

Abstract

Project ID	SURDI นวท./2559/10
Project Name	Development of unique community food products for improving potential of community enterprise management for community tourism of Thai-Muslim community
Project Leader	Associate Professor Thirawat Chantuk, Ph.D.
Project Duration	1 Year

To conduct this research on development of unique community food products for improving potential of community enterprise management for community tourism of Thai-Muslim community, the researchers defined 3 procedures of method methodology as follows: Procedure 1 – studied on local wisdom of local food production based on identity of Thai-Muslim community; Procedure 2 – developed at least 2 local food recipes representing identity of Thai-Muslim community including the recipe for visitor groups and tourists of Thai-Muslim community and the recipe for events related to tourism and hotel or resort entrepreneur groups; Procedure 3 – developed potential and improve knowledge and abilities of personnel in community enterprise group by managing community enterprise to support tourism on planning tourism program or participating in mutual study trip on creating recipes reflecting identity’s identity.

The results revealed that menu, ingredients, and cooking provided information on producing local food based on identity of Thai-Muslim community leading to development of food products from ingredients found in such community whereas uniqueness of Muslim spices must be conserved in order to enable consumers to experience the taste of Muslim. For developing local recipe representing identity of Thai-Muslim community it could be concluded as follows: 1) For variety of menu, it was required to consider on characteristics of selected food whether it was necessary to have normal menu that was not Muslim food because some Muslim dishes may not be familiar for mass tourists therefore adding normal menu could compensate or add options for consumers. In addition, uniqueness of food from community resources should be maintained and cleanliness should be more emphasized than luxuriousness. For distribution, food should be distributed under “community restaurant” with:1) the recipe for visitor groups and tourists of Thai-Muslim community consisted of: 1.1) unique Muslim food including biryani and soup, i.e., the community restaurant provided meat options for biryani to visitors and tourists including chicken, beef, or goat; 1.2) Local food, for example, fried mackerel with shrimp paste sauce, fried egg with climbing wattle, acacia leave omelet and shrimp in tamarind flavor soup, etc.; 2) The recipe for events related to

tourism and hotel or resort entrepreneur groups including Kurma Ayum served with roti and soup.

The result of potential development for improving knowledge and abilities of personnel in community enterprise on planning tourism program or participating in mutual study trip on creating recipes reflecting identity's identity could be concluded that travel routes of the community could be divided into 3 styles including: Route 1 – Royal Initiative Projects; Route 2 – community's way of life; and Route 3 – natural tourism. From the meeting between the working group and the villagers, they had the consistent opinion on participation in management to conserve tourism resources along with development and consideration on effects against tourism resources that may lead to degeneration of attractions. To develop tourism, it was very necessary to gain cooperation from community by providing some opportunities to stakeholders in community to manage the community's areas and lower poverty while increasing income of local people in order to cause tourism for environmental conservation and sustainable development based on community development.

Keywords: identity, community tourism, Thai-Muslim village, Unique community food products