

Research Title	Developing Potential of Restaurant Entrepreneurs in Pattaya Using Process of Knowledge Management of Local Wisdom on Foods.
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This research mainly aims to find out the guidelines for developing restaurant entrepreneurs' potential using knowledge management (KM) process on local food wisdom to achieve restaurant business standardized and to enhance Pattaya local foods attractive to tourist recognition. The mixed methodology research was adopted and data collected by sample survey, in-depth interviews, observation, demonstration / experimental cooking by Participate action research, lessons learned from the research activities, and small group discussion process. The quantitative data analysis were derived by statistics mean, standard deviation, ANOVA and multiple comparison test by Scheffe method. For qualitative data analysis were derived by SWOT, content analysis, data synthesis and evaluation the research activities.

The findings revealed the guidelines recommended for developing the potential of restaurant entrepreneurs' potential using knowledge management process on local food wisdom as follows.

1) Developing team works responsible for administration and management the KM of Pattaya local cuisine wisdom.

2) Developing database management systems for storing bodies of all knowledge concerning Pattaya local cuisine wisdom, networking, as well as providing users knowledge.

3) Developing the KM process for Pattaya local cuisine wisdom to define the knowledge management practices and learning activities between entrepreneurs and stakeholders continuously.

4) Developing learning resources for Pattaya local cuisine wisdom to organize the local cuisine wisdom resources and activities service in communities

5) Developing press and marketing promotion for local cuisine businesses in Pattaya to act the publicity campaign events to ensure that all sectors realized and valuated, participated in conservation and succession for Pattaya local cuisine wisdom.