). Therefore, it is important to create Food Tourism connections, especially in local areas (Haas, 2002; Murray and Haraldsdottir, 2004).

The following is a summary of the strategies, modes of operation, activities, benefits and evaluation of local Islamic Food Tourism management:

1.2.1 Local Islamic Food Management Planning

According to the research, international tourists are familiar with Thai dishes which have been advertised through the media. However, these tourists are not familiar with local Thai dishes. Some popular Thai dishes among tourists include Tom Yum Kung, Musman, Green Curry, Pad Thai and Plain Noodle Soup. Therefore, local communities, the public sector and related organizations should

launch a promotional plan to make international tourists more familiar with local Thai dishes.

It is necessary to have a well-thought out plan for the community especially for restaurants. Halal symbol is one of the guarantees which can build trust among international tourists. It is then important to provide enough Halal food restaurants to satisfy the demand of tourism and to engender a proper understanding of Islamic food. The eating establishments should be clean and well-decorated. The waiters should maintain a pleasant personality and should be service-oriented, friendly and courteous. The ingredients should be fresh, clean and hygienic. Also, other factors should be initiated to create trust among customers which will motivate them visit the restaurant again.

1.2.2 Local Islamic Food Management Activities

Communities should cooperate with the provincial sector to create local food activities such as seminars of food management and services (Quan and Wang, 2003), seafood festivals, local food fairs, OTOP projects, local food competitions, and other food related events including food courses, food tours and restaurant guides (Meyer-Czech, 2003; Sharples, 2003) to better understand the Muslim lifestyle. This is a way to promote the Andaman Islands to be more well-known among international tourists.

Islamic food caterers should be instructed in how to receive the certified Halal symbol in order to build up the trust of tourists. The related organizations, including Department of Tourism, Tourism and Sports Office, Tourism Authority of Thailand, The Central Islamic Committee of Thailand and The Halal Standard Institute of Thailand, should provide training courses for restaurant's owners to develop Islamic culinary skills in the local area; this will also engender a welcoming atmosphere for international tourists who want to visit Thailand.

1.2.3 Local Islamic Food Management Benefits

According to the research, local Islamic restaurants help create income for local people. More than 90% of the restaurants are taken care of by the local people. Tourism has brought income to the community by generating more business and investments. Local Islamic food then contributes to producing more jobs within the local areas.

1.2.4 Evaluation of Local Islamic Food Management

According to the research, Food Tourism helps create an identity for local food in each area, stimulates an exchange of cultures between local areas and increase the value of touristic products. The evaluation of each community includes collecting information and supporting ideas by analyzing new local Islamic products in order to design food packaging for souvenirs and develop promotional plans.

Local Islamic food business helps to improve the economy of the community, add value to agricultural products, bolster the growing and sale of local plants for cooking and preserve local herbal plants. As for tourists, they will be able to learn more regarding local Thai food apart from Thai food they have seen advertised abroad. Local Islamic restaurants are another option to promote Islamic food to international tourists.

All sectors must cooperate in order to propagate the learning process of Thai food to international tourists with a good image and effective learning activities. These sectors include Ministry of Transport, Ministry of Tourism, Ministry of Commerce, Ministry of Public Health, Ministry of Agriculture (Non-Toxic Ingredients), Ministry of Culture, Ministry of Foreign Affairs, Ministry of Trades, etc. Business sectors including restaurant owners in the province can establish joint ventures with tour agencies, hotels or other organizations including the local people.

Finally, local Islamic caterers should show responsibility to the local society by using ingredients from the local communities, creating events in the community, creating jobs for the community by hiring local workers, and managing environmental issues including the disposal of wastes, both inside and outside their particular location, in order to prevent the area from becoming polluted and a breeding place for flies, mosquitoes and germs. Also, attention should be given to cultivating trees to create pleasant surroundings.

1.3 Tourists' Needs and Behaviors regarding Local Islamic Food Service

According to the research, tourists' needs and behaviors regarding local Islamic food service is related to the idea that Food Tourism can create a need and behavior to visit various places and it is an important experience for tourists (Hjalager

and Richards, 2002; Long, 2003; Selwood, 2003). The research statistics are summarized as follows:

Female tourists who participated in the questionnaire numbered 208 which accounted for 52.00 percent; and male tourists who participated in the questionnaire numbered 192 which accounted for 48.00 percent. The most numerous age category was between 36-40 numbering 102 persons which was 25.50 percent. The next highest amount was for the ages between 41-45 with 95 persons, which was 23.75 percent. The ages between 31-35 totaled 65 persons which was 16.25 percent. There were 273 married persons which was a total of 68.25 percent. There were 82 single persons totaling 20.50 percent and there were 23 persons who were separated or divorced which was 5.75 percent. There were 237 persons who had received a Bachelor's degree which was 59.25 percent. There were 139 persons who had received a Master's degree which equaled 34.75 percent and there were another 10 persons from the 'other' category which was 2.50 percent. There were 121 persons whose monthly salary was between 30,001-40,000 baht being 30.25 percent. There were 97 persons whose salary was between 20,001 - 30,000 baht for 24.25 percent and there were 78 persons whose salary was between 40,001 - 50,000 baht which was 19.50 percent.

There were 182 persons who were business owners or employees for a total of 45.50 percent. There were 145 persons who were private business owners or employees totaling 36.25 percent and there were 47 persons who were public officers at 11.75 percent.

Most of the interviewees were Christians with 222 persons which was 55.50 percent. There were 94 Islamics equaling 23.50 percent and there were 81 Buddhists at 20.25 percent.

Most of the interviewees lived on the Asian continent with 264 persons totaling 66.00 percent. There were 112 persons who lived on the European continent at 28.00 percent and there were 12 persons who lived on the American and Australian continents equaling 3.00 percent.

The nationality of most of the interviewees was Chinese with 75 persons at 18.75 percent. There were there were another 34 persons who were Malaysian totaling 8.50 percent.

According to the analysis of tourists' behavior regarding Cultural Tourism management of local Islamic food in the Andaman Sea, there were 349 persons who travelled to Thailand for the first time which was 87.25 percent. There were 35 persons who travelled to Thailand for the second time totaling 8.75 percent and there were 10 persons who travelled to Thailand for the third time at 2.50 percent.

Most of the interviewees came with Tour Companies with 166 persons for a total of 41.50 percent. There were 139 persons who bought tour packages equaling 34.75 percent and there were 95 persons who planned their own trip which was 23.75 percent.

Most of the interviewees chose to visit touristic places from the recommendation of a Tour Company with 176 persons totaling 44.00 percent. There were 117 persons who planned their visit through the Internet which was 29.25 percent and there were 73 persons who planned their trip based on their own previous experiences totaling 18.25 percent.

Most of the interviewees, 200 persons, travelled with family totaling 50.25 percent. There were 89 persons who travelled with friends equaling 22.25 percent and there were 77 persons who travelled alone which was 19.25 percent.

Most of the interviewees, 372 persons, travelled for relaxation totaling 93.00 percent. There were 20 persons who travelled for business at 5.00 percent and there were 8 persons who travelled to visit friends or relatives equaling 2.00 percent.

Most of the interviewees, 220 persons, travelled by tour bus which was 55.00 percent. There were 138 persons who travelled by public buses totaling 34.50 percent and there were 34 persons who travelled by personal car at 8.50 percent.

Most of the interviewees, 208 persons, stayed for three days equaling 52.00 percent. There were 86 persons who stayed for 4 four days which was 21.50 percent and there were 42 persons who stayed for five days for a total of 10.50 percent.

Most of the interviewees, 255 persons, spent 1000-1500 baht per day totaling 63.75 percent. There were 102 persons who spent less than 1,000 baht per day which was 25.50 percent and there were 34 persons who spent 1501-2000 baht per day equaling 8.50 percent.

As for food and beverage spending, most of the interviewees, 265 persons, spent 500-1000 baht per day totaling 66.25 percent. There were 98 persons who spent less than 500 baht per day equaling 24.50 percent and there were 25 persons who spent 1001-1500 baht per day at 6.25 percent.

Most of the tourists, 278 persons, recommended nature sightseeing of the Andaman Islands for a total of 69.50 percent. There were 277 persons who recommended the local Islamic food which was 69.25 percent and there were 257 persons who were impressed with the nice personality of the Thai people totaling 64.25 percent.

Most of the tourists, 233 persons, said they would like to return to the Andaman Islands within 1-5 years which was 58.25 percent. There were 144 persons who were uncertain equaling 36.00 percent and there were 23 persons who would not come back at 5.75 percent.

According to the analysis of the needs and expectations of tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea, the need for sensory attributes had an overall average of factors that was rated high ($\bar{X}=3.86$). The second highest rank was the impact of the good taste of a particular dish on the tourist ($\bar{X}=3.88$) and the smell of the dish ($\bar{X}=3.87$). The expectations of tourists regarding Cultural Tourism management of local Islamic food in the Andaman Sea had an overall average of factors that was rated highest ($\bar{X}=4.31$).

When considering the factors from the highest to the lowest, tourists expected to be satisfied with every meal was the highest ($\bar{X}=4.49$). The next were the smell ($\bar{X}=4.28$) and the taste ($\bar{X}=4.27$) respectively.

As for tourists' needs regarding Cultural Tourism management of local Islamic food in the Andaman Sea for health concerns the overall average of factors was rated high ($\bar{X}=3.79$). When considering the factors from the highest to the lowest, tourists first wanted seafood (shrimp, shellfish, crabs, fish and squid) to be fresh, clean, healthy and pesticide-free ($\bar{X}=3.85$). Local pesticide-free ingredients was next with ($\bar{X}=3.83$) and then menu has items for a balanced diet for tourists' health ($\bar{X}=3.81$).

As for tourists' expectations regarding Cultural Tourism management of local Islamic food in the Andaman Sea, for health concerns the overall average of factors was rated highest ($\bar{X}=4.36$). When considering the factors from the highest to the lowest, tourists first wanted seafood (shrimp, shellfish, crabs, fish and squid) to be fresh, clean, healthy and pesticide-free. ($\bar{X}=4.49$). Followed by menu has items for a balanced diet for tourists' health ($\bar{X}=4.39$) and local pesticide-free ingredients ($\bar{X}=4.36$) respectively.

As for tourists' needs regarding Cultural Tourism management of local Islamic food in the Andaman Sea, the overall average of factors for cooking preparation was rated high ($\bar{X}=3.85$). When considering the factors from the highest to the lowest, tourists first wanted clean and safe kitchen ware ($\bar{X}=3.96$). Followed by skilled and reliable cooks who followed Halal Food standard ($\bar{X}=3.87$) and ingredients according to Halal Food standard ($\bar{X}=3.83$) respectively.

As for tourists' expectations regarding Cultural Tourism management of local Islamic food in the Andaman Sea, the overall average of factors for cooking preparation was rated highest ($\bar{X}=4.25$). When considering the factors from the highest to the lowest, tourists first wanted clean and safe kitchen ware ($\bar{X}=4.49$). Followed by skilled and reliable cooks who followed Halal Food standard ($\bar{X}=4.31$) and ingredients according to Halal Food standard ($\bar{X}=4.16$) respectively.

As for tourists' needs regarding Cultural Tourism management of local Islamic food in the Andaman Sea, the overall average of factors for food nutrients and quality was rated high ($\bar{X}=3.96$). When considering the factors from the highest to the lowest, tourists first wanted food quality at a reasonable price ($\bar{X}=4.16$). Local food which includes all five food groups suitable for everyone ($\bar{X}=3.96$) and convenient and unique processed food packaged for souvenirs ($\bar{X}=3.95$) were next respectively.

As for tourists' expectations regarding Cultural Tourism management of local Islamic food in the Andaman Sea, the overall average of factors for food nutrients and quality was rated highest ($\bar{X}=4.37$). When considering the factors from the highest to the lowest, tourists first wanted food quality at a reasonable price

(\bar{X} =4.50). Food has a unique identity and a pleasant taste (\bar{X} =4.42) and convenient and unique processed food packaged for souvenirs (\bar{X} =4.37) were next respectively.

As for tourists' needs regarding Cultural Tourism management of local Islamic food in the Andaman Sea, the overall average of factors for authentic tourist experience was rated highest (\bar{X} =3.95). When considering the factors from the highest to the lowest, tourists first thought it important to have word of mouth food recommendations (\bar{X} =4.07). Cooperation among local community, private and government sectors in presenting food products and services directly to tourists (\bar{X} =3.98) and cross cultural learning experiences through participation, preparing and eating local dishes (\bar{X} =3.89) were next respectively.

As for tourists' expectations regarding Cultural Tourism management of local Islamic food in the Andaman Sea, the overall average of factors for authentic tourist experience was rated high (\bar{X} =4.34). When considering the factors from the highest to the lowest, cooperation among local community, private and government sectors in presenting food products and service directly to tourists (\bar{X} =4.45) was the highest. Word of mouth food recommendations (\bar{X} =4.34) and searching for information on Cultural Tourism through technology and social media such as Facebook or YouTube (\bar{X} =4.31) were next respectively.

In summary, the overall picture of tourists' needs regarding Cultural Tourism management of local Islamic food in the Andaman Sea, shows the overall average of factors for authentic tourist experience was rated high (\bar{X} =3.88). When considering the factors from the highest to the lowest, the need for quality Islamic food was the highest (\bar{X} =3.96). Next, was authentic tourist experience (\bar{X} =3.95), and then taste characteristics, cooking process and preparation (\bar{X} =3.85) and health concerns (\bar{X} =3.79) respectively.

The overall picture of tourists' expectations regarding Cultural Tourism management of local Islamic food in the Andaman Sea was rated highest (\bar{X} =4.33). When considering the factors from the highest to the lowest, the need for quality Islamic food was the highest (\bar{X} =4.37). Health concerns was the next highest

(\bar{X} =4.36) followed by authentic tourist experience (\bar{X} =4.34) taste characteristics (\bar{X} =4.31) and cooking process and preparation (\bar{X} =4.25) respectively.

1.4 Value Added for Local Islamic Food Tourism Management

The scholars, Cohen and Avieli (2004), suggested that “to make the local food more well-known globally, there needed to be a conversion of tourism into “Food Tourism”. When managing Food Tourism, sometimes local food is needs to be adapted to the preferences of international tourists which can, at the same time, cause a cultural exchange when the local food is adapted to tourists’ tastes. This begets culture. This statement reflects how a better understanding of food through learning processes comes from both the local people and tourists resulting in compromise for improvement. The following are suggestions for what marketing tactics are necessary to add value to the local food:

1.4.1 Product Development

1) Local Islamic food restaurants must be certified by the Ministry of Public Health.

2) Ingredients must have food safety labels from the Ministry of Public Health to guarantee the safety of ingredients such as no artificial coloring in meat, pesticide-free vegetables and use of organic fertilizer. Food Tourism can bring benefits to the touristic place in terms of agricultural improvements which can add value to local agriculture.

3) Ingredients – local ingredients should be of good-quality, clean and hygienic; Krabi, Phang Nga and Phuket have the potential to manufacture these ingredients to support local food production (such as fruits and vegetables, seafood products and herbs). Public sectors need to support agricultural sectors in terms of good-quality ingredients with sufficient quantity to support the demand for local Islamic food.

1.4.2 Price Development

1) To set food prices, business owners should focus on the quality and taste of the food. If the quality satisfies consumers they will be willing to pay for it. The price setting should then match the service quality and should be easily distinguishable from the lower service levels.

2) The price setting for local food business should be based on targeted income and expenses. The setting up of pricing for local food restaurants should be clear and reasonable.

1.4.3 Place Development

Restaurant owners should choose convenient locations and channels for customers. Also, the surroundings are another important factor which affects customers' reactions regarding value and service.

1.4.4 Promotion Development

Public and private sectors should cooperate in promoting local food in each area to present the distinctive characteristics of each dish. Therefore when tourists visit the place, they will want to try the local food as a result of the marketing strategy that built image and identity which will generate revenue for the community.

1) Promoting the importance of local Islamic food to local restaurants since there are many restaurants which have still not recognized the value of local Islamic food.

2) Dispensing local Islamic food knowledge by setting up Islamic food training courses in schools and collecting local Islamic food recipes from many places for further study.

3) Holding local Islamic food exhibitions catered by local Islamic restaurants to promote Islamic food

4) The public sector (TAT) should organize a list of Islamic restaurants to make available to tourists with a route map to local restaurants.

5) Serving local Islamic food as main menu items when holding public events to promote Islamic culinary

6) Setting up a menu of the local food of the Andaman Islands with cooperation from Yao Island and Pan Yee Islands to create an Andaman Menu which separates Islamic menu items from common Thai menu items.

7) Offering local agricultural tours to local Islamic touristic locations with recommendations about the local food.

8) Distributing Islamic restaurants route maps to international tourists created by public and private sectors which promote the various specialties of Islamic restaurants

9) Using promotional tools to attract the attention of international tourists such as leaflets, newspapers and local or regional magazines

10) Establishing a local Islamic food database of information and documentation compiled from the interviewing of Food Tourism experts which show how Food Tourism can be modified into tourism strategies. This issue is related to three proponents including agriculture, which is the process of food manufacturing; culture, which tells the history and characteristics of the area; and tourism which presents the facilities and services. These three components are combined to produce Food Tourism. A website should be designed with a database that can be accessed online, experts suggest that it should be easy to understand with a minimal amount of technical terms. This will help to add values and create a good image of local Islamic food.

1.4.5 Process Development

1) Manufacturing development includes local restaurant owners who need to continually improve their skill and creativity in preparing meals.

2) Cooking Skill development (Cooks) should obtain skills and knowledge regarding local Islamic culinary.

3) Use of local ingredients to reduce manufacturing costs.

1.4.6 People Development

1) Training courses should be offered to restaurant owners in the areas of restaurant management, food sanitation and food services.

2) Staff should attend regular training courses such as English courses to be able to correctly recommend local Islamic menu items to international tourists.

1.4.7 Physical Evidence and Presentation Development

1) To present physical evidence to customers in local Islamic business, the overall quality of both the physical evidence and presentation should be considered in order to create value for customers including appropriate attire for both chefs and waiters, courteousness and manners, fast service and other benefits.

2) Local Islamic food should be used to support tourism by using practical tools including a website for a database for information development.

From the analysis, the goals and objectives should include the following:

- (1) Focusing attention on “stories” of local Islamic food
- (2) Focusing attention on the unique character of Islamic food
- (3) Health benefits derived from local Islamic food
- (4) Resources to obtain ingredients including purchasing resources
- (5) Local Islamic food recipes with pictures and easy to follow instructions
- (6) Information such as paste ingredients, herbs, quality and health benefits
- (7) Taste types, and various flavors of spices
- (8) Local Islamic restaurants with Halal certification including information about their hygiene, safety and service
- (9) Rules and regulations
- (10) Related links such as manufacturing industries, imports, and ingredient suppliers

1.5 Type of innovation of Local Islamic Food Tourism management

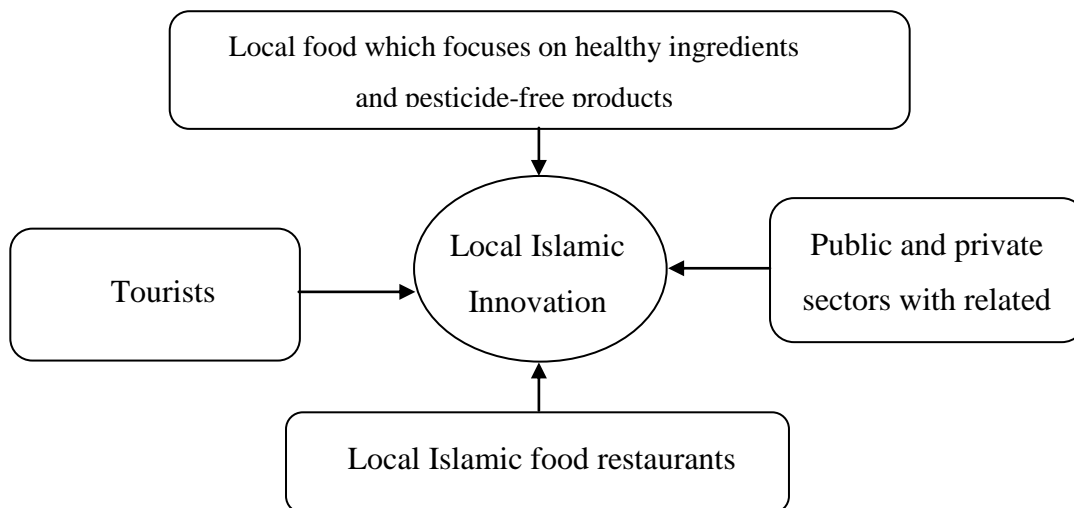
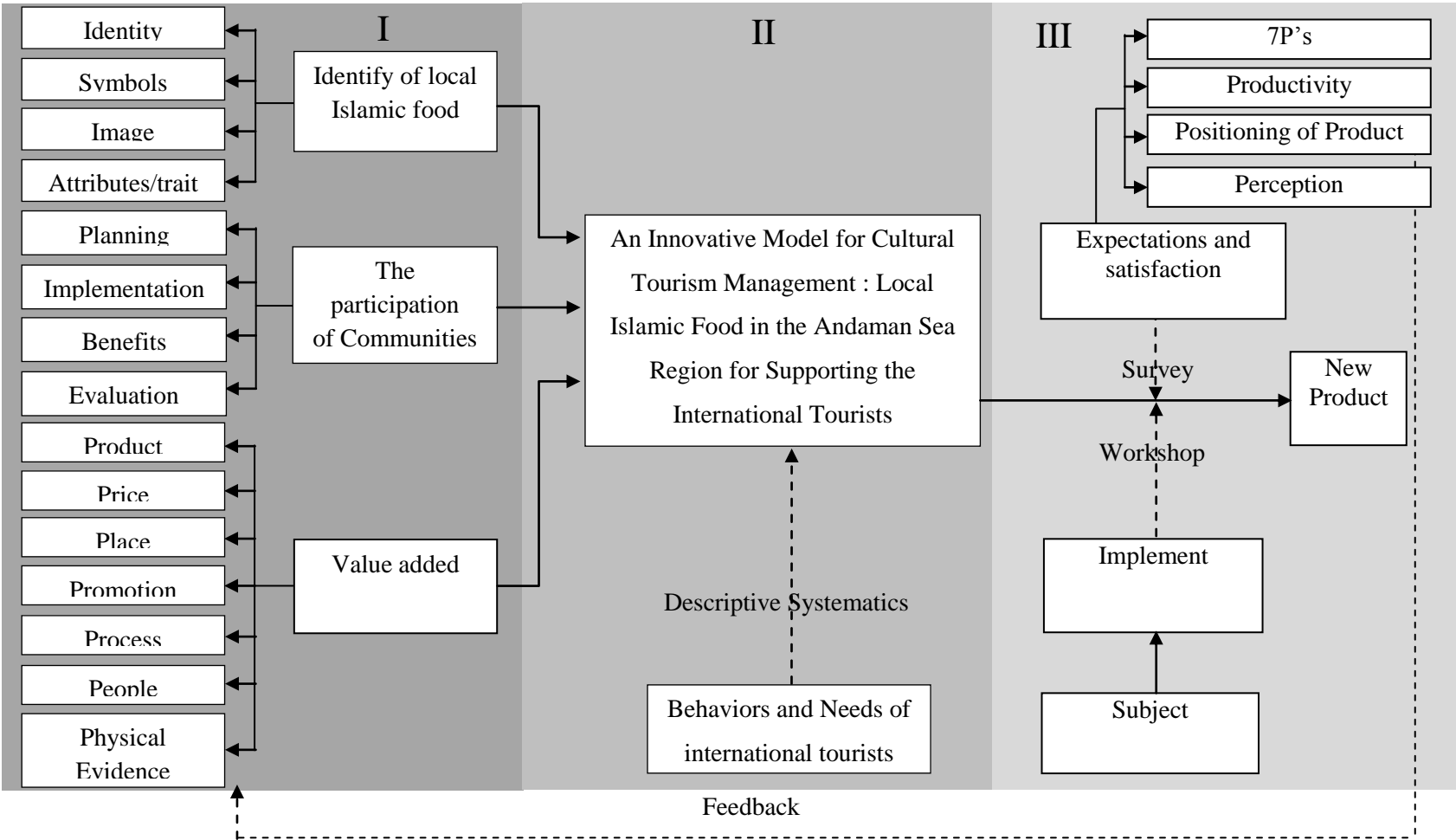


Figure 13 presenting the relationship of local Islamic food with Food Tourism management

According to the picture of Cultural Tourism management of local Islamic food, it must be managed in a way that creates sustainability for the community. This includes cooperation from both the public and private sectors which have the responsibility to develop sustainability; restaurant owners should strive to improve the quality of their establishments and the local image by their service and use of healthy ingredients and pesticide-free agricultural products which, according to the research, is a crucial part in adding value to the community. In addition, in the study area, all agricultural products are natural with non-toxic ingredients, including seafood; this is due to the fertile condition of the area and the cooperation between the business owners and community. Finally, tourists should be well informed about their destination as nowadays many tourists travel without realizing the true meaning of the journey. Therefore, to share knowledge with these tourists is a way to create learning processes and suitable behaviors when travelling, resulting in a positive overall picture of Thailand's tourism industry in the future.

Food Tourism can create sustainable competitiveness in each local area (Hall, 2003; Ritchie and Crouch, 2003).

1.6 Innovative Model of Cultural Tourism Management on the Local Islamic Food in the Andaman Sea for Supporting the International Tourists



Conclusion

This study attempts to establish an innovation model of cultural management for local food products, within the designated study area; in order to cultivate the uniqueness of local Islamic food as well as to satisfy the needs of the international tourist. The model consists of three major procedures. The first procedure identifies local Islamic food, in the context of cultural tourism management; which consists of the identity, symbolism, image, and attributes of Islamic food. These topics represent the uniqueness and cultural significance of Islamic food and its contribution to the area. The second procedure attempts to ascertain the role of the community in generating participation and cooperation with tourism management; through the planning, implementation, benefits and evaluation of community activity. The last procedure attempts to create a value added experience in local Islamic food tourism management, through conscientious employment of the concept of the marketing mix. Under this research context, seven concepts are categorized: Product Development, Price Development, Place Development, Promotion Development, Process Development, People Development, and Development of Physical Evidence. They are described that the Thai crispy rice berry cracker with Halal anchovy was selected as the product in this study to undergo the innovation model of cultural management.

With above described of the result of study that Thai crispy rice crackers with anchovies would be a best practice product under the identity of particular study area. This created the cooperation among people within the community through their planning, implementation, benefits and evaluation of the outcome. The concept of Product Development creates the image of good health, and may be interpreted as symbolic for food, starfish, and the moon. Price Development creates standardization of pricing in the community, especially for those international tourists. Place Development identifies the point of sale; such as convenience stores within the Prunai municipality, located within the study area. Promotion development endeavors to create confidence and trust among international tourists as consumers. Process Development represents the preparation of the Thai crispy rice crackers with anchovies would incorporate the true Halal process, performed by Muslim chefs. The next development in the study, People Development; addresses the mixture of the local Muslim community with the target market, the international tourist. This could create

the great value of local Muslim community among international tourists. The last development is that of Physical Evidence Development, in which the concept '*Easy to go around the word*' has been created.

The results of the implementation study found that Thai crispy rice crackers with anchovies is one of the best products to use for this research area. The implementation study was divided into two parts; the expectations of the local community and the satisfaction of international tourists regarding Thai crispy rice crackers with anchovies and both were presented with significant outcomes.

The overall expectations of the local community regarding Thai crispy rice crackers with anchovies were at the high level ($\bar{X}=4.22$); examining the highest to lowest ratings indicate that most of the local community have the highest expectations for Thai crispy rice crackers with anchovies in terms of process ($\bar{X}=4.52$), product ($\bar{X}=4.37$) and the perception of the product ($\bar{X}=4.35$) respectively. Moreover, the study further disclosed that the overall satisfaction of international tourists toward Thai crispy rice crackers with anchovies was at the highest level of ($\bar{X}=3.96$). When examining the highest to lowest ratings, the data indicates that most international tourists' satisfaction is concerning having the feel of an authentic tourist experience ($\bar{X}=4.23$), health concerns ($\bar{X}=4.03$), value and quality ($\bar{X}=3.96$), sensory attributes ($\bar{X}=3.86$) and method of preparation and cooking ($\bar{X}=3.63$) respectively.

Further investigating the highest level of the overall expectations of the local community regarding Thai crispy rice crackers with anchovies, it was found that the process involving Thai crispy rice crackers with anchovies was the first area of concern of the local community and lot of attention has been focused on it. The reason behind this attention is due to all the community being Muslim so they are very much concerned about Halal, therefore, the production process of Thai crispy rice crackers with anchovies should be in line with the principles of Halal food as well. The second attribute that most of the local community was concerned about was product. The product in this sense refers to anchovies which represent their local community. The result of this concern has brought them to the idea of creating a logo for Thai crispy rice crackers with anchovies that could represent the identity of their community. Therefore, the logo of Thai crispy rice crackers with anchovies in this study was presented with a Muslim identity as the core concept. Perception was the third highest attribute which held the interest of most of the

local community. Most of the local community wanted to use Thai crispy rice crackers with anchovies to play an important role in others' perception of the community. They expressed the opinion that Thai crispy rice crackers with anchovies should be developed with as a high-quality processed food product in line with the principles of Halal food. Thai crispy rice crackers with anchovies could help consumers to be able to eat food products with confidence that they met safety standards.

For the most part, the results of international tourists' satisfaction regarding Thai crispy rice crackers with anchovies were presented in the highest level. It showed that most international tourists were satisfied with Thai crispy rice crackers with anchovies in terms of Authentic Tourist Experience. The sense of this authenticity can be defined in terms of all the information about Thai crispy rice crackers with anchovies which could be searched with the use of technology, the Internet, or even online social networks. Moreover, tourists also can be encouraged to consume Thai crispy rice crackers with anchovies by word of mouth. There should be development and implementation of easy to buy souvenirs of high-quality, processed products of Thai crispy rice crackers with anchovies in order to present the identity of the area as well.

The result of this study to expand the awareness of both the researcher and the local community in terms of a presentation process of Thai crispy rice crackers with anchovies through Internet online social networks that could be a significant tool for international tourists. Moreover, the first step of product development from the local community's perspective is product establishment and presentation via Internet, online and social networks consecutively; this could establish a reputation for Thai crispy rice crackers with anchovies and raise awareness among international tourists. Next, it was found that most international tourist are very concerned with health and the quality of products, hence, the study has introduced Riceberry an appropriate-health conscious product. Riceberry is a rice product which is made from a cross-breeding between Hom Mali (Jasmine 105) rice and Hom Nil (Black Fragrant) rice, which is high in antioxidants, including beta carotene, Gamma - Orion Oryzanol, vitamin E, tannins, zinc, folate, and low in glycemic index. Therefore, the researcher studied further to develop Thai crispy rice crackers with anchovies by using Riceberry, the results show that most international tourists were satisfied and willing to consume this product. Finally, the research has created an innovative product of Thai crispy rice crackers with

anchovies containing Riceberry and genuine Halal anchovies in order to establish an identity for the Muslim community in Thailand along with addressing real health concerns of international tourists of every nationality so that they can consume healthy food which is also tasty.

2. Suggestions

According to the research, there were exterior factors which could not be controlled during the conducting of the research. Therefore, to continue further research following the same research objectives, the researcher then gives the following suggestions:

2.1 Related sectors should support Phang Nga province in this area as it has potential in manufacturing pesticide-free vegetables and seafood along with processed food manufactured as souvenirs.

2.2 Further study involving tourists' preferences in local food should be conducted for further development in local food catering.

2.3 Other locations apart from the Andaman Islands should be studied such as the Northern part of Thailand or Bangkok for further development of Cultural Tourism management of local Islamic food in every part of Thailand.

2.4 Differences between Cultural Tourism management of local Islamic food in Malaysia and Indonesia should be conducted for further study in developing tourism in Thailand due to Malaysia and Indonesia's similar geography to Thailand's and Islam being a major religion there.

2.5 Further study regarding various types of Halal Food Tourism management in Thailand should be conducted to enhance Thailand's competitiveness in the international market. Apart from increased revenues, it would also create trust among Islamic tourists to help make Thailand become a major destination for international tourists.

2.6 Continued collection of data on international tourists for an additional year for more detailed data. Also, geographical data, tourism behaviors and tourists' satisfaction should be studied for further development to promote satisfaction among international tourists.