

APPENDIX C

- Questionnaire for Local Population and International Tourists in the Study Areas**
- Questionnaire related to the expectations of local populations and tourists' satisfaction towards for Thai crispy rice cracker with anchovy**
- Guidelines for Interview Questions about identity, participation, value-added of Koh Panyee and Koh Yao Community**

Questionnaire for local population in the study areas

An Innovative Model for Cultural Tourism Management: Local Islamic Food in the Andaman Sea Region for Supporting the International Tourists

This questionnaire was used to collect data for the research project “Innovative Model of Cultural Tourism Management related to Local Islamic Food along the Andaman Sea for Supporting International Tourists.”

The research objectives were to study the identity of local Islamic food, the participation of local populations and relevant sectors in cultural tourism management related to local Islamic food, and value-adding under cultural tourism management related to local Islamic food. Data from this questionnaire may be analyzed and used for further study and other benefits in the future.

Directions: This questionnaire is divided into 5 parts.

Part 1: General information of local population

Part 2: The identity of local Islamic food

Part 3: Participation in cultural tourism management related to local Islamic food

Part 4: Value-adding under cultural tourism management related to local Islamic food

Part 5: Suggestions

Note: “Andaman Sea” in this study refers to the areas along the shoreline of the Andaman Coast on Yao and Panyee Islands

“Food” refers to local Islamic food

Part 2: The identity of local Islamic food

Directions: Please tick ✓ in the box that most corresponds with your opinion. What are the levels of participation related to factors of local Islamic food identity that influence the overall participation of local populations in cultural tourism management of local Islamic food in the community.

Factors related to the identity of local Islamic food identity, which influence the participation of local populations in cultural tourism management of local Islamic food in the community	Level of participation				
	Highest	High	Moderate	Low	Lowest
1. The identity of local Islamic food					
1.1 Your community has created a unique identity for local Islamic food in order to promote tourism in your area.					
1.2 Local Islamic food in your community has a unique appearance and taste that present the characteristics of your local community.					
1.3 You can clearly explain the identity of local Islamic food in your community.					
2. The symbol of local Islamic food					
2.1 Local Islamic food in your community presents the original symbolism and culture of your local population.					
2.2 The Halal Food symbol is clearly shown in your local Islamic food restaurants.					
2.3 There is evidence of the Clean Food Good Taste Practice in your local Islamic food restaurants.					
2. The image of local Islamic food					
3.1 Local Islamic food in your area is popular to tourists in terms of its health benefits.					
3.2 Local Islamic food in your area is popular to tourists in terms of the food preparation and cooking processes used. The food is in line with the principles of Halal food.					
3.3 Your community has created images of local Islamic food through a variety of public relations strategies so as to be well known to tourists					

Factors related to the identity of local Islamic food identity, which influence the participation of local populations in cultural tourism management of local Islamic food in the community	Level of participation				
	Highest	High	Moderate	Low	Lowest
1. Characteristics of local Islamic food					
4.1. The taste and the characteristics of local Islamic food have been developed to enable international tourists to consume it.					
4.2 The good taste of local Islamic food attracts tourists and makes them choose to eat that food.					
4.3 The image, management, and presentation of local Islamic food are interesting.					

Part 3: The participation of local populations in tourism management related to local Islamic food

Directions: Please tick ✓ in the appropriate box that most corresponds with your opinion.

Factors related to the participation of local populations in cultural tourism management of local Islamic food	Level of participation				
	Highest	High	Moderate	Low	Lowest
1. Cultural tourism management planning related to local Islamic food					
1.1 You participate with your community in sharing ideas and giving suggestions in developing your community's food tourism.					
1.2 You participate with the community in planning the development of tourist attractions and in improving the public utilities (electricity/water supply/telephone/ Internet) of local Islamic food restaurants to meet acceptable standards.					
1.3 You participate with the community in planning marketing and promotion for food tourism in the area.					

Factors related to the participation of local populations in cultural tourism management of local Islamic food	Level of participation				
	Highest	High	Moderate	Low	Lowest
2. The process of cultural tourism management related to local Islamic food					
2.1 You participate with your community in providing services and conveniences related to transportation, accommodations, food, electricity, water supply, telephones, Internet, and public restrooms around tourist attractions.					
2.2 You participate with your community in giving suggestions to tourists to follow the rules and regulations for maintaining the environment in the community, such as by throwing rubbish into the bin.					
2.3 You participate with your community in improving cultural tourism management services related to local Islamic food.					
3. The benefits of cultural tourism management related to local Islamic food					
3.1 Your community benefits from the improvement of services and conveniences in transportation, accommodations, food, electricity, water supply, telephones, Internet, and public restrooms around tourist attractions.					
3.2 Your community benefits from the improvement of the environment in your community.					
3.3 Your community benefits from the improvement of services to meet international standards for tourists.					
4. Evaluating cultural tourism management related to local Islamic food					
4.1. You participate in monitoring and evaluating your community's development related to its transformation as a food tourism spot.					
4.2 You participate in monitoring and evaluating your community's environment, which is the main aspect of developing sustainable cultural tourism related to local Islamic food.					
4.3 You participate in quality checks of services or in evaluating tourists' attraction to development in your community, your community's adoption of cultural tourism related to local Islamic food.					

Part 4: Value-adding under cultural tourism management related to local Islamic food

Directions: Please tick ✓ in the appropriate box that most corresponds with your opinion.

Factors related to value-adding under cultural tourism management related to local Islamic food	Level of participation				
	Highest	High	Moderate	Low	Lowest
1. Product					
1.1 You participate in catering food in a way that presents the identity of the community.					
1.2 You participate in promoting the quality of cultural tourism related to food.					
1.3 You participate in creating local food menus by using local ingredients.					
1.4 You participate in developing local Islamic food menus in order to increase the value of food products.					
2. Price					
2.1 You participate in setting reasonable prices for local Islamic food. The price of each menu item can be clearly seen by tourists.					
2.2 You set the price of local Islamic food by following standards set by nearby markets.					
2.3 Your food ingredients are cheaper than other places.					
3. Place					
3.1 The number of local Islamic food restaurants in your community is sufficient for the number of tourists each day.					
3.2 The location of local Islamic food restaurants in your community is convenient for tourists.					
3.3 Your community manages route access connections for tourists between land, water, and air.					
4. Promotion					
4.1 Your community has designed leaflets introducing food tourism in the area.					
4.2 Your community creates and distributes information related to cultural tourism of local Islamic food.					

Factors related to value-adding under cultural tourism management related to local Islamic food	Level of participation				
	Highest	High	Moderate	Low	Lowest
4.3 Your community engages with relevant sectors for promoting cultural tourism of local Islamic food.					
4.4 Your community has a website related to food tourism.					
5. Process					
5.1 There is support for cultural tourism of local Islamic food in the community.					
5.2 There is participation in sharing opinions, planning, and developing cultural tourism related to local Islamic food.					
5.3 There is evidence of the promotion of creative learning in the community in line with local wisdom and knowledge.					
5.4 The community pays attention to the systemization of waste disposal.					
6. People					
6.1 Staff involved in food tourism are able to provide help and services to tourists.					
6.2 Staff from the local community show readiness in providing local Islamic food and are polite and willing to provide services.					
6.3 Staff in local Islamic food restaurants have good knowledge of the English language.					
7. Physical Evidence					
7.1 Local Islamic food restaurants are accepted by the local population. The food has also become a major product and attraction for tourists.					
7.2 Local Islamic food is truly a healthy food.					
7.3 The community has designed a holistic rubric for evaluating whether the sale of local Islamic food is compatible with surrounding areas.					

Part 5: Suggestions

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***** Thank you very much for your kind cooperation *****

6. Occupation

1. Government officer / civil servant 2. Employee/ Chief Executive Office
 3. Own business/Self-employed 4. Student / pupil
 5. Other, please specify (.....)

7. Religious

1. Buddhism 2. Mohammedanism
 3. Christianity 4. Other, please specify (.....)

8. Continent

1. Africa 2. Europe
 3. Asian 4. America
 5. Australia 6. Other, please specify (.....)

9. Nationality

Part 2: Tourist Behavior

Instruction: Please put ✓ in the or write down in the blank.

1. How many time have you ever been travel to the Andaman Sea?

1. 1 time (First time) 2. 2times
 1. 3 times 4. Other, please specify (.....)

2. How do you plan your travel trip to the Andaman Sea?

2. Through travel agent
 3. Own arrangement

3. Sources of tourism information

1. Private experiences 2. Newspaper or magazine
 3. Tour company or tour operator 4. Travel articles (Travel guide)
 5. Internet 6. Television program/coverage

4. Your travel to Thailand

1. By yourself 2. With family
 3. With friend 4. With group tour

5. Your main objective to Thailand is

1. Leisured 2. Business
 3. Visiting friend or relative 4. Other, please specify (.....)

6. Transport at destination

1. Private car 2. Coach
 3. Public transportation 4. Other, please specify (.....)

7. Length of trip

1. 1 day 2. 2 days
 1. 3 days 4. Other, please specify (.....)

8. Could you please estimate your total **travel expenses** during stay in the Andaman Sea?

1. Less than 1,000THB per day
 2. 1,001-1,500THB per day
 3. 1,501-2,000THB per day
 4. More than 2,000THB Per day

9. Could you please estimate your expense on Food & Beverage during travel in the Andaman Sea?

1. Less than 500THB per day
 2. 501-1,000THB per day
 3. 1,001-1,500THB per day
 4. More than 1,500THB Per day

10. When you go back to your country, will you recommend people you know to travel to the Andaman Sea in which reputation?

1. Local Islamic Food
 2. The Friendliness of Thai people
 3. Thai Culture
 4. Natural Attractions
 5. The Variety of Tourism Activities
 6. Cost of Living (Value of Money Destination)
 7. Other (please specify.....)

11. Will you come back to travel Andaman Sea in next 1-5 years or not?

1. Yes, I will
 2. No, I will not
 3. Not sure

Part3: Tourists' Needs: Toward Cultural Tourism Management of Food

* **Directions** Please check (✓) the appropriate box that most corresponds with your experience.

- * 1 =Strongly dissatisfied/ 2= Dissatisfied/ 3 = Moderate /
4 = Satisfied/ 5= Strongly satisfied

Level of satisfaction					Aspects of tourists' needs	Level of expectation				
1	2	3	4	5		1	2	3	4	5
1. Sensory Attributes										
					1.1 The appearance, composition, and presentation of food have unique identities, which make the food look interesting and appetizing.					
					1.2 The smell of a food attracts tourists and makes them choose to eat that food.					
					1.3 The tastiness of a menu item attracts tourists to choose that item.					
					1.4 You've been happy while having every meal.					
2. Health Concerns										
					2.1 Food is made from local, organic ingredients.					
					2.2 There is evidence of the Clean Food Good Taste Practice, guaranteeing the safety of consumers' health					
					2.3 The menu has presented a balanced diet and herbal ingredients good for health and prolongation of life.					
					2.4 The menu has been presented by differentiating into foods appropriate for each blood type for the benefit of tourists' health.					
					2.5 There has been a variety of seafood (prawns, shells, crab, fish, and squid), which are fresh, clean, chemical free, and healthy.					
3. Methods of Preparation and Cooking										
					3.1 Preparation of food ingredients follows the standard principles of Halal food.					
					3.2 The food containers are clean and safe.					
					3.3 The cooks are skillful and reliable. Consumers have been able to consume food feeling confident the food is up to the safety standards and in line with the principles of Halal food.					

Level of satisfaction					Aspects of tourists' needs	Level of expectation				
1	2	3	4	5		1	2	3	4	5
					3.4 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.					
4. Values and Quality										
					4.1 The food has a unique identity, which results in aesthetics in taste during the meal.					
					4.2 The value of the food's long inherited history is showcased using interesting themes. The value of the food has been communicated by creating a story, of which the main idea comes from the food's legend.					
					4.3 The food has included all five nutritional food groups that are essential for our body and can be consumed by everybody.					
					4.4 There has been the development of good quality processed food products with their own identity and which are easy to buy as souvenirs.					
					4.5 The quality of the food is appropriate for the price.					
5. Authentic Tourist Experience										
					5.1 Cross-cultural learning at each tourist attraction has conveyed the identity of food wisdom through participation, such as preparing food or eating.					
					5.2 There is cooperation among the local community, the government and private sectors, and stakeholders in presenting food products and services to tourists.					
					5.3 Information on cultural tourism related to food can be searched using technology, the Internet, or online social networks, such as Facebook or YouTube.					
					5.4 Tourists have been encouraged to consume food through word of mouth.					

Part 4: Value added food production

* **Directions** Please answer the following questions.

1. Please give one example of local Islamic food that you're familiar with.
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2. At this time in your travels, what kind of food would you like to try?
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3. As a result of your current travelling experience, what kind of food do you like most? Why?
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4. What kind of food would you prefer: authentic food or food which is prepared to suit tourists from different countries? Why?
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5. What kind of food would you like to be served?
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6. How much would you like to pay for each meal?
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Part 5: Suggestions

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***** Thank you very much for your kind cooperation *****

**Questionnaire related to the expectations of local populations
for Thai crispy rice cracker with anchovy**

This questionnaire was used to collect data for the research project “An Innovative Model for Cultural Tourism Management : Local Islamic Food in the Andaman Sea Region for Supporting the International Tourists.”

The research objectives were to study the expectations of local populations for Thai crispy rice cracker with anchovy. Data from this questionnaire may be analyzed and used for further study and other benefits in the future.

Directions: This questionnaire is divided into 3 parts.

Part 1: General information of local population

Part 2: Marketing factors that affect the expectations of local populations for Thai crispy rice cracker with anchovy

Part 3: Suggestions

Part 1: General information of local population in the study areas

Directions: Please tick ✓ in the box or fill in the following information about yourself.

1. Gender: 1. Male 2. Female
2. Age:.....
3. Marital Status: 1. Single 2. Married
 3. Divorced 4. Other (please specify).....
4. Education: 1. Elementary level or lower 2. Secondary level
 3. Bachelor’s Degree 4. Master’s Degree
 5. Doctoral Degree Other (please specify).....
5. Occupation: 1. Agriculturist 2. Business owner
 3. State enterprise employee 4. Office worker
 5. Government officer 6. Other (please specify).....
6. Monthly income:

<input type="checkbox"/> 1. Less than 10,000 THB	<input type="checkbox"/> 2. 10,001 – 15,000 THB
<input type="checkbox"/> 3. 15,001– 20,000 THB	<input type="checkbox"/> 4. More than 20,000 THB

7. Length of stay in the area:

1. 1 – 5 years 2. 6 – 10 years 3. 11 – 15 years
 4. 16 – 20 years 5. 21 – 25 years 6. Over 26 years

Part 2: Marketing factors that affect the expectations of local populations for Thai crispy rice cracker with anchovy

Directions: Please tick ✓ in the box that most corresponds with your opinion.

Marketing factors that affect the expectations of local populations for Thai crispy rice cracker with anchovy	Level of Expectation				
	Highest	High	Moderate	Low	Lowest
1. Product					
1.1 Thai crispy rice cracker with anchovy should be made from local ingredients which have created a unique identity for local Islamic food and which promote tourism in your area.					
1.2 Thai crispy rice cracker with anchovy should have a unique appearance and taste which present the characteristics of your local community.					
1.3 There should be a logo for Thai crispy rice cracker with anchovy which clearly represents the identity of the community.					
1.4 The Halal food symbol should be clearly shown on Thai crispy rice cracker with anchovy that have been produced by Muslim members of your community.					
2. Price					
2.1 The price of Thai crispy rice cracker with anchovy should be clearly set according to international standards.					
3. Place					
3.1 Your community should distribute Thai crispy rice cracker with anchovy around tourist attractions that are convenient for tourists.					
4. Promotion					
4.1 Your community should engage with relevant sectors in order to promote Thai crispy rice cracker with anchovy to be a food product souvenir.					
5. Process					
5.1 Thai crispy rice cracker with anchovy should showcase local wisdom and knowledge of local food through the participation of local communities.					

Marketing factors that affect the expectations of local populations for Thai crispy rice cracker with anchovy	Level of Expectation				
	Highest	High	Moderate	Low	Lowest
5.2 The production process of Thai crispy rice cracker with anchovy should be in line with the principles of Halal food.					
6. People					
6.1 Staff involved in Thai crispy rice cracker with anchovy should be Muslim or have a good understanding of the process of Halal food production.					
7. Physical Evidence					
7.1 Thai crispy rice cracker with anchovy should be accepted by local populations and recognized as a major product and attraction for tourists.					
8. Productivity					
8.1 Your community should be able to produce Thai crispy rice cracker with anchovy as a suitable souvenir for tourists.					
9. Positioning of brand / Product					
9.1 The characteristics of Thai crispy rice cracker with anchovy should be well developed and have a unique appearance.					
10. Perception					
10.1 Thai crispy rice cracker with anchovy should be developed as a good-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.					

Part 3: Suggestions

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***** Thank you very much for your kind cooperation *****

Questionnaire related to tourists' satisfaction towards

Thai crispy rice cracker with anchovy

This questionnaire was designed to support data analysis and discussion for the research project “An Innovative Model for Cultural Tourism Management : Local Islamic Food in the Andaman Sea Region for Supporting the International Tourists.” This questionnaire focuses on assessing tourists' satisfaction towards Thai crispy rice cracker with anchovy. All responses will be utilized only for data analysis in the said study. The researcher would like to thank participants for their involvement.

Questions are divided as follows:

This questionnaire has divided into 3 parts.

Part 1: General Information

Part 2: Tourists' satisfaction towards Thai crispy rice cracker with anchovy

Part 3: Suggestions

Part 1: General Information

Instruction: Please put ✓ in the or write down in the black.

1. Gender 1. Male 2. Female
2. Ageyear old
3. Marital Status
 - 1. Single 2. Married
 - 3. Divorced or Widowed 4. Separated
4. Education level
 - 1. Lower than bachelor's degree 2. Bachelor Degree
 - 3. Master Degree 4. Doctoral Degree
 - 5. Other, please specify (.....)
5. Monthly income (per month in THB)
 - 1. Less than 10,000THB 2. 10,001-20,000 THB
 - 3. 20,001-30,000THB 4. 30,001- 40,000 THB
 - 5. 40,001-50,000THB 6. More than 50,001 THB

6. Occupation

1. Government officer / civil servant 2. Employee/ Chief Executive Office
 3. Own business/Self-employed 4. Student / pupil
 5. Other, please specify (.....)

7. Religious

1. Buddhism 2. Mohammedanism
 3. Christianity 4. Other, please specify (.....)

8. Continent

1. Africa 2. Europe
 3. Asian 4. America
 5. Australia 6. Other, please specify (.....)

9. Nationality

Part 2: tourists' satisfaction towards Thai crispy rice cracker with anchovy

Directions Please tick ✓ in the box that most corresponds with your opinion:

- * 1 = Strongly dissatisfied/ 2 = Dissatisfied/ 3 = Moderate /
 4 = Satisfied/ 5 = Strongly satisfied

Tourists' satisfaction towards Thai crispy rice cracker with anchovy	Level of satisfaction				
	1	2	3	4	5
1. Sensory Attributes					
1.1 The appearance, composition, and presentation of Thai crispy rice cracker with anchovy have unique identities, which make the food look interesting.					
1.2 The tastiness of Thai crispy rice cracker with anchovy attracts tourists.					
1.3 Thai crispy rice cracker with anchovy are easy to consume and easy to take away.					
2. Health Concerns					
2.1 Thai crispy rice cracker with anchovy are fresh and made from local, organic ingredients.					
2.2 Thai crispy rice cracker with anchovy present herbal ingredients which are good for health.					
3. Methods of Preparation and Cooking					
3.1 Preparation of Thai crispy rice cracker with anchovy ingredients follows the standard principles of Halal food.					

Guidelines for Interview Questions about Identity of Koh Panyee and Koh Yao Community

1. How does the Muslim community preserve its local Muslim food?
2. What was the origin of local Islamic and Halal food?
3. What do you think about the image of local Islamic food in tourists' eye?
4. What is the impact of Local Islamic food in the community?
5. What the community perceive of the food preparation, management process, and Islamic religious belief?
6. In which way do you perceive that the local Islamic food possesses are unique compare to others?

Guidelines questions about the cooperation of Koh Panyee and Koh Yao's communities

1. Planning
 - 1.1 How does the community plan for their management of local Islamic gastronomic tourism?
 - 1.2 Has the community have experience in managing a local Islamic gastronomic tourism before? If yes, in which level (village and district) and how?
 - 1.3 How does the community use the gastronomic plan to link with the related organization?
(TourismThailand, SAO, PAO)
2. Implementation
 - 2.1 Does your community able to implement the management system for local Islamic gastronomic tourism effectively? How?
 - 2.2 How does your community collaborate with the related organization
(Tourism Thailand, SAO, PAO)
 - 2.3 How can your community construct a connection and collaboration in promoting local Islamic gastronomic tourism?
3. Benefit
 - 3.1 In which way does your community benefit from the local Islamic gastronomic tourism?

3.2 Which organizations get benefit from the local Islamic gastronomic tourism in your community?

4. Evaluation

4.1 Does your community have evaluation methods or other measurement processes for local Islamic gastronomic tourism?

4.2 Which organization plays a role in evaluation or follow up operation process for local Islamic gastronomic tourism in your area?

Guidelines questions for value-added local Islamic product for tourism in Koh Panyee and Koh Yao's communities

1. Does your community play a role in storytelling about the origin of local Islamic food that reflects the identity of healthy food community from the local heritage? If yes, please state the reason.

2. Does your community take part in creating local food for tourism from your local heritage? If yes, how?

3. Does your community participate in seeking food that comply a unique, well known, and local ingredients from Koh Panyee and Koh Yao's communities?

4. Does your community participate in awareness in environmental friendly production and preserving limited resources in Koh Panyee and Koh Yao's communities?

5. Does your community develop and add value to the local recipe? If yes, how?

6. How does your community accumulate, develop, and pass on knowledge about local food to other generation and create job opportunity to the local?

7. Does your community able to produce local food for tourism, demonstration, and other occasions?

8. Please give some examples of the local ingredients in your communities that are unique enough to create a local Islamic dish for tourism?

9. Please give some examples of your local food that are popular among tourist and can be developed further into commercial purpose?