

## REFERENCES

- Alba, J.W., & Williams, E.F. (2013). Pleasure principles: A review of research on hedonic consumption. **Journal of Consumer Psychology**, **23**(1), 2-18.
- Al-Qaradawi, Y., et al. (1995). **The Lawful and the Prohibited in Islam (Al-Halal Wal-Haram Fil Islam)**. Kuwait: Al Faisal Press.
- Amabile, T.M., Conti, R., Coon, H., Lazenby, J., & Herron, M. (1996). Assessing the work environment for creativity. **Academy of Management Journal**, **39**, 1154-1184.
- Aua-chongprasit, S. (2006). **Strategic tourism management**. Bangkok: Nawatasarn.
- Avermaete, T., & Viaene, J. (2002). **On innovation and meeting regulation: the case of the Belgian food industry**. Retrieved June 25, 2013, from <http://www.scholar.google.co.th/scholar?q>
- Bachok, S., Chik, C.T., Sulaiman, S., Baba, N., & Aziz, A. (2011). **Consumer Perception Towards Halal Logo on Food Packaging**. Retrieved June 25, 2013, from <http://www.scholar.google.co.th/scholar?q=Consumer++Perception>
- Blackler, F. (2002). **Knowledge, knowledge work, and organizations**. Retrieved June 25, 2013, from <http://www.books.google.co.th/books?hl=th&lr=&id>
- Boniface, P. (2003). **Tasting tourism: Travelling for food and drink**. Burlington, VT: Ashgate Publishing.
- Borden, N.H. (2007). **The concept of the marketing mix**. Retrieved June 25, 2013, from <https://www.commerce.uct.ac.za/Managementstudies/Courses/BUS2010S/2007/Nicole%20Frey/Assignments/Borden,%201984The%20concept%20of%20marketing.pdf>
- Boyne, S., Williams, F., & Hall, D. (2002). On the trail of regional success: Tourism, food production and the Isle of Arran Taste Train. In G. Richards, & A.M. Hjalager (Eds.). **Tourism and Gastronomy**. (pp. 91-114). London: Routledge.

- Bradford, G., Gary, M., & Wallach, G. (2000). **The politics of cultural: Policy Perspectives for individuals, Institution and Communities.** New York: New Press.
- Breschi, M.S. (1999). **Mobility of skilled workers and co-invention networks: An anatomy of localized knowledge flows.** Oxford: Oxford University Press.
- BTA. (2007). **Bi-national Tourism Alliance.** Retrieved September 26, 2012, from <http://www.btapartners.com/about.htm>
- Buhalis, D. (2000). Marketing the competitive destination in the future. **Tourism Management, 21**(1), 97-116.
- Burusnukul, P., Binkley, M., & Sukalakamala, P. (2011). Understanding tourists' patronage of Thailand foodservice establishments. **British Food Journal, 113**(8), 965-981.
- Chairat, P. (2004). **Module 1: Introduction to innovation development; Innovation development for executives.** Bangkok: National Innovation Department, Ministry of Science and Technology.
- Chanachai poowapat, S. (2011). **Word of mouth communication: sophisticated media. Bangkok: HuachiewChalermprakiet University.** Retrieved July 19, 2011, from [http://commarts.hcu.ac.th/article\\_1.html](http://commarts.hcu.ac.th/article_1.html)
- Chang, R.C.V, Kivela, J., & Mak, A.H.N. (2011). Attributes that influence the evaluation of travel dining experience: When East meet West. **Tourism Management, 32**, 307-316.
- Channey, S., & Ryan, C. (2012). Analyzing the evolution of Singapore's World Gourmet Summit: An example of gastronomic tourism. **International Journal of Hospitality Management, 31**, 309-318.
- Chantawanich, S. (2006). **Qualitative reserch methods.** 4<sup>th</sup> ed. Bangkok: Chulalongkorn University.
- Chaudry, M.M. (1992). Islamic Food laws: Philosophical basis and practical implications. **Food Technology, 46**, 92-104.
- Chen, T., & Hsieh, Y. (2008). Using immune-based genetic algorithms for single trader's periodic marketing problem. **Mathematical and Computer Modelling, 48**(3-4), 420-428.

- Cheng, S., Hu, H., Fox, D., & Zhang, Y. (2012). Tea Tourism development in Xinyang, China: Stakeholders' view. **Tourism Management Perspectives**, 2(3), 28-34.
- Christensen, C.M. (1997). **The Innovators Dilemma: when new technologies cause great firms to fail**. Boston, Massachusetts: Harvard Business School Press.
- Chuenupakaranan, T. (2005). **Tourism Management for Sustainable Historical Tourism in Lopburi**. Master's Thesis in Urban and Regional Planning, Faculty of Architecture, Chulalongkorn University.
- Cohen, E. (1972). Toward a sociology of international tourism. **Social Research**, 39, 174-182.
- \_\_\_\_\_, & Avieli, N. (2004). Food in tourism attraction and impediment. **Annals of Tourism Research**, 31(4), 755-778.
- Cohen, J.M., & Uphoff, N. (1980). **Participation 'S Place in Rural Development: Seeking**. Retrieved December 20, 2012, from <http://www.sciencedirect.com/science/article/pii/>
- College of Population Studies, Chulalongkorn University. (2013). **Statistic of Muslim population 2010**. Retrieved August 3, 2013, from <http://www.cps.chula.ac.th/>
- Crosby, L.A., & Stephens, N. (1987). Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry. **Journal of Marketing Research**, 24(4), 404-411.
- Department of Foreign Trade of Tehran. (2011). **Halal tourism**. Retrieved July 27, 2013, from [www.depthai.go.th/DEP/DOC/54/54001251.pdf](http://www.depthai.go.th/DEP/DOC/54/54001251.pdf)
- Department of International Trade Promotion, Tehran. (2011). **Halal Tourism**. Retrieved May 15, 2013, from <http://www.depthai.go.th/DEP/DOC/54/54001251.pdf>
- Department of Tourism. (2011). **Halal Standard on Thailand Tourism**. Retrieved June 25, 2013, from <http://www.halinst.psu.ac.th/index.php>
- \_\_\_\_\_. (2011). **Standards of Halal food tourism in Thailand**. Retrieved July 8, 2012, from <http://www.halinst.psu.ac.th/index.php>

- Department of Tourism. (2011). **Tourist statistic**. Retrieved July 30, 2013, from <http://www.123.242.133.6/tourism/th/home/tourism.php?id=11>
- Department of Tourism, & Ministry of Tourism and Sports. (2004). **Food service standard for tourism**. Bangkok: Media Press.
- \_\_\_\_\_. (2007). **Summary of income from international and domestic Thai tourism in Andaman provinces**. Retrieved July 8, 2013, from <http://www.mots.go.th/main.php?filename=index>
- Department of Tourism, & Ministry of Tourism and Sports. (2011). **Popular destinations in the South of Thailand among international tourists**. Retrieved July 8, 2012, from <http://www.kasikornresearch.com/TH/K-EconAnalysis/Pages/Search.aspx?cid=>
- Drucker, P.F. (1985). **Innovation and Entrepreneurship: Practice and Principles**. London: Butterworth - Heinemann.
- Du Rand, G.E., Heath, E., & Alberts, N. (2003). The role of local and regional food in destination marketing: a South African situation analysis. **Journal of Travel & Tourism Marketing**, 14(3/4), 97-112.
- El Mouelhy, M. (1997). **Food in the Quran**. Retrieved July 26, 2012, from <http://www.geocities.com/Athens/Acropolis/1950/quran.htm>
- Erbil, C. (2001). **Why is slaughtering animals prescribed as it is?** Retrieved August 26, 2013, from <http://www.afi.org.uk/miscon/G2SLAU1.htm>
- Erwin, W. (1976). **Participation Management: Concept Theory and Implementation**. Atlanta: Georgia State University.
- Failte, I. (2010). **National Food Tourism Implementation Framework 2011-2013**. Retrieved July 26, 2013, from [http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/3\\_Research\\_Insights/1\\_Sectoral\\_SurveysReports/FoodTourismImplementationFramework.pdf](http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/3_Research_Insights/1_Sectoral_SurveysReports/FoodTourismImplementationFramework.pdf)
- Fornaroff, A. (1980). **Community involvement in Health System for**. Geneva: WHO.
- Gatignon, H., Tushman, M., Smith, W., & Anderson, P. (2002). A Structural Approach to Assessing Innovation: Construct Development of Innovation Locus, Type and Characteristics. **Management Science**, 48(9), 23-1103.

- Getz, D., & Brown, G. (2006). Critical success factors for wine tourism regions: a demand analysis. **Tourism Management, 27**, 146-158.
- Godfrey, K., & Clarke, J. (2000). **The Tourism Development Handbook: A Practical Approach to Planning and Marketing**. London: Continuum.
- Goldsmith, R.E. (1999). The Personalised Marketplace: Beyond the 4Ps. **Marketing Intelligence and Planning, 17**(4), 178-185.
- Gunasekara, R.B., & Momsen, J.H. (2006). Amidst the misty mountains: The role of tea tourism in Sri Lanka's turbulent tourist industry. In L. Jolliffe (Ed.). **Tea and tourism: Tourists, traditions and transformations**. (pp. 71-83). Clevedon: Multilingual Matters & Channel View Publications.
- Halal Institute. (2013). **Halal institute, SongkhlaNakarin university for tourism 2013**. Retrieved July 27, 2013, from <http://www.halinst.psu.ac.th/index.php?option=com>
- Hall, C.M. (2002). Local initiatives for local regional development: The role of food, wine and tourism. In E. Arola, J.K. Arkk.ainen, & M. Siitari (Eds.). **Tourism and well-being**. (pp. 47-63). Finland: Jyv.askyl.a Polytechnic.
- \_\_\_\_\_. (2005). Biosecurity and wine tourism. **Tourism Management, 26**, 931-938.
- \_\_\_\_\_, & Mitchell, R. (2000). We are what we eat: Food, tourism and globalization. **Tourism, Culture and Communication, 2**(1), 29-37.
- \_\_\_\_\_. (2001). Wine and food tourism. In N. Douglas, N. Douglas, & R. Derrett (Eds.). **Special interest tourism: Context and cases**. (pp. 307-329). New York: John Wiley.
- Hall, M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). **Food tourism around the world: Development, management and markets**. (pp.112-119). Oxford: Butterworth- Heinemann.
- Hamsupo, S. (2000). **Tourism Sociology**. Bangkok: O.S. Printing House.
- Harris, M. (1974). **Cows, Pigs, Wars and Witches: The Riddles of Culture**. USA: Vintage Press.

- Henderson, J.C. (2003). Managing Tourism and Islam in Peninsular Malaysia. **Tourism Management** 24, 447–456.
- \_\_\_\_\_. (2009). Food tourism reviewed. **British Food Journal**, 111(4), 317-326.
- Hjalager, A.M. (2003). **What do tourists eat and why? Towards a sociology of gastronomy and tourism.** Italy: [n.p].
- Hornig, J.S., & Tsai, C.T. (2010). Government websites for promoting East Asian culinary tourism : A cross-national analysis. **Tourism management**, 31, 74-85.
- Hsieh, J., Hsieh, Y., Chiu, H., & Feng, Y. (2012). Post-adoption switching behavior for online service substitutes: A perspective of the push–pull–mooring framework. **Computers in Human Behaviour**, 28(5), 1912-1920.
- Hu, Y., & Ritchie, J. (1993). Measuring destination attractiveness: A contextual approach. **Journal of Travel Research**, 32(2), 25-35.
- Huang, L., & Wang, Y. (2005). In-depth exploitation of tea cultural tourism & leisure in Meijiawu China. **Journal of Special Zone Economy**, 12, 145-146
- Hudson, S. (2008). **Tourism and Hospitality Marketing: a global perspective.** New York: Sage Publications.
- Hughes, H. (1996). Redefining Cultural Tourism. **Annals of Tourism Research**, 23, 707-709.
- Ignatov, E. (2003). **The Canadian culinary tourists: how well do we know them?** Canada: University of Waterloo.
- \_\_\_\_\_, & Smith, S. (2006). Segmenting Canadian Culinary Tourists. **Current Issues in Tourism**, 9(3), 235-255.
- Irma, T. (2007). Maslow's hierarchy and food tourism in Finland: five cases. **British Food Journal**, 109(9), 721-734.
- Jeffrey, W.S., Linda, B., & Donald, Z. (2008). Key challenges in wine and culinary tourism with practical recommendation. **International Journal of Contemporary Hospitality Management**, 20, 303-312.
- Jenkins, O. (1999). Understanding and measuring tourist destination images. **International Journal of Travel Research**, 1(1), 1-15.

- Jolliffe, L. (2003). The lure of tea: history, traditions and attractions. In C. Hall, L. Sharples, & R. Mitchell (Eds.). **Food tourism around the world: Development, management and markets.** (pp. 155-163). Oxford: Butterworth-Heinemann.
- . (2007). **Tea and tourism: Tourists, traditions and transformations.** Clevedon: Multilingual Matters & Channel View Publications.
- Joshi, H., & Srivastava, R.K. (2011). Capturing Rural Market with Customization of Marketing Mix. **Sian Journal of Technology & Management Research**, 1(2), 57-63.
- Kaewmeesri, N. (1998). **Community Participation Evaluation on Health Policy in Rural Communities.** Chiangmai: Chiangmai University.
- Kamali, M.H. (2011). **Tourism and the Halal Industry: A Global Shariah Perspective.** Kuala Lumpur, Malaysia: [n.p.].
- Kamkaen, N., et al. (2013). **Tourism for food guide and learning.** Retrieved May 20, 2014, from <http://www.gastronomicthai.org/home/>
- Karnpeng, S. (2002). Pattern of Collaboration in Educational Institution. **Academic Journal**, 4, 9-10.
- Katz, R. (2003). **Strategic Brand Management.** New Jersey: Prentice Hall.
- Kim, Y.G.K., Eves, A., & Scarles, C. (2013). Empirical verification of a conceptual model of local food consumption at a tourist destination. **International journal of Hospitality Management**, 33, 484-489.
- Kittiyakul, S. (1999). **Factors Related to Communities Participation in Environmental Conservation.** Bangkok: Kasetsart University.
- Kivela, J., & Crotts, J.C. (2001). **Principles of marketing.** 9<sup>th</sup> ed. Upper Saddle River, N.J: Prentice-Hall.
- . (2006). Tourism and gastronomy: gastronomy's influence on how tourists experience a destination. **Journal of Hospitality and Tourism Research**, 30(3), 354-377.
- Kongsat, S., & Tammawong, T. (2008). **Determining the validity of questionnaire (IOC).** Retrieved July 30, 2013, from [http://www.mcu.ac.th/site/articlecontent\\_desc.php?article\\_id=656&articlegroup\\_id=146](http://www.mcu.ac.th/site/articlecontent_desc.php?article_id=656&articlegroup_id=146)

- Kotler, P. (1999). Marketing In The Network Economy. **Journal of Marketing**, 63(Special issue), 55-67.
- \_\_\_\_\_. (1999). **Kotler on Marketing**. New York: Simon & Schuster.
- \_\_\_\_\_. (2003). **Marketing Management**. 11<sup>th</sup> ed. New Jersey: Prentice Hall
- \_\_\_\_\_, & Gertner, D. (2002). Country as brand, product and beyond: A place marketing and brand management perspective. **Journal of Brand Management**, 9(4-5), 249-261.
- \_\_\_\_\_, & Keller, K.L. (2006). **Marketing Management**. 12<sup>th</sup> ed. N.J: Prentice-Hall.
- Lamb, C.W., Hair, J.F., & McDaniel, C. (2001). **Esstentials Marketing**. America: South-Western College.
- Lan, L.W., Wu, W.W., & Lee, Y.T. (2012). Promoting Food Tourism with Kansei Cuisine Design. **Procedia – Social and Behavioral Sciences**, 40, 609-615.
- Leslie, D., & Sigala, M. (2005). **International Cultural Tourism**. London: Frances Printer.
- Li, W. (2007). Tea cultural tourism: a new model of cultural eco-tourism-Case study on the tea cultural eco-tourism in Yunnan. **Academic Exploration**, 1, 137-140.
- Lithipakdee, B. (1985). **Community Collaboration in Primary Healthcare: Village Case Study**. Master's Thesis in Social Administration, Thammasat University.
- Lopez-Guzman, T., & Sanchez-Canizares, S. (2010). Culinary tourism in Cordoba. **British Food Journal**, 114(2), 168-179.
- Lorlohakarn, S. (2004). Innovative knowledge transformation to property. **Innovative Dome**, 1(2), 6-7.
- Lovelock, C., & Wright, L. (2002). **Principle of service Marketing and Management**. New Jersey: Pearson Education.
- Lundvall, B.A. (1992). **National Systems of Innovation: Towards a Theory of Innovation and Interactive Learning**. London: Frances Pinter.
- MacCannell, D. (1973). Staged authenticity: arrangement of social space in tourist settings. **The American Journal of Sociology**, 79(3), 589-603.

- Mak, A.H.N., Lumbers, M., Eves, A., & Chang, R.C.Y. (2012). Factors influencing tourist food consumption. **International Journal of Hospitality Management**, **31**, 928-936.
- Manager Online. (2013). **Creative tourism and local community experience in nature, "RaiKhun Mon"**. Retrieved May 20, 2014, from <http://www.manager.co.th/travel/viewnews.aspx?NewsID=9560000107297>
- Maneenate, T. (2010). **Thailand study for tourism**. 2<sup>nd</sup> ed. Bangkok: Odeon Store.
- Marcel, M., & Zdenko, C. (2003). **Food marketing in the function of tourist product development**. **British Food Journal**, **105**(3), 175-192.
- Mathieson, A., & Wall, G. (1982). **Tourism: Economic, Physical and Social Impacts**. London: Longman.
- McAdams, C.R., Foster, V.A., & Ward, T.J. (2007). Remediation and dismissal policies in counselor education: Lessons learned from a challenge in federal court. **Counselor Education & Supervision**, **46**, 212-229.
- Mcintosh, R.W., & Goeldner, C.R. (1986). **Tourism: Principles, Practices and Philosophies**. 5<sup>th</sup> ed. New York: John Wiley & Sons.
- Medjoudj, R., Aissani, D., & Hain, K.D. (2013). Power customer satisfaction and profitability analysis using multi-criteria decision making methods. **International Journal of Electrical Power & Energy Systems**, **45**(1), 331-339.
- Meler, M., & Cerovic, Z. (2003). Food marketing in the function of tourist product development. **British Food Journal**, **105**(3), 175-192.
- Michale, M.C. (1989). **Tourism Marketing**. New York: Van Nostrand Reinhold.
- Mickler, D.L. (2000). **Halal Food ways**. Retrieved July 29, 2013, from <http://www.unichef.com/Halalfood.htm>
- Ministry of Industry. (2012). **The development of Thai's kitchen to global perspective**. Retrieved July 8, 2012, from [www.industry.go.th](http://www.industry.go.th)
- Mitchell, R., & Hall, C.M. (2003). Consuming tourists: food tourism consumer behaviour. In C.M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). **Food tourism around the world: Development, management and markets**. (pp. 60-80). Oxford: Butterworth-Heinemann.

- Mole, V., & Elliot, D. (1987). **Enterprising Innovation: An Alternative Approach**. London: Frances Pinter.
- Morgan, N., Stotegraff, R.J., Vorhies, D.W. (2009). Linking marketing capabilities with profit growth. **International Journal of Research in Marketing**, **26**(4), 284-293.
- Morton, J.A. (1971). **Organizaing for Innovation: A Systems Approach to Technical Management**. New York: McGraw-Hill.
- National Bureau of Agricultural Commodity and Food Standards. (2007). **Thailand Ministry of Agriculture and Cooperatives**. Retrieved July 27, 2013, from [http://anchan.lib.ku.ac.th/aglib/bitstream/002/460/1/halal\\_food\\_old1.pdf](http://anchan.lib.ku.ac.th/aglib/bitstream/002/460/1/halal_food_old1.pdf)
- National Innovation Organization. (2008). **Definition of innovation**. Retrieved July 30, 2013, from [http://www.nia.or.th/index.php?section=aboutus&page=strategy\\_definition](http://www.nia.or.th/index.php?section=aboutus&page=strategy_definition)
- National Restaurant Association. (2007). **Restaurant Industry Forecast**. Retrieved July 27, 2013, from <http://www.restaurant.org/research/forecast.cfm>
- Nokandeh, B., Poorhabib, A., Seyedi, S., & Niknafs, M. (2013). Marketing Research Services of Banks and their Impact on Perception of Service Users. **Interdisciplinary Journal of Contemporary Research in Business**, **4**(12), 472-477.
- Norman, U. (1981). **Bureaucratic Reorientation for Participatory Rural Development**. USA: USAID.
- Nopakate, C. (1999). **Tourism industry**. Chiangrai: Faculty of Management Sciences, Chiangrai Rajabhat University.
- Novelli, M., Schmitz, B., & Spencer, T. (2006). Networks, Clusters and innovation in tourism: A UK Experience. **Tourism Management**, **27**, 1141-1152.
- Okumus, B., Okumus, F., & McKercher, B. (2007). Incorporating local in international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. **Tourism Management**, **28**, 253-261.
- Patricia, S. (2008). Tea and coffee trips-The new trend in tourism. **Tea & Coffee Trade Journal**. Retrieved 29 July, 2013, from <http://www.allbusiness.com/consumer-products/food-beverage-productsnonalcoholics/10545567-1.html>

- Pattanaungsa, N. (2002). **Participation Principles, Techniques, and Case Studies**. Bangkok: National Research Council of Thailand.
- Pauwels, K., Erguncu, S., & Yildirim, G. (2013). Winning hearts, minds and sales: How marketing communication enters the purchase process in emerging and mature markets. **International Journal of Research in Marketing**, *30*(1), 57-68.
- Perreault, W.D., Dorden, D.K., & Dorden, W.R. (1979). A Psychological Classification of Vacation Life-styles. **Journal of Leisure Research**, *9*, 208-24.
- Pew Research Center. (2013). **World's Muslim population more widespread than you might think**. Retrieved 15 July, 2013, from <http://www.pewresearch.org/fact-tank/2013/06/07/worlds-muslim-population-more-widespread-than-you-might-think/>
- Philip, K., John, B., & James, M. (1999). **Marketing for Hospitality and Tourism**. New Jersey: Prentice-Hall.
- Pike, S.D. (2009). Destination brand positions of a competitive set of near-home destinations. **Tourism Management**, *30*(6), 857.
- Pimonsompong, C. (2005). **Planning and development of the tourism market**. 5<sup>th</sup> ed. Bangkok: Kasetsart University.
- Plog, S.C. (1974). **Why destination areas rise and fall in popularity**. [n.p.].
- Plummer, R., Telfer, D., Hashimoto, A., & Summers, R. (2005). Beer tourism in Canada along the Waterloo-Wellington Ale Trail. **Tourism Management**, *26*, 447-458.
- Pongsapich, A. (2004). **Research on Development in Community Participation in Environmental Impact Evaluation**. Bangkok: Chulalongkorn Press.
- \_\_\_\_\_. (2005). **Cultural Diversities: Paradigm and Roles of Civil Society**. "Cultural Diversities (Paradigm and Roles of Civil Society)". Bangkok: Chulalongkorn University Press.
- Pongphanich, S. (2001). **"Community Participation" New Frontier of Community and Sustainable Tourism**. Retrieved August 9, 2007, from [http://www.conservation.forest.ku.ac.th/ecotourdb/Cgi-bin/ARTICLE/community\\_participate.asp](http://www.conservation.forest.ku.ac.th/ecotourdb/Cgi-bin/ARTICLE/community_participate.asp)

- Poo-charoen, W. (2007). **The management of innovation, sustainability and sufficiency**. Bangkok: Samlada.
- Ramachandran, V. (2012). **Encyclopedia of Human Behavior**. California: Elsevier.
- Randall, E., & Sanjur, D. (1981). Food preferences: their conceptualisation and relationship to consumption. **Ecology of Food and Nutrition**, **11**(3), 151-161.
- Rapeepat, A. (2003). **Community Participation in Development**. Bangkok: Center for Health Policy Studies.
- Raweerath, M.S., et al. (2010). Development of healthy Thai cuisine based on economic and community context. **Suan Dusit Rajabhat Journal**, **3**(1), 34-42.
- Raynumas, J.S., et al. (2012). **The form of food business in ASEAN, Thailand: A case study of Thailand, Laos and Cambodia**. Bangkok: Suan Dusit Rajabhat University.
- Riaz, M.N. (2001). **Halal Food: An Insight into a Growing Food Industry Segment**. Retrieved 25 July, 2013, from <http://www.icbe-s.org/Halal.htm>
- Richard, G. (1996). Production and consumption of European cultural tourism. **Annals of Tourism Research**, **23**(2), 261-283.
- Richards, G., & Wilson, J. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture? **Tourism Management**, **27**(6), 1209-1223.
- Rudick, J. (2014). **The 8 Ps of Marketing**. Retrieved 15 May, 2013, from <http://www.acacamps.org/campmag/0809/8-.ps-marketing>
- Ruenthongdee, K. (1993). **Factors related to Women Force Collaboration in Development: Case Study in Nikom Union, Thongphaphum, Kanchanaburi**. Bangkok; [n.p.].
- Saereerat, S., et al. (1998). **New era of marketing management**. Bangkok: Teera Film and Sci-tech.
- Samart, M. (2000). **Community Participation in Ecotourism Management for Local Community**. Bangkok: DumrongrachanupapInsitute, Personnel Division, Ministry of Interior.

- Sami'ullah, M. (2001). **The Meat: Lawful and Unlawful in Islam**. Retrieved July 29, 2013, from <http://www.eat-halal.com/articles/0300.htm>
- Schmoll, G.A. (1977). **Tourism Promotion**. London: Tourism International Press.
- Schumpeter, J.A. (1934). **The Theory of economic development: an inquiry into profits, capital, credit, interest and the business cycle**. Cambridge: Harvard University Press.
- Sharples, L. (2008). Book reviews on 'Tea and tourism: Tourists, traditions and transformations'. **Tourism Management**, 8(29), 821-830.
- Shen, Z. (2007). The development of Chinese tea culture and its function in the course of the construction of harmonious society. **Journal of Chizhou Teachers College**, 21(2), 18-21.
- . (2010). Putting place on the menu: The negotiation of locality in UK food tourism from production to consumption. **Journal of Rural Studies**, 26, 105-115.
- Silpjaroo, T. (2010). **Research and statistical analysis with SPSS**. 11<sup>th</sup> ed. Nonthaburi: S.R. Printing Mass Products.
- . (2012). **Research and statistical analysis with SPSS and AMOS**. 13<sup>th</sup> ed. Nonthaburi: S.R. Printing Mass Products.
- Sittichai, Y. (2009). **Celebrity endorsement from tourism authority of Thailand**. Retrieved July 20, 2012, from [http://www.etatjournal.com/upload/295/04\\_Celebrityendorsement.pdf](http://www.etatjournal.com/upload/295/04_Celebrityendorsement.pdf)
- Smith, M.K. (2009). **Issues in Cultural Tourism Studies**. 2<sup>nd</sup> ed. New York: Routledge.
- Somsri, D., et al. (1998). **Value and benefits of Thai food that may promote longevity. Mahidol University**. Bangkok: Thailand Reserch Fund.
- Srinivasan, R., Rangaswamy, A., & Lilieu, G. (2005). Turning adversity into advantage: Does proactive marketing during a recession pay off? **International Journal of Research in Marketing**, 22(2), 109-125.
- Stokes, D., & Wilson, N. (2006). **Small Business Management and Entrepreneurship**. 5<sup>th</sup> ed. London: Thomson.
- Sun, Y. (2005). On analytic hierarchy of tea culture and the tourism development of tea cultural resources. **Market modernization**, 2, 63-64.

- Sung, H.H., Han, K.H., & Min, J.E. (2011). **Ethic Restaurants in the Global Community: A Behavioral Analysis of Restaurant Patrons in the Diffusion of innovation Process.** Retrieved July 27, 2013, from [http://www.wportfolio.wzu.edu.tw/ezfiles/0/1000/academic/60/academic\\_74459\\_4559903\\_29397.pdf](http://www.wportfolio.wzu.edu.tw/ezfiles/0/1000/academic/60/academic_74459_4559903_29397.pdf)
- Techarin, P. (2003). **Collaboration Strategies and methods for Community Development.** Bangkok: Saksopa Printing.
- Telfer, D. (2000). Tastes of Niagara: Building strategic alliances between tourism and agriculture. **International Journal of Hospitality and Tourism Administration**, 1(91), 71-88.
- Telfer, D.J., & Wall, G. (1996). Linkages between tourism and Food Production. **Annals of Tourism Research**, 23(3), 635-653.
- Thai Industrial Standards Institute. (1998). **Basic introduction for 'Halal'.** Bangkok: Thai Industrial Standards Institute.
- The Central Islamic Council of Thailand. (2005). **Halal food standard HTS 1501: 1426 Halal food Manufacturing.** Bangkok: The Central Islamic Council of Thailand.
- The Office of Strategy Management for Southern Province Cluster. (2013). **Comparison of income from tourism in Southern province cluster.** Retrieved July 27, 2013, from <http://www.hotels.com>
- Tourism Authority of Thailand. (2008). **Role and Responsibilities of TAT.** Retrieved June 25, 2013, from [http://www2.tat.or.th/tatinfo\\_duty.php](http://www2.tat.or.th/tatinfo_duty.php).
- TTR weekly staff. (2013). **Muslim market mushrooms.** Retrieved July 15, 2013, from <http://www.ttrweekly.com/site/2013/03/muslim-market-mushrooms/>
- Twaigery, S., & Spillman, D. (1989). An Introduction to Muslim Dietary Laws. **Food Tech**, 43(2), 88-90.
- United State Halal Food Association. (2013). **Characteristics of world's Halal food consumption.** Retrieved August 3, 2013, from <http://www.usshalalassociation.org/halal-market-facts.html>
- Wasee, P. (1989). **Thai Village Crisis and where is the future.** Bangkok: Village Press.

- Vashishla, D.S., & Balaji, B. (2012). Social Cognitive Neuroscience, Marketing Persuasion and Customer Relations. **Procedia - Social and Behavioral Sciences**, **65**(3), 1033-1039.
- Viratchai, N. (2009). Relativity of statistic and research. **Sakthong: Research journal**, **15**(1), 1-13.
- Wanichbancha, K. (2001). **Statistical analysis: Statistic for decision-making**. 5<sup>th</sup> ed. Bangkok: Statistic department, faculty of Commerce and Accountancy Chulalongkorn University.
- \_\_\_\_\_. (2009). **Multivariate data analysis**. Bangkok: Statistic department, Faculty of Commerce and Accountancy, Chulalongkorn University.
- Willson, K.C. (1999). **Coffee, cocoa and tea**. Wallingford: CABI Publishing.
- Wiratchai, N., & Wongwanich, S. (2009). **Research Methodology: Meta-Analysis and Content Analysis**. Bangkok: Office of Education Council, The Prime Minister's Office.
- Wolf, E. (2004). **Culinary tourism: A tasty economic proposition**. Portland, OR: International Culinary Tourism Association.
- Wongmonta, S. (1997). **Advertising principles**. Bangkok: Diamond in business world.
- Worakijpokatorn, R. (2004). **Module 2: Product innovation management process; Innovation management course for executives**. Bangkok: National Innovation Organization, Ministry of Science and Technology.
- Word Muslim Population. (2001). **World Muslim Population**. Retrieved July 9, 2013, from <http://www.alrealism.com/english/others/worldmuslimpopulation.htm>
- World Tourism Organization. (1993). **UNWTO Tourism Highlights**. Retrieved December 20, 2012, from <http://www.mkt.unwto.org/sites/all/files/docpdf/unwtohighlights12enlr.pdf>
- \_\_\_\_\_. (2005). Cultural tourism and poverty alleviation-The Asia-Pacific perspective. **Madrid, Spain**, **15**(2), 97-184.
- Wurzburger, R., et al. (2009). **Creative Tourism: A Global Conversation: How to Provide Unique Creative Experiences for Travelers Worldwide**. Santa Fe: Sunstone Press.

- Wutthimathee, Y. (1983). **Community Development from Theories to Practices.**  
Bangkok: Bangkok Blocks Limited Partnership.
- Yamane, T. (1973). **Statistics: An Introductory Analysis.** 3<sup>rd</sup>ed. New York:  
Harper International.
- Yang, Z. (2007). Tea culture and Sino-American Tea connections. **Chinese  
American Studies, 2**, 8-14.
- Yu, Y. (2005). Contemporary history and future direction of Chinese tea culture  
research. **Journal of Jiangxi Social Science, 7**, 7-18.