

**THE NEW PHENOMENON OF SLOW FOOD TOURISM  
DEVELOPMENT: THE EVALUATION OF TOURISTS'  
PERSPECTIVES FOCUSES ON THE PROCESS OF  
ADOPTION, DIFFUSION AND PERCEIVED VALUE**

**Pichsinee Soonsap**


**A Thesis Submitted in Partial  
Fulfillment of the Requirements for the Degree of  
Master of Arts (Integrated Tourism Management)  
The Graduate School of Tourism Management  
National Institute of Development Administration  
2016**

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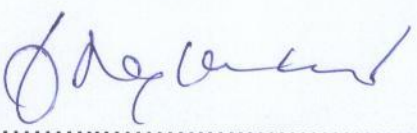
Assistant Professor.......... Major Advisor  
(Suwaree (Ashton) Namwong, Ph.D.)

The Examining Committee Approved This Thesis Submitted in Partial  
Fulfillment of the Requirements for the Master of Arts (Integrated Tourism  
Management).

.......... Committee Chairperson  
(Thitikan Satchabut, Ph.D.)

Assistant Professor.......... Committee  
(Suwaree (Ashton) Namwong, Ph.D.)

Assistant Professor.......... Committee  
(Kanokkarn Kaewnuch, Ph.D.)

Associate Professor.......... Dean  
(Therdchai Choibamroong, Ph.D.)

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## ABSTRACT

<b>Title of Thesis</b>	The New Phenomenon of Slow Food Tourism Development: The Evaluation of Tourists' Perspectives Focuses on the Process of Adoption, Diffusion and Perceived Value
<b>Author</b>	Miss Pichsinee Soonsap
<b>Degree</b>	Master of Arts (Integrated Tourism Management)
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This study explores slow food tourism by analyzing tourists' perspective on how slow food tourism has been developed, including how slow food tourism has been adopted and diffused and evaluate the current market of slow food tourism through value perception. Currently, food development in tourism tends to increase the number of tourists and revenue (Mazza, 2013). Studying about Product Life Cycle (PLC) strategies (Steffens, 2002) and tourists' perceived value (Ashton, Scott and Solmet and Breakey, 2010) help to understand the trend of tourist's perspective and demand. Thus, the result of this study will help to improve slow food tourism marketing strategy, which will directly respond to tourists' needs and expectation.

A qualitative approach was employed and in-depth interview technique was used for data collecting process, and content analysis was used to analyze data. This investigation conducted at the farmers' market located in Chiang Mai and Bangkok of Thailand. The 24 participants were participates and those were the tourists and the member of slow food society who visited the slow food farmer market.

The results revealed that there are three main components to be considered regarding slow food tourism development; firstly, adoption process; secondly, diffusion process; and lastly, perceived value. Firstly, the adoption process reviewed that it included tourists obtained slow food information via social media source, word of mouth from referenced group (friends and family) and magazine or leaflets. While the participants adopted the advantages of slow food; good, clean and fair. Moreover,

the findings shown that the barriers to participant within the slow food phenomenon are includes; a lack of a clear information and distribution; less support from government and association. Secondly, the diffusion process will be included that the tourists made decision to consume and continue to repurchase slow food because they need to taste and experience an authentic food with good quality. They continue to consume healthy food in their daily life after experience and tasted them by either cooking at home or buy it at the restaurant or at the farmers' market where they sell slow food. Lastly, the perceived value reviewed that it included the tourists perceived value based on how slow food provide good image for them. For instance, being healthy person and be part of environment sustainability, for example, slow food ingredient came from seasonal products and support farmer who did not use chemical for growing process). Furthermore, received the good quality of food directly from farmer, and they feel it worth to spend money and time to purchase slow food. In additional, it was found that the slow food phenomenon is at introduction stage. Due to additional recommendation from participants and it need to be promoted and encourage more stakeholders or business owners to provide this healthy product for consumers or tourists.

This study contributes to both academic and managerial implications. For an academic, the researchers can apply this study to develop future research, "the new phenomenon of slow food tourism development: the evaluation of tourists' perspectives focuses on the process of adoption, diffusion and perceived value" comprises of three main components; firstly, adoption process; secondly, diffusion process; and lastly, perceived value. In addition, the results contributed for managerial perspectives; such as hospitality and tourism businesses owners can use this guideline to develop slow food products to meet consumer expectation and meet a high demand within this phenomenon market. For example; to promote through advertising and build customer loyalty, to maintain quality of product for word of mouth and repurchase, to build products' image by using raw materials from farmers directly which is fresh and without chemical, and to provide good service with fair price without over price charge.

## ACKNOWLEDGEMENTS

As journey of master degree's thesis is a long journey which I acknowledged that it is not easy to reach. The thesis titled "the new phenomenon of slow food tourism development: the evaluation of tourists' perspectives focuses on the process of adoption, diffusion and perceived value" would not be accomplished without helps, advices, suggestions, opinions, and supports from many people. First of all, I would like to express my gratitude to my supervisor, **Assistant Professor Dr. Suwaree Ann Ashton** for support, guidance, and help throughout my thesis. Assistant Professor Dr. Suwaree taught and be the best advisor since my Bachelor Degree until I graduated my Master Degree.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Research Background**

Tourism destination development has been developed in many areas; for instance adventure tourism (Addison, 1999; Cater, 2000; Grant, 2001; Millington, Locke and Locke, 2001), cultural tourism (Haven-Tang and Jones, 2005; Lacher, Oh, Jodice and Norman, 2013; Whyte, 2014), wellness tourism (Smith, Deery and Puzko, 2010; Konu, Tuohino and Björk, 2011; Tharakan, 2014), and food tourism (Hall and Mitchell, 2001; Henderson, 2009; Bardhi, Ostberg and Bengtsson, 2010). In this study, the researcher will focus on food tourism in terms of slow food tourism, as there are few research on this topic. The slow food is generally known as a concept of good, clean and fair food which will be part of the development of destination (Pink, 2008; Nilsson, Svard, Widarsson and Wirell, 2011; Semmens and Freeman, 2012; Hatipoglu, 2015). Food has played an increasingly larger role in international tourism, and also been a cultural product by tourism industry in many countries all over the world (Mazza, 2013). Tourists need to understand more about the culinary opportunities and experiences wherever they travel. Food is considered a necessary part of a trip which the tourists can seek uniqueness and authentic experiences by tasting local cuisine, and participating in activities of cooking class or gastronomic events. It is included that food and beverage are becoming main influence for the tourists on deciding their travel destination (Mak, Lumbers and Eves, 2012; Ladapha Pullphothong and Chiranut Sopha, 2013). Moreover, getting an experience and learning about the local cuisine are important to understand more about locally grown and regional identity (Kim, Eves and Scarles, 2009; Smita Mortero and Ladapha Pullphothong, 2013).

Consuming organic, healthy, and high quality diet is becoming a trend which also impacts the tourists' demands during their travelling (Chondarong Tongsong,

2014). To respond the tourists' demand, offering tourists a slow food which focuses on well-being concept and preservation of culinary heritage and environment can improve local products and develop market that benefit both producers and marketers (Sweeney, 2007).

Slow food movement was founded in Italy by Carlo Petrini, the slow food organization since the 1980s (Simonetti, 2012). The concept has attracted global attention with protesting the Americanized fast food and fast life since it has negatively created the big impact on regional cuisine and human lifestyle (Miele and Murdoch, 2002). Moreover, this concept recognizes both producer and consumer sides along the food production system and food consumption. For example, it signifies the characteristics of original food with understanding of where it is from, how it is produced. It also presents the pleasure of food with responsibility and sustainability to preserve food biodiversity and various culinary heritages (Slow Food, 2015). However, it is important to remark that the promoting of slow food focuses on local cuisine of every nation (Gamba, 2013).

In Thailand, slow food started by food producers, chefs, and food lovers who share the same interests and concern about food in 2009. All founders were striving to create awareness about the origin of food where it is from and how it is produced, as well as aiming to create a collective movement for greater change within the food system in Thailand. Slow Food Thailand (2015) aims to create more concerns for Thai of consuming healthy food to live better, and educate them more about Thai culinary heritage. Later on, the Slow Food Youth Network (SFYN) was founded in Thailand as a group of active young generation to create original and engaging events target at raising awareness on food issues (Slow Food Thailand, 2015). The SFYN collaborates with Thailand Creative and Design Center (TCDC) and FACT Collective to arrange events, discussing about slow food with the interested people and tourists (FACT Collective, 2015; Thailand Creative and Design Center, 2015). Nuntnaree Panichkul (2015) stated that Thai people started consume clean and organic food, as well as concerning more about health matter. Consequently, these reasons lead to farmers' market. Additionally, lack of knowledge about Thai food identity influences to the arrangement of farmer's market since most of Thai people do not clearly understand the concept of slow food. Consequently, food consumers and food providers; such as

farmers, restaurants, or stakeholders can learn more about slow food at farmer's market.

The slow food studies can be group into five areas; phenomenon; development; impact; perception; and strategy (as seen in Table 1.1). The majority of slow food contexts are phenomenon and development area.

First, slow food's phenomenon has been discussed in three major issues which are evolution of slow food in terms of historical background, slow food movement, and expanding concept of slow food in food system, tourism and urban setting (Heitmann, Robinson and Povey, 2011; Van Bommel and Spicer, 2011).

Second, the development of slow food is focused similarly to the phenomenon research area. The sustainability of food, urban and tourism are main ideas of slow food development issue (Lumsdon and McGrath, 2011; Hall, 2012; Jung, Ineson and Miller, 2014; Viassone and Grimmer, 2015; Lin and Mao, 2015).

Third, the phenomenon and the development of this movement could be an impact to many factors, as many studies are presented the case of slow food's impact as well. Despite the development topic showed that slow food movement has potentials to develop many factors, the slow food still impact both positive and negative side (De Graaf and Kok, 2010; Lotti, 2010).

Fourth, slow food perception has not yet been widely discussed as it is shown in Table 1.1 The previous research on slow food perception are about consumption, feeling, and motivation of slow food (Lee, 2014; Lee, Scott and Packer, 2014a; Lee, Packer and Scott, 2015).

Lastly, it can be seen from the Table 1.1 that strategy is the least chosen topic to study. The past study normally presented new combination of commercial promotion and political engagement which are new marketing strategies. These strategies gain more benefit for using slow food concept (Simonetti, 2012). Therefore, this is an academic gap that the researcher considers to study on the slow food's strategy.

**Table 1.1** Lists of Slow Food Studies

Author (year)	Phenomenon	Development	Impact	Perception	Strategy
1. Lee, Packer and Scott (2015)				*	
2. Lin and Mao (2015)		*			
3. Viassone and Grimmer (2015)		*			
4. Jung, Ineson and Miller (2014)		*			
5. Lee, Scott and Packer (2014a)				*	
6. Lee, Scott and Packer (2014b)				*	
7. Lee (2014)				*	
8. Hall (2012)		*			
9. Simonetti (2012)					*
10. Heitmann, Robinson and Povey (2011)	*				
11. Lumsdon and McGrath (2011)		*			
12. Van Bommel and Spicer (2011)	*				
13. De Graaf and Kok (2010)			*		
14. Hayes-Conroy (2010)				*	
15. Lotti (2010)			*		
16. Sassatelli and Davolio (2010)	*				
17. Tavanti and Schuering (2010)		*			
18. Bratec (2008)			*		
19. McIlvaine-Newsad, Merrett, Maakestad and McLaughlin (2008)		*			
20. Nevison (2008)			*		
21. Peace (2008)	*				
22. Pink (2008)		*			
23. Schneider (2008)	*				
24. Tam (2008)	*				
25. Walter (2009)			*		
26. Fonte (2006)		*			
27. Hall (2006)	*				
28. Mayer and Knox (2006)		*			
29. Parkins and Craig (2006)			*		
30. Peace (2006)	*				
31. Donati (2005)		*			
32. Knox (2005)	*				

**Table 1.1** (Continued)

<b>Author (year)</b>	<b>Phenomenon</b>	<b>Development</b>	<b>Impact</b>	<b>Perception</b>	<b>Strategy</b>
33. Paxson (2005)			*		
34. Chrzan (2004)			*		
35. Gaytán (2004)				*	
36. Labelle (2004)					*
37. Lauden (2004)	*				
38. Nosi and Zanni (2004)					*
39. Pietrykowski (2004)		*			
40. Jones, Shears, Hillier, Comfor and Lowell (2003)	*				
41. Leitch (2003)	*				
42. Pollan (2003)	*				
43. Chadwick (2002)			*		
44. Miele and Murdoch (2002)		*			
45. Belanger (2001)			*		

With the trend of tourists consuming food with concerns about wellness, slow food has become a product that the managerial sector must serve. Studying on the current situation of slow food in tourism industry by evaluating through the tourists' demand determinants may benefit managerial sector of tourism industry. According to Lambkin and Day (1989), two factors of demand determinants; adoption and diffusion process are determined from the tourists' experience and perception on demand. The customers' perceived value (Ashton, Scott, Solmet and Breakey 2010) can be used to evaluate the tourists' perspectives on food. As the tourists' perspective is impacted on marketing strategy, so current market can analyze tourists' demand to recommend stakeholders how to develop business to respond tourists' needs which can also lead to develop destination.

Based on the aforementioned reasons, it is necessary to study on slow food's market strategy for managerial sector in tourism industry. Since the trend of local experiences and healthiness are quite popular, employed marketing by businesses of

hospitality and tourism industry together with tourists' demand will definitely effect in advantage way. Accordingly, this study focuses on tourists' experience and perception through perspectives on slow food. The managerial sector involved with food can use the strategy from this study to guide and operate businesses responding tourists' demand. It may effect to the sales and profitability effectively for production lines in tourism industry both short-term and long-term.

## **1.2 Justification of the Study**

Currently, food development in tourism tends to increase the number of tourists and hence revenue increases (Mazza, 2013). Studying about Product Life Cycle (PLC) strategies (Steffens, 2002) and tourists' perceived value (Ashton et al., 2010) will understand the trend of tourist's demand. Thus, the result of the study will improve the marketing strategy which may directly respond to tourists' demand. The marketing strategy will benefit for businesses. For example, it will create competitiveness of the business. New created slow food products increase sales and profitability of the business; such as competition with competitors and increasing sales and profitability by developing and providing slow food products in both short and long term (Lambkin and Day, 1989). Additionally, the new marketing strategy analysis will be an advantage for culinary heritage such as concerning about slow food concept to maintain the originality of cuisine to be sustainable (Petrini, 2007; Tasch, 2008; Slow Food, 2015). Moreover, the strategy may earn more reputation for destination brand image development (Ashton, 2014) and create slow food tourism (Hall, 2006; Lumsdon and McGrath, 2011).

## **1.3 Aim and Objectives of the Study**

This study aims to explore how tourists experience slow food tourism. To achieve the research aim, three objectives have been stated.

- 1) To analyze tourists' perspectives on how slow food tourism has been adopted



2) To analyze tourists' perspectives on how slow food tourism has been diffused

3) To analyze current market on slow food tourism through value perception by tourists' perspectives

#### **1.4 Expected Results**

1) Being able to understand how slow food has been adopted by tourists.

2) Being able to understand how slow food has been diffused by tourists.

3) Being able to analyze current market on slow food tourism through value perception by tourists' perspectives.

#### **1.5 Contribution of the Study**

The contributions of this study can be divided into two parts; firstly, academic contribution and secondly, managerial contribution. For an academic sector, the researchers can apply this study to develop future research; for example studying by using theory; such as Product Life Cycle (PLC), or perceived value perception to improve marketing strategy and studying on other tourism products as these theories are basic foundation for researcher or people who are interested. Moreover, the education can be used for learning in class and teaching for marketing strategy.

In terms of managerial sector for businesses related to food, slow food's marketing strategy will be also helpful to develop their products as well as increase sales and profitability effectively for production lines. Plus, other businesses in hospitality and tourism industry can use the result as a guideline to integrate slow food strategy with their product for serving the tourists; for example the hotel and the travel agencies. However, the strategy presents the way of both producer and consumer can maintain the slow food product to sustainability.

## **1.6 Scope of the Study**

The study on “the new phenomenon of slow food tourism development: the evaluation of tourists’ perspective focuses on the process of adoption, diffusion and perceived value” scopes as following;

### **1.6.1 Content**

The results of this issue are presented to managerial sector in tourism industry, in order to understand tourists’ perspectives on how they adopted and diffused slow food product, as well as current market situation of slow food by evaluating how tourists perceive value on product. The contribution of this study which are also described in Section 1.5. Then the researcher also develops and presents slow food’s marketing strategy for responding the tourists’ demand and developing tourist destination.

### **1.6.2 Study Area**

Two locations which are Bangkok and Chiang Mai in Thailand are chosen for this study. The locations of both provinces are the farmers’ market events where usually arranged on weekend. The local people provide healthy food as well as local food for selling. The participants can participate in and purchase product in this event.

### **1.6.3 Participants of this Study**

The participants of this study were groups of tourists who visited Bangkok, and Chiang Mai in Thailand. Two groups of 24 tourists were selected. The study requires the tourists who involve with slow food, as they are slow food’s member and have knowledge and experience about slow food. They must be specifically member of slow food by their nationality. According to appendix A, it shows 160 countries which are slow food’s member. Once actual survey area is found, the participants were selected to make an appointment for an interview.

### **1.6.4 Time**

The study was conducted during September 2015-August 2016, approximately 11 months. Data collection process took 2 months (March 2016-April 2016) and the researcher took 4 months (May 2016-August 2016) to analyze.

## 1.7 Key Definitions

“Slow Food” is defined in three words: good, clean, and fair (Petrini, 2007: 93). Put simply, good food is tasty and diverse and is produced in such a way as to maximize its flavor and connections to a geographic and cultural region (Petrini, 2007: 97). Clean food is sustainable, and helps to preserve rather than destroy the environment (Petrini, 2007: 114). Fair food is produced in socially sustainable ways, with an emphasis on social justice and fair wages (Petrini, 2007: 135).

“Product Life Cycle (PLC)” defines as the grandfather of concepts for predicting the probable course of industry evolution is the familiar product life cycle. The hypothesis is that an industry' passes through a number of phases or stages; introduction, growth, maturity, and decline (Porter, 1980: 157).

“Adoption Process” defines as the process which customers adopt a new product is “mostly generated by word-of-mouth and social pressure” (Horsky and Simon, 1983: 2).

“Diffusion Process” defines as the identification of factors related to the effective flow of information and of the characteristics of information flows, information reception and resistances to adoption (Brown 1981: 6).

“Perceived Value” defines as key to understanding a consumers' perceived value of a brand is to determine a reason for purchase. The perceived value within a restaurant construct comprises of three components; perceived brand image, perceived quality and perceived sacrifice (monetary price and non-monetary price) (Ashton et al., 2010: 207).

## 1.8 Structure of the Thesis

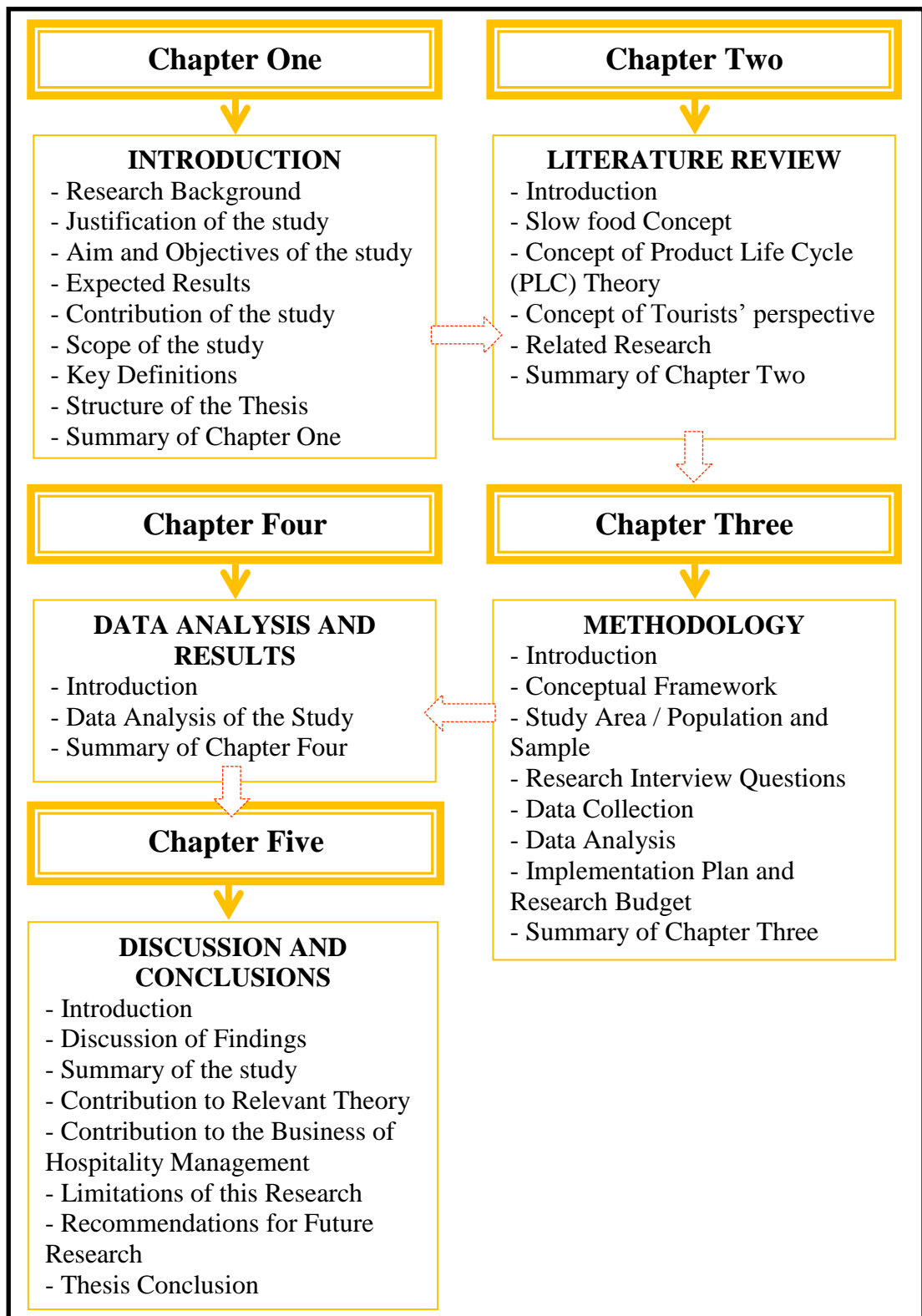
The thesis comprises five chapters. Chapter one has provided a general overview of the background and justification to the research. The chapter addressed the research aim, objectives and expected results in Section 1.3 and Section 1.4. The chapter has also provided and introduced into the content, study area, participants and time in Section 1.6. The key definitions described in Section 1.7 enhance the readers understanding of the key terms that are frequently used within this study, as well as this overall outline of the thesis structure in Section 1.8.

Chapter two contains a literature review beginning with slow food city destination and slow food concept, as well as provides phenomenon, the relevant of development of slow food and sustainability tourism, and the past study of slow food. In the next section, the marketing strategy is discussed about product life cycle (PLC) theory. The last concept is the tourists' perspectives which are discussed about demand determinants of PLC; adoption process and diffusion process, as well as perceived value.

Chapter three explains the methodology used in this study to provide assurance that an appropriate procedure has been employed for this research. The first section of this study is introduction, followed by a conceptual framework model. It is developed to illustrate the slow food tourism development strategy. This chapter also covers the details of the research strategy, process, and how to analyze data collected. This chapter also explains why qualitative approach using in-depth interview technique has been adopted. The data collection was conducted at the farmers' market located in Chiang Mai and Bangkok in Thailand. The participants were the tourists who visited at the slow food market and be specifically member of slow food society. The interview question used to collect data on three processes; initiative process (adoption process), on-going process (diffusion process) and post purchase process (perceived value). Moreover, this chapter provides information on the process of data collecting for a pre-test and the main study to ensure reliability and validity. The chapter also described data analysis process which this study used content analysis to analyzed collected data. In addition, the review of relevant ethic issues also shown in this chapter and followed by summary of the chapter.

Chapter four reports the data analysis and results of the main study. This section discussed participants' profile background and descriptive information of this study with three components of research objectives. The first objective is 'to analyze tourists' perspectives on how slow food tourism has been adopted'. It is focused on initiative process described an adoption process. The next objective is 'to analyze tourists' perspectives on how slow food tourism has been diffused'. It is an on-going process which focuses on diffusion pattern. The last objective is 'to analyze current market on slow food tourism through value perception by tourists' perspectives'. It is focuses on post purchase process which focuses on perceived value and current stage of slow food phenomenon. The last section explained the summary of the chapter.

Chapter five discusses the research findings and presents the discussion and summary of the overall study. The discussion is compromised in three research objectives, along with the related research. The chapter also summarizes the important contributions in terms of theoretical implications and the business and hospitality management implication of the study. The limitations of the study and recommendations for future research are presented in Section 5.6 and 5.7. The last section of chapter five is the thesis conclusion. The thesis structure is presented below (Figure 1.1);



**Figure 1.1** Thesis Structure

## **1.9 Summary of Chapter One**

This chapter has presented a general overview of this research paper. The justification for the research is based on the gap found in the literature; demand determinants from the tourists (adoption process, diffusion process, and perceived value) which have not been examined by academic researchers to date. Consequently, this gap has called for answers to be sought in respect to “the new phenomenon of slow food tourism development: the evaluation of tourists’ perspectives focuses on the process of adoption, diffusion and perceived value”. Following to the research aim, this research seeks to answer three research objectives; firstly, to analyze tourists’ perspectives on how slow food tourism has been adopted. Secondly, to analyze tourists’ perspectives on how slow food tourism has been diffused. And the last objective is ‘to analyze current market on slow food tourism through value perception by tourists’ perspectives’.

The farmers’ market in Bangkok and Chiang Mai in Thailand are the location of the study area. The definitions of key terms used in this study have been identified and include slow food, product life cycle (PLC), adoption process, diffusion process and perceived value. The next chapter discusses the literature review which provides the theories relevant to the research aim.

## **CHAPTER 2**

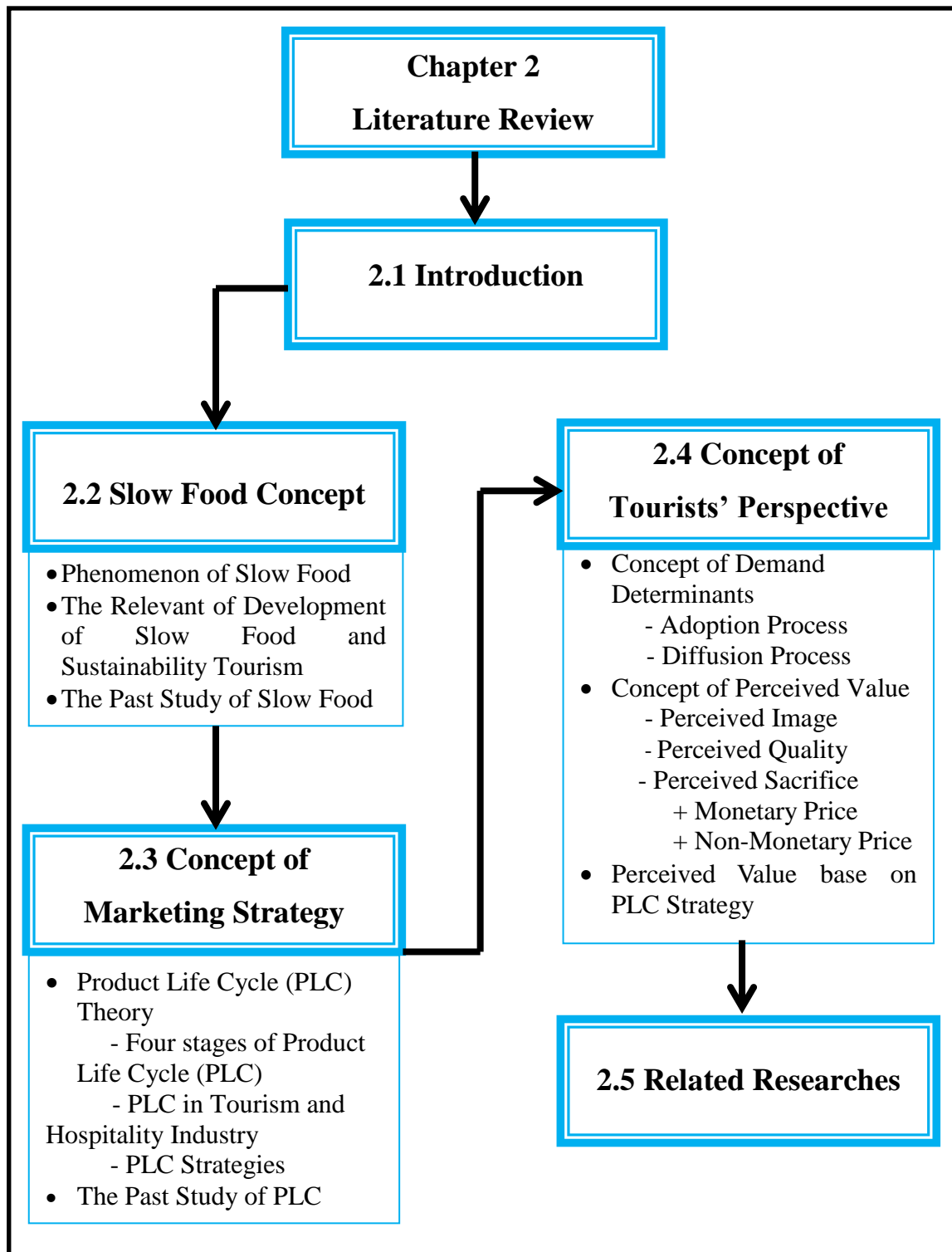
### **LITERATURE REVIEW**

#### **2.1 Introduction**

The study on “the new phenomenon of slow food tourism development: the evaluation of tourists’ perspectives focuses on the process of adoption, diffusion and perceived value”, the researcher reviews and presents relevant theories and researches which is essential and involves with this study. The literature review also identifies the past studies that in relation of this research topic.

This chapter consists of four sections. After the introduction, section 2.2 discussed on slow food concepts and included a phenomenon of movement, a review of development and impact. Moreover, this section also describes the tourism destination development; such as slow food tourism and slow city or Cittaslow (slow destination). The following section presents an overview of marketing strategy which focuses on Product Life Cycle (PLC) theory by Porter (1980). Four stages of PLC are identified, including the past studies of PLC theory in Tourism and hospitality industry. The PLC strategy will be used to underpin this study. The chapter also includes a discussion of the tourists’ perspective on demand determinants which are adoption process and diffusion process, and also consider how tourists’ perceived value. The perceived value base on PLC strategy is examined the tourists’ need to respond the trend of tourists’ demand (Section 2.4). Finally, related researches of this study are presented in Section 2.5.





**Figure 2.1** Chapter Two Structure

## **2.2 Slow Food City Destination and Slow Food Concept**

Slow cities or CittaSlow is a movement founded in Italy in 1999 as an independent network organization, although it was working closely together with sharing fundamental principles. As Pink (2008) defined Slow city is a model of sustainable urban development. The main goal of CittàSlow is to enlarge the philosophy of slow food to local communities and governments of towns, applying the concepts of eco-gastronomy in the practice of everyday life (Cittaslow International, 2012). The slow destinations provide good food, protect the biodiversity and local traditions, support local business, welcome and encourage tourists to participate with community (Jung et al., 2014). For the slow tourism is the form of tourism and is referred to slow travel which tourists have to take time for perceiving environment, understand local traditions and way of life, without making the negative impact (Hall, 2006; Lumsdon and McGrath, 2011). It also describes as a type of trip that enable self-realization through doing things slowly or being slow, enabling close observation rather than simply sightseeing (Sugiyama and Nobuoka, 2007).

Slow food was started by Carlo Petrini and food activists to proclaim an international movement to counteract the rise of fast life and fast food movement, and prevent a disappearance of local traditions and cultures, especially the culinary heritage (Schneider; 2008; Kuhn, 2009; Heitmann et al., 2011). The movement of food system is focused on both cultural and biological of food production and consumption, with understanding origin, process, and identity of local cuisine (Pollan, 2003; Labelle, 2004). Slow food also defends on the right to pleasure by focusing on good, clean, and fair food product (Petrini, 2007; Slow Food, 2015); good food is tasty and diverse and are produced in such a way as to maximize its flavor and connections to a geographic and cultural region (Petrini, 2007: 97); clean food is sustainable, and helps to preserve rather than destroy the environment (Petrini, 2007: 114); fair food is produced in socially sustainable ways, with an emphasis on social justice and fair wages (Petrini, 2007: 135). Moreover, slow food is defined as a non-profit eco-gastronomy organization that is established to be a vehicle to implement the objective of slow food movement (Sassatelli and Davolio, 2010).

### 2.2.1 Phenomenon of Slow Food

Slow food is a concept which is proclaimed to counteract the influence of ‘Americanized’ fast food and fast life, after fast movement has shown a negative impact on regional cuisine and human lifestyle (Heitmann et al., 2011). The little snail is used to promote as a symbol to support the idea of slow food and help to turn slow motion into an international movement as shown in figure 2.2. The slow food movement is attracted globally with launching a new campaign to anti-McDonald where was planned to be opened at the Piazza di Spagna in Rome in 1986 (Miele and Murdoch, 2002). The founder Carlo Petrini and activist group initialed an aim to preserve traditional gastronomy with understanding the importance of caring where cuisine comes from, who makes it, and how it is made, as well as concerning about responsibility and sustainability of various biodiversity and culinary heritage. Later on, the slow food became an international association and established as a non-profit eco-gastronomic organization in Paris in 1989. However, slow food’s notion is also defined food culture which is a way to promote community concerns and also be a main mechanism for new economy emerging, which understands how to govern its limit (Tasch, 2008). With the global attention, Slow Food (2015) showed the number of slow food’s members that are over 100,000 members in 160 countries all over the world as shown in Appendix A.



**Figure 2.2** Slow Food’s Logo

**Source:** Slow Food, 2015.

Slow food’s founders believe that everyone has the own right to consume food, as the philosophy has presented that the food that is produced and consumed

have to consist of three main points; good, clean, and fair (Slow Food, 2015). The good food must be produced having a good quality with fresh and healthy food. By the way, the producers have to provide seasonal diet and flavorsome to satisfy the senses and be part of local culture. Its production must concern the authenticity of places or the origin of cuisine. The food should be produced in a clean way that leads to sustainability, as both production and consumption do not destroy the biodiversity, animal welfare, and human's health. Food producers should receive the justice and fair compensate and the food pricing are also accessible for consumers.

From the review of past study, slow food's phenomenon has been discussed in three major issues by the previous papers. There are evolution of slow food in terms of historical background, events of slow food movement and the expanding concept of slow food in food system, tourism and urban setting. Firstly, the evolution of movement starts from focusing on the historical background through a creator: Carlo Petrini who proclaims slow food as a concept of new social movement alongside post-industrial capitalism and globalization (Schneider, 2008). Lauden (2004) has applied the comparison strategy to compare past gastronomy movement such as the French Terroir and Culinary Modernism with the slow food movement. Also, he has criticized the slow food information and supported the slow food's philosophy. Meanwhile, Sassatelli and Davolio (2010) explore the current shifts of slow food movement through issues such as economic growth, leading to resources and environmental protection which are crucial in defining the complex world of critical consumption through a politico-aesthetic problematization of food consumption. Tam (2008) also finds the positive qualities of this movement that aims to protect, sustain, and repair the environment, culture, and people. As well, this movement has also launched many projects for community, local area, and public organization: for example; the rise of new concept from gastronomy to be eco-gastronomy that encourages people to be careful of the way of eating and living (Tam, 2008; Van Bommel and Spicer, 2011), the Ark of Taste to select food products around the world at risk of extinction, and the presidia to develop close relationship between markets and producer-consumer (Pollan, 2003; Schneider, 2008).

Secondly, Peace (2006) and Peace (2008) presents case studies of slow food events which are Barosso Slow and Terra Madre. Normally, slow food events were

established to bring different parties who involve with food production joining together. The representatives from food producers, chefs, farmers, and academics may share experiences and launch new methods to support sustainable agriculture and food. As Peace (2006) presented Barosso Slow was starting in 2004 in Australia by Australian members of the slow food movement which ‘tradition’ and ‘heritage’ are concepts of regional culture specific to the speech of Barossa Event, and the Terra Madre event that aimed to facilitate relationships between producers, cooks, academics and researchers sharing about food community topic. Therefore, the innovative ideas to develop agro-biodiversity products and food’s toxic resistance might be improved by various aspects of different representatives.

Lastly, there are many movements of slow food’s expanding concept related to adaptation; as follow slow cities or CittaSlow; the cities that provide good food, protect the biodiversity and local traditions, support local business, welcome and encourage tourists to participate with community (Jung et al., 2014) and slow tourism; the form of tourism is referred to slow travel which tourists have to take time for perceiving environment, understand local traditions and way of life, without making the negative impact (Hall, 2006; Lumsdon and McGrath, 2011). Leitch (2003) shows that slow food is a part of changing in food system as it has mixed business and politics together, for example making food and identity are becoming like the Euro for debating with European culture and the implications of economic globalization. In addition, it is challenged with international fast food chains, reversed eating habits and customs of population (Jones et al., 2003). Tourism research has shown an idea of growth in culinary tourism and regional development which is part of components of the slow food’s evolution and forming as a slow tourism (Hall, 2006). In contrast, Heitmann et al. (2011) suggest that applying and extending the slow food and slow cities are slow tourism. The concept is also affected to an urban setting, as Knox (2005) has examined an attention of architects, planners, and urban designers using concept of slow cities or CittaSlow to be a key of creating.

In Thailand, slow food was started by food producers, chefs, and food lovers who share the same interests and concern about food. All founders are striving to create awareness about the origin of food where it is from and how it is produced, as well as hoping to create a collective movement for greater change within the food

system in Thailand. Slow food Thailand (2015) aims to see Thai people being more aware of healthy food to live better, and knowing more about Thai culinary heritage. Later on, the Slow Food Youth Network (SFYN) was founded in Thailand as a group of active young members to create original and engaging events aimed at raising awareness on food issues (Slow Food Thailand, 2015). The SFYN collaborates with Thailand Creative and Design Center (TCDC) and FACT Collective to arrange events, discussing about slow food with the interested people and tourists (FACT Collective, 2015; Thailand Creative and Design Center, 2015).

### **2.2.2 The Relevant of Development of Slow Food and Sustainability Tourism**

The developing of slow food market found to be related to sustainability tourism in number of ways. The slow food development found to be emphasized on the sustainability of food and also linked to urban tourism. As Pietrykowski (2004) examined food sustainability and discovered that food has symbolic role in identity formation, while Lin and Mao (2015) supported that food is a part of memories and culture. Hence, the study of slow food link to cuisine and culinary heritage sustainability. To reach the way of sustainability, Pietrykowski (2004) and Miele and Murdoch (2002) have revealed that development of food souvenirs and food specialties must be concerned with regard to sensory, utility, and symbolic dimensions. They may protect typical products and food traditions (Fonte, 2006). It is also important to promote the cuisines with the moral, economic, social and environmental values behind food (Donati, 2005; Tavanti and Schuering, 2010). Additionally, Viassone and Grimmer (2015) have mentioned that food has a very important role to develop the attractiveness, and contribute to be a sustainability of a destination in the future. Therefore, it can be concluded that the development of food is very necessary in the future.

In a case of sustainable places in urban, Mayer and Knox (2006) explained about using the CittaSlow: Slow Cities concepts to be a model of urban development is a strong alternative: for example; the powerful effect that impacted in two cities of Germany (Mayer and Knox, 2006), and the good sense and sustainability of the United Kingdom, after developed to be CittaSlow by using a model of sustainable

urban development (Pink, 2008), and the CSA (Community Supported Agriculture) projects in the United States is a good spirit of Slow Food concept for rural community (McIlvaine-Newsad, Merrett, Maakestad and McLaughlin, 2008). The Tourism is also an important factor for development research topic because the growth of sustainable tourism is an advantage for the tourist destination (Lumsdon and McGrath, 2011; Jung et al., 2014), so the destination should develop to be sustainability in hospitality and tourism by practicing Slow Food movement with more ecologically and socially responsible forms of consumption as Hall (2012) stated.

The phenomenon and the development of this movement could be an impact to many factors, as many studies presented the case of Slow Food's impact as well. Despite the development topic showed that Slow Food movement has potentials to develop many factors, the Slow Food still impact both positive and negative side. There is some negative impact occurred by the organizations of Slow Food, as Chrzan (2004) stated that the disconnection between the organization's goal and its actions starts from lacking of action plans in organization impacted negative sense to accomplish its goals. Moreover, the leaders do not have skills and work differently. Lotti (2010) also presented the effect of the same problem that impacted the agriculture system. The slow food's producers are important for guarding the global agrodiversity, must have skill and understand the duty.

On the other hand, there are many positive impact continued affecting in eating habit, and products' outcome. From the situation of fast food that become a part of daily life, Belanger (2001) defined fast food as a style of industrial standard and mass production of food lead to corporate bigness and power of business such as McDonalds that changes Americans' life to move faster and save every minute. Many researchers and writers studies the slow food Movement and find out the methods to change the eating habits and brings family back to joy of eating together (Belanger, 2001) and making home cooking activity (Walter, 2009). Besides that, Nevison (2008) examined that the eating habits has a good impact to quality of life. Furthermore, slow food movement affected eating behavior by controlling food intake appetites and increasing satiety (De Graaf and Kok, 2010), as well as, weaving the diet relationship between consumer and cultural heritage, and between consumer and

biodiversity of environment (Paxson, 2005). The research papers also presented the result of applying Slow Food concept is an advantage, as Chadwick (2002) stated that slow food dedicated to save regional cuisines and products all around the world to be sustainable, Bratec (2008) showed a positive outcomes of both consumption side (demand) and production side (supply), and Parkins and Craig (2006) presented that slow food helped to restore agency throughout the production cycle.

In terms of the relevant of slow food and tourism sustainability, as the research of local food and sustainable tourism stated that, food has played importantly role in tourism and hospitality industry (Sims, 2009). The availability of authenticity and uniqueness of local cuisines will be a widen impact on tourism market, as tourists also seeking of it (Sweeney, 2007). The sustainability of culture, economics, and environment in tourism destination is needed to have a benefit for both visitors and local people. Following the concept of slow food that supports uniqueness of regional culinary heritage, the achievement of long-term changes in biodiversity, and sustainability of production (Buiatti, 2011). As slow food can attract a niche tourists group to visit rural destinations (Gyimothy and Mykletun, 2008), hence focusing on food as a tourism product and the development of slow food tourism has the potential to be a major tourist draw in the future (Sweeney, 2007).

### **2.2.3 The Past Study of Slow Food**

A past studies on slow food is presented by many researchers in five different topics that is presented in Table 1.1 as follows, 1) phenomenon; 2) development; 3) impact; 4) perception; and 5) strategy. It is shown in list of slow food studies of table 1.1 that the phenomenon and development of Slow Food concept are studied the most. The phenomenon is described in section 2.2.2 and the development of slow food is presented in section 2.2.3

Prior to this current study, the research papers studied perception topic as a little part of Slow Food studies as its present in Table 1.1. Normally, the researches studies through consumption, feeling, and motivation of Slow Food. Gaytan (2004) showed the perception of Slow Food members' consumption as an act of 'imaginative pleasure-seeking' collectively, with politically relevant intentions. Moreover, the Slow Food members use the European culture and tradition as benchmarks of superior



lifestyle and consumption practice. Observing perception through activism's feeling by an examination of the SF movement and proposing how to use these feelings to be active politically (Hayes-Conroy, 2010). For the perception that studied through motivation, research papers focused on the travel lifestyle preferences and destination activity choices of Slow Food members and non-members (Lee et al., 2015), and the importance of food in vacation decision-making which the researchers presented Slow Food's way to influence the decision (Lee, 2014). In addition, the research explained a theory of the behavior that has influenced by habitus, during the moment of decision-making, the individual depends on society and historical forces that shape his or her experiences (Lee, Scott and Packer, 2014b) and Lee et al. (2014a) explain travel motivations and destination activities undertaken by Slow Food members and find that they undertake similar cooking and food related activities while away as they do at home.

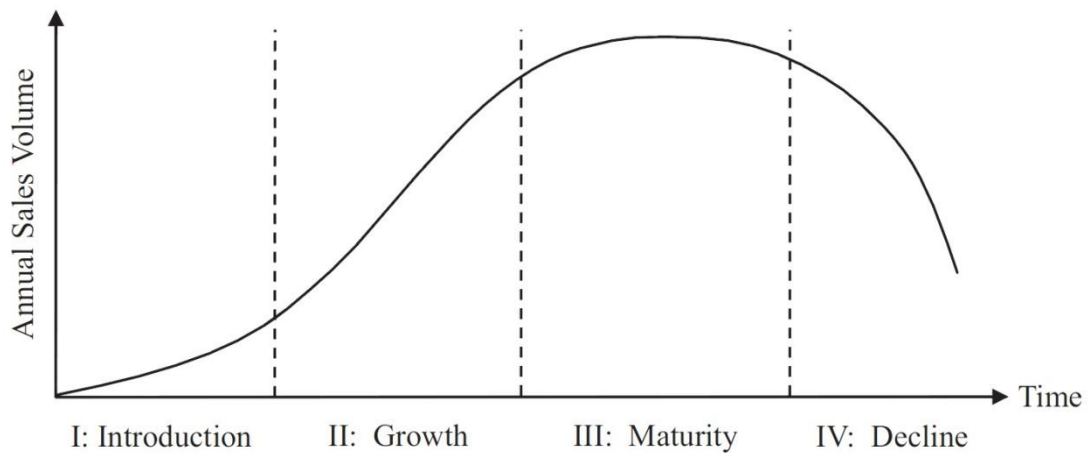
Moreover, the researcher had not been focus of study in the slow food strategy, and the tourists' demand was not studied. The most of strategy focused on both production (supply) and consumption (demand) sides, as Labelle (2004) presented the connected strategy between production and consumption as well as applying with Slow Food movement. Its effort helps to expand knowledge and producing interests to build divisive and differentiating processes in the food system. It may also support the direction for bridging strategy for food system. Nosi and Zanni (2004) also suggested a new business paradigm which gave precedence of food's development, showing the movement of food from typical products to be food-related services. Moreover, the researchers presented the new combination of commercial promotion and political engagement which is new marketing strategies to gain more benefit for using Slow Food concept (Simonetti, 2012). Furthermore, although slow food has influenced the tourists' decision, the slow food was not developed to adapt in managerial sector. The marketing strategy for slow food is discussed in section 2.2 to understand the implication of marketing improvement.

## **2.3 Concept of Product Life Cycle (PLC) Theory**

The Product Life Cycle (PLC) is an important marketing theory which is explained the cycle of the product (Vernon, 1968; Polli and Cook; 1969; Vernon and Wells, 1976; Levinson, 1978; Rink and Swan, 1979; Tellis and Crawford, 1981; Wollin, 1995). The businesses usually use this strategy to manage the life cycle of the own products and address the development of product to make sure that their businesses continue growth. There are four stages to determine the stages of business's products in every market, which consists of introduction stage, growth stage, maturity stage, and decline stage (Porter, 1980).

### **2.3.1 Four Stages of Product Life Cycle (PLC)**

It is been a long time since the Product Life Cycle (PLC) is introduced to marketers in the 1950s to explain the expected life cycle of typical product. The PLC is one of famous model in the research of marketing and strategic management. There are four stages defining the different characteristics and situation of the product which consists of introduction stage, growth stage, maturity stage, and decline stage. The theory of PLC has a framework for product management, strategic planning, cost and financial aspects, retailing, purchasing, international trade, manufacturing, and forecasting (Tellis and Crawford, 1981). The model of theory is also important for business to determine planning and developing their products. The organization should be aware the situation, if line shows the bell-shaped and S-shaped pattern (Lumsdon, 1997). Therefore, each stage of the PLC is determined to have an own characteristics of product and different sales opportunity for challenging its business (Richardson, 1986). For the new product that is brought to promote in market, the PLC model starts from development process and follows by four stages of theory. So the product life cycle model explains five major steps; product development, product introduction, product growth, product maturity, and product decline as shown in figure 2.3 (Sharma, 2013). These steps always determine a situation when a new product is promoted into a market and address the sales performance of product.



**Figure 2.3** The Product Life Cycle Model

**Source:** Sharma, 2013.

Introduction stage is a start point of new product that organization could be spent the highest cost for launching a new product. Before the new product is brought to the market, the organization must be done many things like research and development, consumer testing, and the marketing study to understand customers' needs. Especially if it's a competitive sector, the company should be aware an own product. For the size of the market, the new product's market is quite small and sales are low, although they will be increasing (Kozak and Martin, 2012).

Growth stage is typically characterized by an increase rapidly sales and profit, as the company can reaches the masses of benefit from economies of scale in production, and the profit margins. This stage shows the ability of product that satisfied customers repurchases and spread the size of market. This makes an opportunity for organization to invest more money in the promotional process to maximize the potential of this growth stage. For the competitors sector, there are competitors appear and steal market share and profits. (Park, 2006)

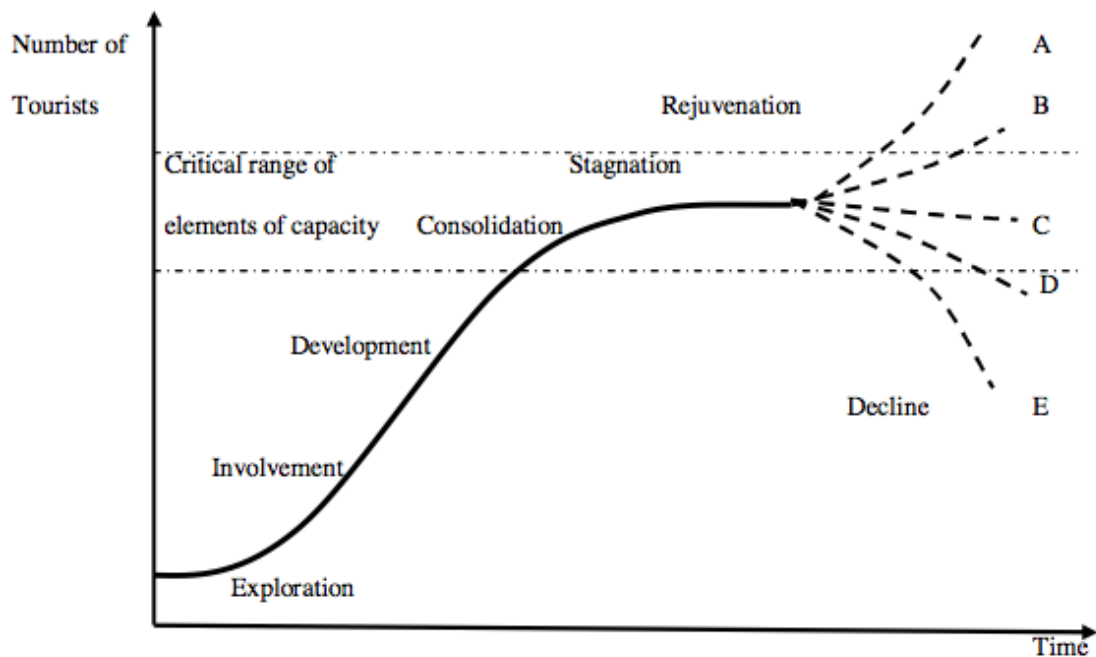
During the maturity stage, the product is established and the aim for the organization is now to maintain the market share they have built up. This is the longest stage of the PLC model, showing the number of loyalty customers has increased, as well as sales also increased to a steady level where organization remains. On the other hand, the profits are decreased by spending for high costs of marketing

and the significant number of competitors provide differentiate product and offer attractive promotion. This is the most competitive time that organization concern about products and businesses and need to invest more money for marketing activities. The organization is needed to consider any product modifications or improvements to the production process which might give a competitive advantage. (Breakey, 2005)

Eventually, the market for a product will start to drop, and this is known as the decline stage. This situation could be due to the demand, sales, number of competitors all becoming decrease, often rapidly. This level occurs after the customers who will buy the product have already purchased it, or the consumers are switching to a different type of product. While this decline may be inevitable, it may still be possible for organizations to make some profit by switching to less-expensive production methods and cheaper markets. (Boone and Kurtz, 1984)

### **2.3.2 PLC in Tourism and Hospitality Industry**

The tourism and hospitality research has studies on Product Life Cycle (PLC) concept in various areas. There are a number of theories describe the evolution of PLC theory through tourism and hospitality industry. The model that has attracted the most attention and discussion is the six-stage model which developed by Butler (1980). Butler's model is known as Tourism Area Life Cycle (TALC) which argues the existence of S-shaped model in the growth of destination's life cycle (Albaladejo, and Martínez-García, 2015). As Getz (1992) states that Butler's model provides an extension over six stages of TALC using the product life cycle (PLC) to explain the evolution of tourist area cycle as an account is similar to PLC. The model consists of six stages in the life cycle of tourism area; an exploration stage, an involvement stage, a development stage, a consolidation stage, a stagnation stage, and a decline stage or a rejuvenation stage (Butler, 2009; Cole, 2009; Lundtorp and Wanhill, 2001; Butler, 2011). There are many researchers discuss TALC and estimate the stage of destination and hospitality business, as shown in Table 2.1.



**Figure 2.4** The Tourism Area Life Cycle

**Source:** Butler, 1980.

As the figure 2.4 showed the seven stages of TALC which consists of exploration, involvement, development, consolidation, stagnation, rejuvenation, and Decline. The stage starts from exploration situation that few adventurous tourists has planned individual itineraries, irregular patterns of visiting, interest in locality and having close relationship with local people and concern about social, cultural and physical environments. The second step is an involvement that the number of tourists is increased. The local area starts providing facilities and making some advertising to promote in tourism market and season. The relationship between tourists and local people still high but there are some changes in social life from the provision of infrastructure by public sector. The third stage is development when the tourists' numbers are rapidly increased to equal or exceed local population. The advertising is extended and linked to the generating regions. The local people lose control through increased foreign-owned facilities, and the provision of infrastructure. The local try to promote artificial attractions, instead of locality and also local labor is changed to be migrants.

After three stages has passed, the tourism area starts to decline. As the consolidation in the fourth stage has showed the growth rate has dropped and the local start business for economic sector. The heavy advertising is aimed to extend tourist season and markets with recreational business, instead of local activities without concerning about old facilities. Leading to the stagnation when the tourist capacity is exceeded, and the new environment has caused social, environmental and economic problems. The owner has changed from local to be business, attract package tourist travelling by heavy advertising. Finally, tourism area can happened two cases which are decline and rejuvenation. If the tourism area turns to be decline situation, the tourist market may lost and make negative impact for local society, environment, and economics. On the other hand, the rejuvenation of tourism area will show the change of tourism's image and attraction. Both public and private sector have and high efforts to build a new tourist market for a special interest group.

Hence, the PLC theory is an important marketing strategy to evaluate the tourism market and current situation of tourism product. To understand situation and the characteristics of stage may lead to respond the tourists' demand and also be a way to become sustainability.

### 2.3.3 PLC Strategies

All characteristics of the four PLC stages discusses in section 2.3.2 which regard to product, advertising, sales promotion, price, and distribution is identified in table 2.1. To understand each situation of market by following the description of PLC strategies is necessary for the company's success in the long-term.

**Table 2.1** PLC Strategies

STRATEGIES	INTRODUCTION	GROWTH	MATURITY	DECLINE
<b>Product</b>	Offer a basic product	Offer product extensions, service, warranty	Diversify brands and models	Phase out weak items

**Table 2.1** (Continued)

<b>STRATEGIES</b>	<b>INTRODUCTION</b>	<b>GROWTH</b>	<b>MATURITY</b>	<b>DECLINE</b>
<b>Advertising</b>	Build product awareness among early adopters and dealers	Build awareness and interest in the mass market	Stress brand differences and benefits	Reduce to level needed to retain hardcore loyals
<b>Sales Promotion</b>	Use heavy sales promotion to entice trial	Reduce to take advantage of heavy demand	Increase to encourage brand switching	Reduce to minimum level
<b>Price</b>	Use cost-plus	Price to penetrate market	Value to take advantage competitors	Cut price
<b>Distribution</b>	Build selective distribution	Build intensive distribution	Build more intensive distribution	Go selective: phase out unprofitable outlets

**Source:** Steffens, 2002.

#### **2.3.4 The Past Study of PLC**

A past studies on Product Life Cycle (PLC) concept is presented by many researchers in five different topics that is presented in Table 2.2, the PLC researches were specified on 5 different topics: 1) tourism destination; 2) accommodation industry; 3) customer and tourist; 4) tourism activity study; and 5) food and beverage industry. The tourism destination is studied mostly by using the expansion of PLC model: Tourism Area Life Cycle (TALC) by Butler (1980) and Destination Life Cycle (DLC) to describe the situation of destination or being the method to describe the

tourism destination stage (Getz, 1992; Formica and Uysal, 1996; Knowles and Curtis, 1999; Faulkner, 2002; León, Hernández and González, 2003; Breakey, 2005; McElroy, 2006; Park, 2006; Alvares and Lourenço, 2007; Guizzardi and Mazzocchi, 2010; Müller, Peters and Blanco, 2010; Zmysłony, 2011; Cole, 2012; Kozak and Martin, 2012; Filimonau, Dickinson and Robbins, 2014; Pezzana et al., 2014; Yang, Ryan, and Zhang, 2014; Albaladejo and Martínez-García, 2015; Kristjánsdóttir, 2015). Moreover, the researchers use the TALC model to examine the stage of accommodation industry (Priestley and Mundet, 1998; Cole, 2007; Garcia-Ayllon, 2015; Hu, Huang, Chen, Kuo and Hsu, 2015; Michailidou, Vlachokostas, Maleka, Feleki and Moussiopoulos, 2015; Omar, Othman, Mohamed and Bahauddin, 2015).

There are some researchers present the PLC study in the activity industry and food and beverage industry. Normally, the papers present the phenomenon of industry and the sustainability method which using PLC model to describe (Choi, 1999; Castellani and Sala, 2012; Chee and Sumiani, 2015; Suchet and Stebbins, 2015).

Studies on the customer and tourist topic, PLC researches are focused on framework of consumption and customer service (Bernini and Cracolici, 2015; Murphy, Pritchard and Smith, 2000; Piccoli, Spalding and Ives, 2001; Rusu and Sabau, 2008). There is one PLC research which studied in Slow Food topic (Pezzana et al., 2014). Moreover, the PLC researches in tourism and hospitality industry usually study on supply side and both side of supply and demand side. There are some researches choose demand side to be an area of study, as the Table 2.2 has shown.

Prior to this current study, the researcher had not been focus on the slow food products. The PLC research in tourism and hospitality industry usually study in the area of tourism destination, accommodation industry, and customer and tourist. On the other hand, tourism activity and beverage industry was not studied. Furthermore, the evaluation of tourists' perspectives on slow food is discussed to understand the current market of slow food.



**Table 2.2** Lists of Product Life Cycle (PLC) Theory Studies

Author (year)	Tourism Destination	Accommodation Industry	Food and Beverage Industry	Tourist Activity and Leisure	Tourist Behavior	Area of study		
						Demand	Supply	Both
1. Albaladejo and Martínez-García (2015)				*			*	
2. Bernini and Cracolici (2015)	*					*		
3. Chee and Sumiani (2015)	*						*	
4. Garcia-Ayllon (2015)	*						*	
5. Hu, Huang, Chen, Kuo and Hsu (2015)				*			*	
6. Kristjánsdóttir (2015)				*			*	
7. Michailidou, Vlachokostas, Maleka, Feleki and Moussiopoulos (2015)				*			*	
8. Omar, Othman, Mohamed and Bahauddin (2015)	*					*		
9. Suchet and Stebbins (2015)					*		*	
10. Filimonau, Dickinson and Robbins (2014)		*					*	
11. Pezzana et al. (2014)	*						*	
12. Yang, Ryan and Zhang (2014)		*					*	
13. Castellani and Sala (2012)			*				*	
14. (2012)				*				*
15. Kozak and Martin (2012)			*			*		
16. Zmyślony (2012)		*					*	
17. Guizzardi and Mazzocchi (2012)	*							*
18. Müller, Peters and Blanco (2010)			*				*	
19. Rusu and Sabau (2008)	*							*
20. Alvares and Lourenço (2007)			*				*	
21. Cole (2007)		*					*	
22. McElroy (2006)		*					*	
23. Park (2006)			*				*	
24. Breakey (2005)	*							*

**Table 2.2** (Continued)

Author (year)	Tourism Destination	Accommodation Industry	Food and Beverage Industry	Tourist Activity and Leisure	Tourist Behavior	Area of study		
						Demand	Supply	Both
25. León, Hernández and González (2003)		*						*
26. Faulkner (2002)	*							*
27. Piccoli, Spalding and Ivesm (2001)			*				*	
28. Murphy, Pritchard and Smithm (2000)		*						*
29. Choi (1999)					*		*	
30. Knowles and Curtis (1999)	*						*	
31. Priestley and Mundet (1998)		*					*	
32. Formica and Uysal (1996)		*						*
33. Getz (1992)		*					*	

## 2.4 Concept of Tourists' Perspective

Normally, consumers go to the market with their experiences, a level of educations, a quality consciousness, perceived quality risks perspective, and goals to achieve purchasing the products on their own personal factors. All producers use these factors to design and control products responding consumers' demand. The most of consumers' perspective on benefit are what they obtained from purchasing products; such as value, quality, satisfaction on costs, and service (Steffens, 2002).

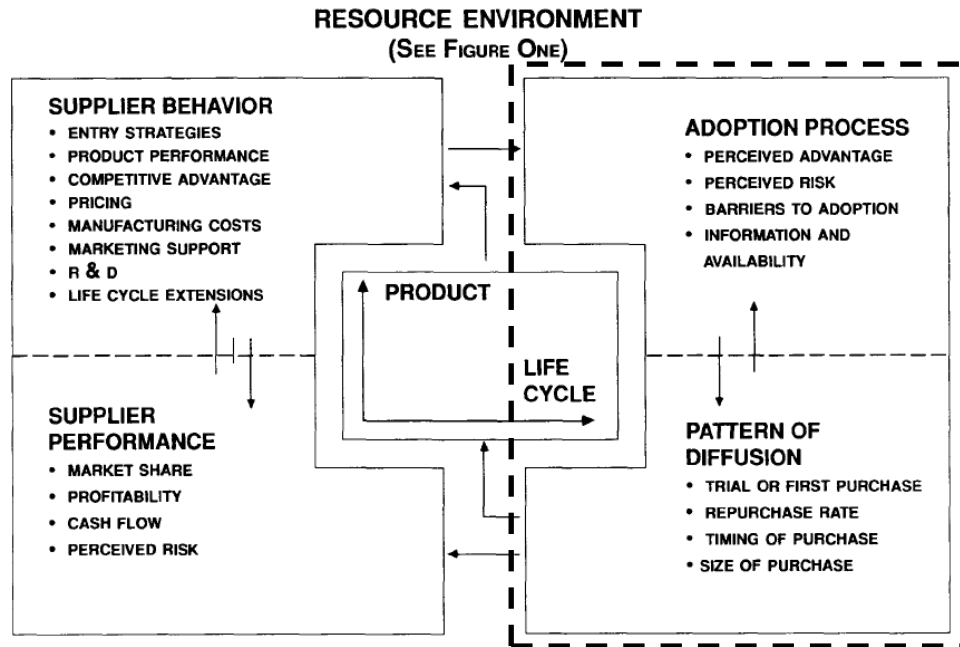
Tourists' perceptive of this study focuses on demand determinants and perceived value. The demand determinants are defined as the factor impacted the potential buyers on an adoption process and diffusion process (Mahajan and Muller, 1979; Rogers, 1983). The demand side will explain how to diffuse the new product in the markets. Moreover, it considers several determinants of adoption time, including attributes of the product and social system (Mahajan and Wind 1986; Gatignon and

Robertson, 1986). For the demand determinant, this study focuses on adoption process and diffusion process. The perceived value will be study in three aspects which are perceived image, perceived quality, perceived sacrifice (monetary price and non-monetary price).

The study on “the new phenomenon of slow food tourism development: the evaluation of tourists’ perspectives focuses on the process of adoption, diffusion and perceived value” will evaluate tourists’ perspectives on three process which is underpinned from ATR Process; awareness, trial, and repurchase (Ehrenberg and Goodhart, 1979). This model is suggested the part of customers’ buying experience through be aware and trial a new product and advertising acts which reinforce to decision making. Later on, Ehrenberg (1997) continued adapting the model to present power of advertising with pushing customers to reach the brand in the future. So this theory can lead the research describe the tourists’ experiences and perspectives on slow food products. This research has adapted three steps of ATR model to appropriate with slow food product and study area of food as follows;

The first step is initiative process which will study on adoption process of demand determinants (Lambkin and Day, 1989). From the start, the customers must be aware of product and very sensitive for new product. So the product is directly reflects customers’ perspective on product’s attribute and benefits which may be motivated to try new products. A diffusion process will be studied in the next step during on-going process (Lambkin and Day, 1989). As every customer needs validity products, and have their own expectations, thus the post purchase will occur when the customers do not miss their expected value. Lastly, the research will focus on how tourists perceived value of slow food product in the post purchase process (Ashton et al., 2010).

### 2.4.1 Concept of Demand Determinants of PLC



**Figure 2.5** Interaction of the Supply and Demand Determinants of the Product Life Cycle

**Source:** Lambkin and Day, 1989.

The product life-cycle study carried out by Lambkin and Day (1989) has been adapted as a theory foundation to underpin this study. It focuses on only the demand side due to the phenomenon of this field beginning to become popular among recent tourists (Lee et al., 2015).

The demand determinants showed on the figure 2.5 at the right side of the figure. There are two components which are adoption process, and pattern of diffusion. For the adoption process, it defined the customers' perception as follows; the perceived comparative advantage of the new product, the perceived risk which determined by financial exposure in the event of failure and uncertainty about the outcome, barriers to adoption (such as commitment to present facilities or incompatibility with prevailing values), and information and availability. Not only must the product be readily available (for purchase and servicing), but the prospective

buyers must be aware of the product and informed of the benefits, defined by Lambkin and Day (1989).

For the pattern of diffusion or diffusion process, the figure used to forecast rates of diffusion to recognize supply-side variables. The basic model is contributed by the first-purchase sales volume, including price, advertising, and personal selling (Lambkin and Day, 1989). So the study must be focuses on the purchase process which starts from the process of trial and first purchase, repurchase and timing of purchase.

#### 2.4.1.1 Concept of Adoption Process

Adoption process defines as the process which customers adopt a new product is “mostly generated by word-of-mouth and social pressure” (Horsky and Simon, 1983: 2). From the past studies, the researcher has devised adopter categories in five categories (Roger, 1995; Bierma, Waterstraat, Kimmel and Nowak (1997) as follows;

**Innovators:** Venturesome (the first 2% of adopters) - innovators are defined as the first to adopt or try a new idea or practice (Lionberger and Gwin 1991). Innovators play a key role in the success of the innovation by spreading the word to other consumers who might be interested in the product's benefits. When enough new users become adopters, sales start to take off, and the life cycle enters the growth phase of the life cycle.

**Early Adopters:** Respect (the next 14% of adopters) - early adopters generally search for new ideas and practices, and are able to relate abstract knowledge to their particular situation. These early adopters characterized as opinion leaders within local reference groups. They act as a role model for many members of a social system and are often respected by peers for their adoption of new ideas.

**Early Majority:** Deliberate (the next 34% of adopters) - the early majority adopts new ideas just before the average members of a system. The early majority characterize as deliberative decision-makers who may deliberate for some time before completely adopting a new idea. The innovation-decision period of this adopter is relatively longer than that of the innovator and early adopter.

**Late Majority:** Skeptical (the next 34% of adopters) - the late majority adopt new ideas just after the average member of a system. Adoption may be both an

economic necessity for the late majority, and the result of increasing network pressures from peers. Innovations are approached with a skeptical and cautious air, and the late majority do not adopt until most others in their system have done.

Laggards: Traditional (the last 16% of adopters) - laggards are the last in a social system to adopt an innovation. This group is almost no opinion leadership and decisions are made in terms of what has been done previously. Their innovation-decision process is relatively lengthy, with adoption and use lagging far behind awareness and knowledge of a new idea.

The concept of adoption process is adapted to suitable with the slow food case by focusing on how tourists will be adopted the slow food's information which consists of three steps; firstly, the availability of information which not only must the product be readily available for purchase and servicing, but the prospective buyers must be aware of the product and informed of the benefits (Lambkin and Day, 1989). Secondly, perceived advantages of the new product have to have a relation to the best available alternative. For this study has focused on slow food which mainly relates with good, clean, and fair. So the customers must be understood 'good food is tasty and diverse and is produced in such a way as to maximize its flavor and connections to a geographic and cultural region (Petrini, 2007: 97). Clean food is sustainable, and helps to preserve rather than destroy the environment (Petrini, 2007: 114). Fair food is produced in socially sustainable ways, with an emphasis on social justice and fair wages (Petrini, 2007: 135)'. And the last is barriers to adoption (such as commitment to present facilities or incompatibility with prevailing values) that slow acceptance even though other factors are supportive. As the barrier to reach goal of new product can occur anytime, so the customers may get a barrier to adopt the information.

#### 2.4.1.2 Concept of Diffusion Process

Diffusion process defines the identification of factors related to the effective flow of information and of the characteristics of information flows, information reception and resistances to adoption (Brown, 1981: 6) While Rogers (1995) is giving the definition of diffusion as the process by which an innovation or new idea is communicated through certain channels over time among the members of a social system. This process is also a kind of social exchange, defined as the process

by which alteration occurs in the structure and function of a social system. New ideas are invented, diffused, and are adopted or rejected, leading to certain consequences, social change occurs.

The concept of diffusion process in this study has adapted to suitable with the slow food case which focuses on the purchase process which consists of three processes; trial and first purchase, repurchase and timing of purchase. It is adopted from the customers' purchase process: ATR process which can explain the purchase process period (Ehrenberg and Goodhart, 1979). The customers' purchase can present how much the slow food's market has grown and reach to the household all over the world.

#### **2.4.2 Concept of Perceived Value**

In this study, the concept of perceived value is used for asking tourists at the last step in post purchase process. The value is evaluated from a consumer's perspective in the marketing area (Olshavsky, 1985; Zeithaml, 1988; Patterson and Spreng, 1997) which is an important key to understand the reason of consumers' purchase. In particular, value means to an outcome of an evaluative judgment which focus on standards, rules, criteria, goals, and ideals (Holbrook, 1994, 1999). Ashton et al. (2010) has adapted the concept of perceived value to suitable for the food study area, so this research is underpinned to study tourists' perspectives. The perceived value is consists of three categorizes; perceived image, perceived quality, perceived sacrifice (monetary price and non-monetary price).

Perceived image defines as an image of product which is built through consumers' perception on reason and emotion to express the intrinsic and extrinsic characteristics of a product (Dobni and Zinkhan, 1990; Kirmani and Zeithaml, 1993). Consumer perceptions of brand image develop from the recommendations of friends or family, or from information from several sources such as media or company direct sales (Olshavsky, 1985; Zeithaml, 1988; Agarwal and Teas, 2001).

Perceived quality defines as a quality of product depends on consumers' opinion which can fulfill their expectations of the overall quality and superiority of product and service (Monroe and Krishnan, 1985; Aaker, 2005). Perceived quality's aspect is also an overall satisfaction, which includes product performance and reliable service; including product and service quality.

Perceived sacrifice represents a trade-off between the qualities or benefits consumers perceive in the product and the price paid. These include both monetary (perceived price) and non-monetary sacrifices such as time or energy spent (Monroe, 1990; Dodds, Monroe and Grewal, 1991). The monetary Price is defined as a price that customer must be paid for the products. Price also plays role as a representative of value of something or determinants of product's value. It means that customers have to pay something to obtain something back which the products must be a good quality and valuable for consumer decision (Monroe, 1990; Patterson and Spreng, 1997). For non-monetary price means time or energy that customers must be ready to perceived the product quality or is a signal of the qualities intrinsic in the product Monroe and Krishnan, 1985; (Monroe, 1990).

#### 2.4.3 Perceived Value base on PLC Strategies

The perceived value base on PLC strategies, it is adapted from PLC strategies to appropriate with perceived value theory. The detail in each stages of PLC stills the same as tradition PLC strategies, while the strategies are changed to be concept of perceived value. (As seen in Table 4.1).

**Table 2.3** Perceived Value base on PLC Strategies

STRATEGIES	INTRODUCTION	GROWTH	MATURITY	DECLINE
<b>Perceived Image</b>	Use heavy sales promotion to entice trial	Reduce to take advantage of heavy demand, but take advantage of word of mouth	Increase to encourage brand switching, plus to encourage early replacement	Reduce to minimum level and Increase to induce early replacements
<b>Perceived Quality</b>	Offer a basic product (single, full feature product)	Offer diversify product offerings, increase service and warranty	Offer diversify brands and models, plus product modifications	Phase out weak items



**Table 2.3** (Continued)

<b>STRATEGIES</b>	<b>INTRODUCTION</b>	<b>GROWTH</b>	<b>MATURITY</b>	<b>DECLINE</b>
<b>Perceived Sacrifice (Monetary)</b>	Use cost-plus	Price to penetrate market	Value to take advantage competitors	Cut price or price competitively with substitute
<b>Perceived Sacrifice (Non-Monetary)</b>	Build product awareness among early adopters and dealers, plus stress benefits and novelty	Build awareness and interest in the mass market, plus stress acceptance and encourage word of mouth	Stress brand differences and benefits, plus stress modifications	Reduce to level needed to retain hardcore loyalty and acceptance

**Source:** Adapted from Steffens, 2002; Ashton et al., 2010.

## 2.5 Related Research

A study within this area has been widely explored, such as Lambkin and Day (1989), Nosi and Zanni (2004), Ashton (2014) and Lee (2014). For instance, Nosi and Zanni (2004) explored on ‘moving from “typical products” to “food-related services”’: the slow food case as a new business paradigm. The object of this study is to underline the nature of these changes and the implications in terms of marketing strategies. The researcher defines a definition and explanation of the role of slow food in the typical food system (TFS). This paper also attempts to underline the characteristics of an interpretative model of the typical food system (TFP) business in order to understand the changes within the supply- and the demand-side of the market. The data collection uses slow food events as a case study to demonstrate changes on demand and supply side.

While Lee (2014) studies on ‘the importance of food in vacation decision-making: Involvement, lifestyles and destination activity preferences of international slow food members’. This study aimed to understand how food is important in the vacation decision-making of slow food members; thus, it examined Slow Food

members' destination activity preferences based on their involvement and lifestyle. In order to achieve its aim and objectives, the study adopted a mixed research method to explore research approach. For qualitative method, 40 interviews were conducted with international slow food members from four continents to identify their vacation decision-making, food-related lifestyle, travel lifestyle and destination activity preferences. And the quantitative approach used online survey of slow food members and an on-site survey of non-Slow Food participants were carried out. These surveys collected 337 valid responses from international Slow Food members and 207 valid responses from non-slow food participants.

In addition, Lambkin and Day (1989) studies on 'evolutionary processes in competitive markets: beyond the product life cycle'. There are two parts of this paper, which required a comprehensive framework for understanding market evolution. The first part of this paper identifies the major shortcomings of the product life cycle. This analysis is used to establish the requirements for a more comprehensive model that incorporates both demand- and supply-side factors. The second part shows how concepts from population ecology theory can be adapted to satisfy these requirements. With this dynamic theory, specific propositions can be made about changes in competitive structure and performance as the market evolves.

Lastly, Ashton (2014) studied on 'hotel restaurant dining: The relationship between perceived value and intention to purchase'. This paper examines how perceived value relates to intention to purchase (ITP) in the context of hotel restaurant dining using a quantitative approach involving multiple regression analysis. There are three significant key variables that positively contribute to intention to purchase (ITP): perceived brand image, perceived quality and perceived sacrifice (both monetary and non-monetary price). This study utilized a quantitative methodology based on a convenience sample of guests staying at the Amari Orchid Resort and Tower Hotel in Pattaya Thailand, and was conducted during the months of June and August 2008. This study has demonstrated the positive relationship between perceived value and intention to purchase (ITP) in a hotel restaurant dining context. These four key factors are the decision making of consumers regarding ITP in the hotel restaurant-dining context.

In summary, the related research has impacted on this study. Starting from the studies of slow food Nosi and Zanni (2004) and Lee, 2014, its results are very potential to current study. Moreover, the study of demand determinants and Product Life Cycle strategy was started by the past study of Lambkin and Day (1989). Importantly, the study of perceived value from this current study was adapted from the study by Ashton (2014). All related research was involved with the conceptual framework and this study which is partly present in Section 3.2.

## **CHAPTER 3**

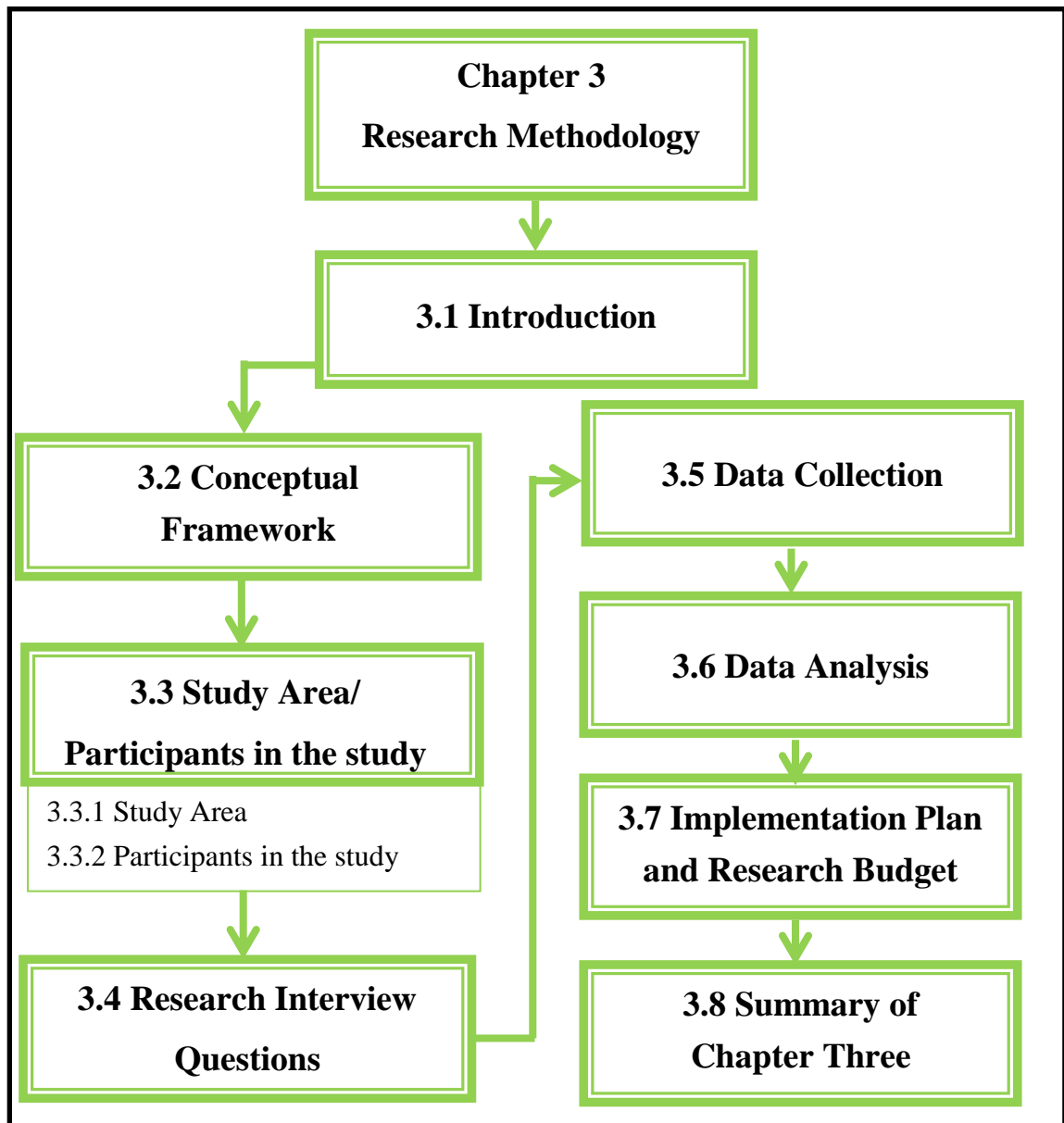
### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

In order to accomplish aim and objective of this study, there are several strategies and methodologies that can be used for collecting and analyzing data (Baker, 1994). The purpose of this chapter is to outline the research methodology used to explore the research issue of this study. The chapter consists of seven sections which begin with the introduction describing the detailed method of this study. This research paper studies on “the new phenomenon of slow food tourism development: the evaluation of tourists’ perspectives focuses on the process of adoption, diffusion and perceived value” employed qualitative research method. As Peterson (1994) stated that the qualitative research is potential to identify full range of issue, view, and attitude; understand a buying decision; and develop new product, service or marketing strategy ideas. Moreover, this method can directly use participants’ own words to explain an experience, event or phenomenon (Ponterotto, 2005). All potentials are appropriate to implement aim and objectives of this paper. This research utilizes in-depth interviews to collect the data because each interviewer contributes their individual experiences consuming slow food. The different experiences lead to differentiate perspectives of demand determinants on their point of view. A content analysis technique was employed to analyze and present the results of collected data.

The conceptual framework is presented in Section 3.2 with figure 3.2 and the process of how to approach main aim and three objectives. Following the framework, the main study area is discussed in Section 3.3, included the information of participants for this study. The main study area is located in two provinces; Bangkok and Chiang Mai, Thailand. Two groups of tourists who participated in farmers’ market in two study areas were selected as sample of this study. They were expected to involve with slow food, as they are slow food’s member and have a slow food’s experience before.

The discussion of the research design of this study is described in four sections, including Section 3.4 research tool which is discussed interview question and how to interview the participants for the study by in-depth interview using the semi-structured interviewing technique, Section 3.5 data collection which illustrates the data and Section 3.6 data analysis which is divided into two processes; analyzing pilot test process and main study analysis. Before the last section, Section 3.7 presents implementation plan and research budget of this research. Finally, section 3.8 is the conclusion that presents the detail of the research methodology of this study. The structure of this chapter is presented in Figure 3.1.

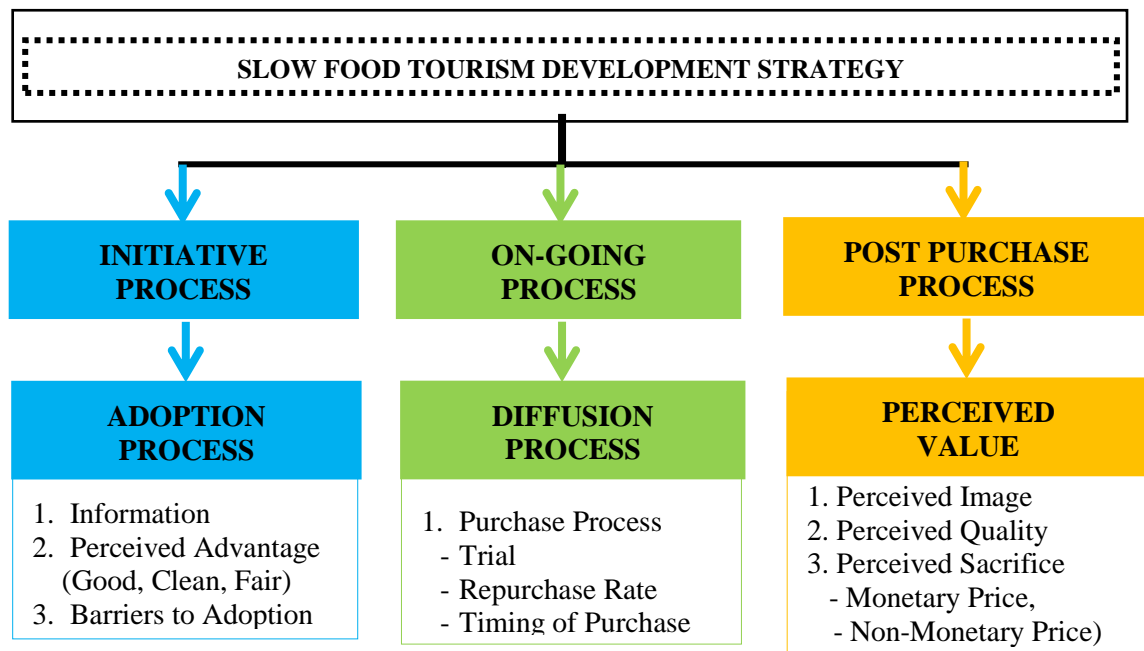


**Figure 3.1** Chapter Three Structure

### 3.2 Conceptual Framework

This conceptual framework shows the process of the study on “the new phenomenon of slow food tourism development: the evaluation of tourists’ perspectives focuses on the process of adoption, diffusion and perceived value” as seen in Figure 3.2. The sequence of this paper presents 3 processes to evaluate the tourists’ perspectives from their own experiences on slow food product; initiative process, on-going process and post purchase process. The first process starts from initiative process asking about an adoption process, the tourists will answer how they adopted slow food through how interviewees have been adopted on details of slow food’s information; how tourists perceived advantage of slow food product in the concept of good, clean, and fair which is adapted from slow food’s philosophy; and what barriers of slow food’s adoption are and how. Next step is an on-going process which focuses on diffusion pattern. The tourists will be questioned how they diffused slow food through about the way they purchase slow food product. There are three stages of consumers’ purchasing processes; trial, repurchase rate, and timing of purchase.

Lastly, the participants will be asked about post purchase process in order to analyze current market of slow food product in tourism industry. Their experiences will be shown through perceived value analysis based on PLC strategies which consists of 3 categories; perceived image, perceived quality, and perceived sacrifice (monetary price, non-monetary price). All information will be benefit for slow food tourism to develop the marketing strategy. The slow food’s marketing strategy is later presented to stakeholders of managerial sector in tourism industry to respond tourist’s demand, increase sales and profitability, as well as develop destination to be slow food tourism.



**Figure 3.2** The Conceptual Framework of Slow Food Tourism Development Strategy

### 3.3 Study Area/Participants for the Study

This section separate into two sections; section 3.3.1 study area will specify the study area where participates came from and section 3.3.2 explain the criteria of how to select participants in accordance with the study aim and objectives.

#### 3.3.1 Study Area

The study area is where researcher should consider when conduct a research project, particularly the area should relevant to the research aim and objective. This study selects the area that relevant to the slow food market, including farmer market and slow food consumer. As Parkins and Craig (2006) supported that farmer's market is a place where consumers can directly buy from the farmers who inherit local, seasonal and fresh produce. It is also cited to have better taste and health benefit, which leads to contributes to social and economic health. Along with this description, it can be concluded that farmers' market was equated with the slow food movement through a focus on individuals' food production and produce (Germov, Williams and Freij, 2010). Martinez et al. (2010) also described that the farmers' markets are the heart of slow food where are not just the most direct source of fresh produce but also



a genuine, accessible way for the public to find the real story on how our food is farmed. Particularly, local communities are using food festivals and farmers' markets to promote local commodities and differentiate themselves from urban community festivals (Sweeney, 2007). It can enhance destination's image when food is seen as a part of image. Moreover, farmers' market is an opportunity to educate consumers about food and gastronomy and persuade them to seek out those products that are good to consume and good to think (Schneider; 2008). With all reasons above, market where the local people sell and buy products is perfectly chosen to be a study area. There are two main geographical places of market's sample areas.

As Nuntnaree Panichkul (2015) stated that the beginning of farmers' market is started from Chiang Mai, the first location of this study is Chiang Mai. Nowadays, there are many places within Chiang Mai arranging farmers' market. They are usually held on weekend; for instance; Farmer's Market Chiang Mai (Farmer's Market Chiangmai, 2014), Farmers' Market and Eatery (Farmers' Market and Eatery, 2015), and Pure Organic Farmers Market Chiang Mai at Jing Jai Market Chiang Mai (Jingjai Market Chiangmai, 2015).

Bangkok is the second study area of this study, since MasterCard Worldwide Insight presented that Bangkok was ranked the second in the world and the first destination in Asia/Pacific by counting numbers of overnight international visitors since 2011-2015 (Hedrick-Wong and Choong, 2015). Additionally, department of Tourism and Ministry of Tourism and Sport reported that Bangkok is the most visited province of Thailand (Tourism Authority of Thailand, 2015). The Farmers' market in Bangkok is usually set every weekend. For example, in 2013, farmer's markets were arranged at Anantara Riverside Bangkok Hotel, Gateway Ekamai department store, and K-Village community mall by Thailand Farmer Group (Bangkok Farmers' Market, 2013; Wanpen Boonpen, 2015). Normally, the products sold there are the agricultural product from organic farm and local food originally from the local people following the slow food concept. Therefore, this study is going to collect data from the participants' group at farmers' market in both provinces.

### **3.3.2 Participants for the Study**

The participants target for this study was tourist who visited at the slow food market in Bangkok, and Chiang Mai, Thailand. It can be said that they are the

essential people who can provide deeply information especially when the results are involved the experiences of slow food. It is therefore; to obtain reliable results the numbers of participant must be sufficient, as Patton (2002) and Creswell (2003, 2007) proposed that a result of the sample size in a qualitative research should be between 20 and 30 interviewees or until the answer from participants keep repeated. Many criteria have been set for this study in selected participant to be part of this project, for instance they must be participated in farmers' market where located in Bangkok and Chiang Mai of Thailand. They can be both Thai and foreigner who travel to the target destination and have slow food experience and knowledge. As the slow food organization proclaimed that slow food was local cuisine concerning with the good quality of food and taste; clean process to consume and sustainable environment; and also fair condition for provider, staff condition and consumer (Petrini, 2007, 2008; Slow food, 2015). They will be asked about the information about slow food before starting in-depth interview. Due to the uncertain number of tourists who experienced slow food, the samples could not be predicted and estimates. Hence, this is one of the limitations of sampling design. The samples were initiative asked about the information of slow food in general, such as have they have experience or know about slow food before, after they know about this information then the in-depth interview will takes place.

### **3.4 Research Questions for Interview**

To collect the sufficient and precise data for this study, in-depth interviewing method is used. Also, the semi-structured interviewing technique along the conversation is conducted. For this kind of technique, interviewees will encounter after asking questions which interviewer can discuss deeply topic interrogation easier than interview that base on standardized questions (Babbie, 2007). Moreover, semi-structure can provide reliable, comparable qualitative data with the freedom to express perspectives and experiences of participants. Reviewing of slow food concept and guideline information about interview is prior given to respondents to purposely test the good understanding of the slow food idea. Then, the qualified interviewees are asked to do an in-depth interview. The interviewer is required having good

conducting interview as investigate journalist because the interview section is concerned about the establishment of entry, or the gaining of permission to approach an individual for research purposes (Crano and Brewer, 2002; Veal, 2006). Moreover, the interviewees' interest will be emic perception, not etic perception as researchers during in-depth interview technique (Marshall and Rossman, 2006). Again, the targeted respondents must have complete qualifications; involving with slow food (be a slow food's member as shown in Appendix A); experiencing slow food products; and participating farmers' market in Bangkok, and Chiang Mai of Thailand.

For interview questions, the researcher provides both Thai and English languages (as shown in Appendix B and Appendix C). In order to cove with three main research objectives and adequately providing some guidelines before interview, the process of interview is separated into five sections as follows; Starting by Section 1 that presents questions about interviewees' profile background to make sure that qualifications meet the requirement; as the nationality of participants must be slow food member (as shown in appendix A) and have a slow food experience. Followed by Section 2, the questions are underpinned from Petrini (2007, 2008) and Slow food (2015) presents two sub-section which consists of slow food guideline information and questions about how much tourists understand about slow food.

As the conceptual framework has shown three processes of collecting tourists' perspectives, all steps will be presented questions since Section 3 to Section 5. Starting from Section 3, an initiative process is underpinned from Lambkin and Day (1989) and Slow food (2015). The questions will ask about adoption process of tourists' demand on how interviewees have been adopted on details of slow food's information; how tourists perceived advantage of slow food product in the concept of good, clean, and fair which is adapted from slow food's philosophy; and what are barriers of slow food's adoption and how. The next process is on-going process in Section 4 which is focuses on diffusion pattern of purchase process. There are three stages of consumers' purchasing questions; trial, repurchase rate, and timing of purchase (Ehrenberg and Goodhart, 1979). At last in Section 5, the post purchase process will be evaluated perceived value about slow food product in 3 categories; perceived image, perceived quality, and perceived sacrifice (monetary price, non-monetary price) which is underpinned from Steffens (2002) and Ashton et al. (2010).

All questions of research tool will be availability to use after the research tool has approved by the advisor and experts. So, the research tool is presented to advisor,

in order to make sure that the tool covers all aspects of the research. Next, the research tool is presented to experts, to receive and approval. After the tool is completely checked, it may test by pilot test which is explained in Section 3.6.

### **3.5 Data Collection**

As the study on “the new phenomenon of slow food tourism development: the evaluation of tourists’ perspectives focuses on the process of adoption, diffusion and perceived value” is employed qualitative research method. The data is going to collect by in-depth interview with two groups of 25-30 slow food-experienced tourists in farmers’ market or until result has repeated. The in-depth interview is considered to be an appropriate method to collect the tourists’ perception (Denzin and Lincoln, 1994; Finn, Elliot-White and Walton, 2000). Before collecting data from an interview, the researcher must be received the letter from the National Institute of Development Administration to the owner of location where is arranged farmers’ market as shown in Appendix D, included consent (as shown in Appendix E) form for getting data from the groups of participants. Moreover, the researcher will make an appointment with some participants by contacting the representative of farmers’ market or give permission from some participants at farmers’ market. The research will inform the participants about the research topic, consent form and interview questions, includes ask for permission to record during an interview. A variety of tourists’ perspectives towards their demand are analyzed to determine their demand of slow food. All data are collected for analyzing on the tourists’ demand and current market situation for presenting managerial sector about slow food tourism development’s marketing strategy. The data took place from farmers’ market at Bangkok and Chiang Mai during March 2016 to April 2016.

### **3.6 Data Analysis**

There are two processes of data analysis; firstly to conduct a pilot test to check whether the interview questions are valid and reliable, after the questions have been checked and reword or remove wherever participants unclear (Baker, 1994). Then the main study takes place and interview until complete the number of participants as required or repeated answers.

For the pilot test process, after the advisors and experts have approved research tool, all questions must be test by the sample. Holloway (1997) recommends reading through three or four interviewers in order to improve research too. Although there is no specific pilot test of qualitative approach, Frankland and Bloor (1999) argue that piloting provides a clear definition of the focus of the study which helps researchers to concentrate data collection on projected analytical topics. The purpose of a pilot test is for the inspection of content validity and reliability to accomplish the most accurate and productive study. Moreover, the pilot test has many several benefits; to make sure that participants understand the meaning of interview questions in the way researcher understand; to see how long it takes to complete and interview step; to check bias questions and to identify and eliminate questions that will not generate usable data (Coolican, 2004; Phellas, Bloch and Seal, 2012). If some question of the research tool is invalid, the researcher will have an opportunity to re-change or re-word.

The main study analysis of this research analyzes qualitative data which the content analysis technique were employed. As Hsieh and Shannon (2005) describe a content analysis is a research method for the subjective interpretation of the content data through the systematic classification process of coding and identifying themes or patterns. The aims of content analysis are conceptualization, data collection and interpretation, with non-rigid data presentation because at the heart of qualitative data analysis is the discovery the themes (Bernard and Ryan, 2010). Moreover, Whitty (2002) stated that the content analysis is the most unbiased and will help to achieve the aim of research, so this method is chosen. From the adapted process of data analysis from Braun and Clarke (2006), the collected data which is recorded from in-depth interview will be transcribed in the topic of tourists' perspectives through adoption process, diffusion process, and perceived value on current market analysis. The researcher re-read the data and made some notes by coding; underlining; and highlighting important or interesting words or phrases, using colored markers. Then searching for themes to organize coding and review theme to match with the objectives. To analyze the result based on the literature review and the primary data. These findings improve the understanding of slow food's current situation of tourism industry. They are several benefits for managerial sector for adapting and presenting the most appropriate marketing strategy to tourism industry.

Activities	Months												Budget (THB)
	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	Aug 2016	
1. Literature review	←=====→												-
2. Designing conceptual framework					←=====→								-
3. Presenting and re-writing the research proposal topic to committee							↔						1,000
4. Contacting the National Institute of Development Administration to issue letters requesting for representative of farmers' market							↔						-
5. Collecting Data from participants of farmers' market							←=====→						10,000
6. Presenting research topic in international conference								↔					1,000
7. Analyzing and concluding data									←=====→				-
8. Presenting research draft to the committee										↔			1,000
9. Revising research draft as suggested by the committee										←=====→			5,000
10. Submit final research											↔		-
<b>Total Budget</b>													<b>18,000</b>

### **3.8 Summary of Chapter Three**

Chapter three is explained the methodology and clarifies an appropriate method which is used for studying on “the new phenomenon of slow food tourism development: the evaluation of tourists’ perspectives focuses on the process of adoption, diffusion and perceived value”. This chapter presents the conceptual framework in order to give an understanding of the research process to implement main aim and three objectives of this study. It also overviews the research strategy which starts from using appropriate method to conduct this study and collect the data with the technique to analyzing the data. Furthermore, the reason why using each method or technique also identify in each section. As qualitative research method is used to appropriate with the aim of this study that must be studied on perception. And also in-depth interviews were conducted among 20-30 tourists who participated in farmers’ market in Bangkok, and Chiang Mai of Thailand. These numbers of sample are suitable to get validity result. The research tool is designed for collecting data but it must be approved by experts before testing pilot and main interview.

In addition, the chapter also discusses the detailed populations who are required to be sample must have experiences and knowledge about slow food; and understand English. The data gained from literature reviews (secondary data), and in-depth interviews (primary data) are used to accomplish the result. The results from the study shed light on tourists’ perspectives through demand determinants regarding an analysis of current market of slow food in tourism industry by the content analysis technique. This chapter presents the analysis techniques that are going to use to analyze data making sure that the result will present tourists’ experiences and perception can improve the marketing strategy for managerial sector which can respond tourists’ demand and also increase sales and profitability by developing and providing slow food products. Additionally, implementation plan and research budget are described all processes of this study, includes period of each step and budget that will be paid. The next chapter discusses the data analysis and results of the study.

## **CHAPTER 4**

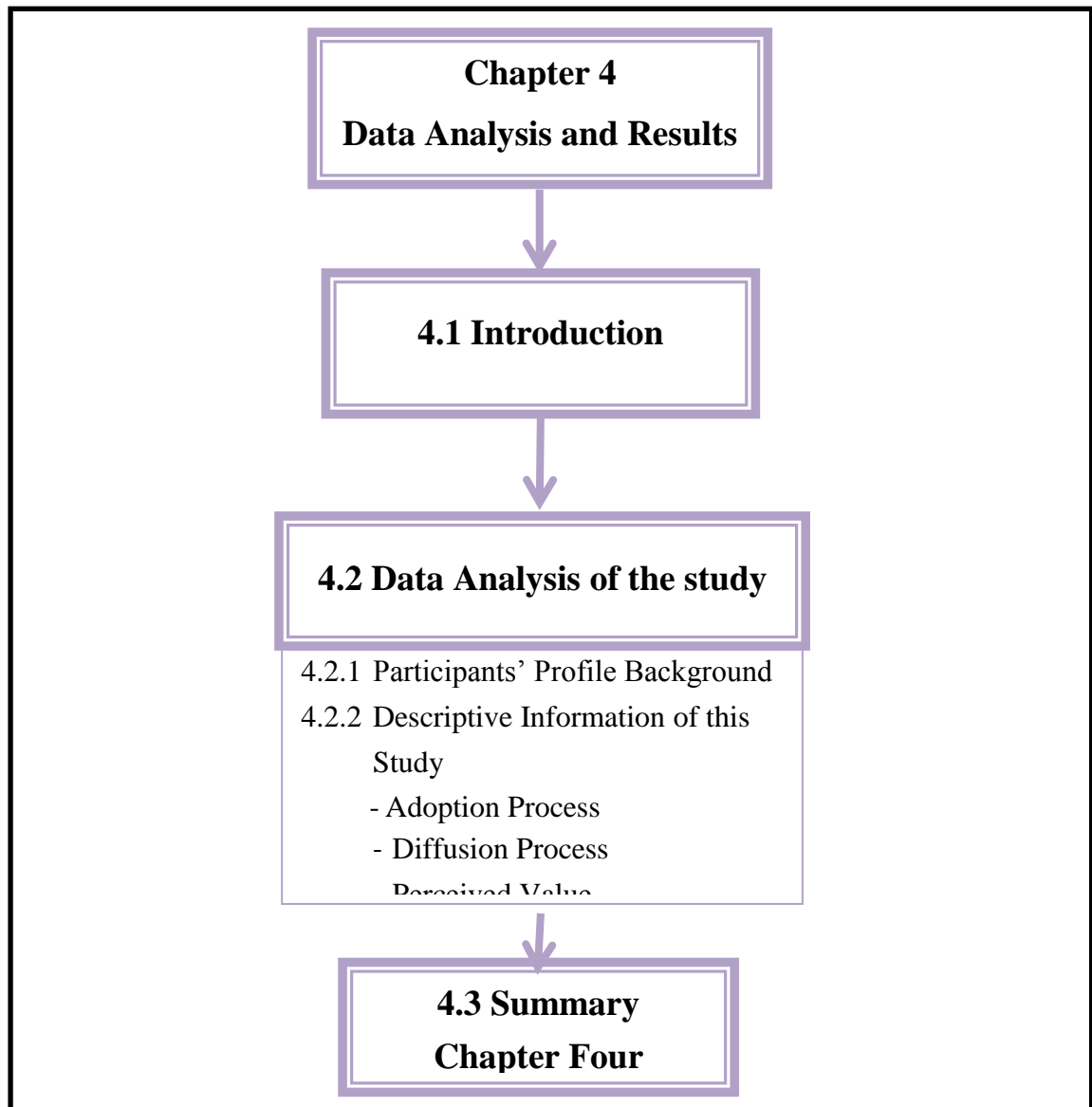
### **DATA ANALYSIS AND RESULTS**

#### **4.1 Introduction**

This chapter presents the findings of the study linked to the research aim and objectives discussed in chapter one (Section 1.3). The data analysis in this study is from an interview of participants who visited three farmers' markets in Bangkok, and three farmers' markets in Chiang Mai, Thailand. The data collection period was one month, beginning in the end of March 2016 and completed at the end of April 2016. Of overall 22 responses, 4 were received from the first market in Chiang Mai (Jing-jai Market), 4 from the second market in Chiang Mai (Baan-Kang-Wat Market), 2 from the third market in Chiang Mai (Farmers' Market and Eatery), 5 from the first market in Bangkok (Farmers' Market at K-Village), 3 from the second market in Bangkok (Farmers' Market at Digital Gateway Ekkamai), 4 from the third market in Bangkok (Farmers' Market at Anantara Riverside Resort Bangkok).

This chapter is organized into three sections; the next section, Section 4.2 presents the descriptive information of study. This section also summarizes the results that answer all three objectives of this study. The last section overviews the significant results, providing evidences to develop the final conceptual framework and contribution to future academic research in the slow food tourism. An overview of chapter four is presented in Figure 4.1.





**Figure 4.1** Chapter Four Structure

## **4.2 Data Analysis of the Study**

This study was conducted data at farmers' market in Bangkok and Chiang Mai, Thailand. An interview was conducted during 10:00 am-02:00 pm in Bangkok on weekend and between 08:00 am-12:00 pm for farmers' market in Chiang Mai on weekend. The participants were approached and asked to participate with research project. A total of 24 participants were interviewed 5 from the first market in Bangkok (Farmers' Market at K-Village), 3 from the second market in Bangkok

(Farmers' Market at Digital Gateway Ekkamai), 4 from the third market in Bangkok (Farmers' Market at Anantara Riverside Resort Bangkok), 6 from the first market in Chiang Mai (Jing-jai Market), 4 from the second market in Chiang Mai (Baan-Kang-Wat Market), 2 from the third market in Chiang Mai (Farmers' Market and Eatery).

#### 4.2.1 Participants' Profile

The participants profile of this study summarized in Table 4.1. The overall age ranged between 18 and over 60 years with the majority of 21-30 years old (54.16%). The respondents were females (79.16%) and 20.83% were males. Participants of this study were from all around the world. Asians dominated the participants at over half of the whole (62.5%), America (25%) and Europe (12.5%). All participants were slow food experiences persons and came from the country of slow food's member.

**Table 4.1** Participants' Profile Background

No.	Nationality	Gender	Age	Study Area
1.	Japan	F	21-30	Bangkok
2.	South Korea	M	21-30	Chiang Mai
3.	Philippines	F	21-30	Bangkok
4.	Thailand	M	21-30	Bangkok
5.	Thailand	F	21-30	Bangkok
6.	Thailand	F	21-30	Bangkok
7.	Thailand	F	31-40	Bangkok
8.	Thailand	F	51-60	Bangkok
9.	Thailand	M	21-30	Chiang Mai
10.	Thailand	M	31-40	Chiang Mai
11.	Thailand	F	31-40	Chiang Mai
12.	Thailand	M	41-50	Chiang Mai
13.	Thailand	F	41-50	Chiang Mai
14.	Thailand	F	60+	Chiang Mai
15.	Thailand	F	60+	Chiang Mai
16.	UK	F	21-30	Chiang Mai
17.	UK	F	21-30	Bangkok
18.	UK	F	21-30	Bangkok
19.	USA	F	21-30	Chiang Mai

**Table 4.1** (Continued)

No.	Nationality	Gender	Age	Study Area
20.	USA	F	21-30	Chiang Mai
21.	USA	F	18-20	Chiang Mai
22.	USA	F	18-20	Chiang Mai
23.	USA	F	18-20	Chiang Mai
24.	USA	F	21-30	Chiang Mai

#### 4.2.2 Descriptive Information for this Study

The descriptive information of this study describes the result of this study to respond the three objectives of this study. The first objective starts from initiative process asking about an adoption process, the tourists will answer how they adopted slow food through how interviewees have been adopted on details of slow food's information; how tourists perceived advantage of slow food product in the concept of good, clean, and fair which is adapted from slow food's philosophy; and what barriers of slow food's adoption are and how. The next objective is an on-going process which focuses on diffusion pattern. The tourists will be questioned how they diffused slow food through about the way they purchase slow food product. There are three stages of consumers' purchasing processes; trial, repurchase rate, and timing of purchase.

Lastly, the participants will be asked about post purchase process in order to analyze current market of slow food product in tourism industry. Their experiences will be shown through perceived value analysis based on PLC strategies which consists of 3 categories; perceived image, perceived quality, and perceived sacrifice (monetary price, non-monetary price). All information will be benefit for slow food tourism to develop the marketing strategy. The slow food's marketing strategy is later presented to stakeholders of managerial sector in tourism industry to respond tourist's demand, increase sales and profitability, as well as develop destination to be slow food tourism. The results for these three objectives are discussed as below;

Objective 1: To analyze tourists' perspectives on how slow food tourism has been adopted

The results of this objective revealed that three components were applied into adoption process of slow food marketing strategy. The results will be answered

according to three questions: firstly, “Where did you get information from about slow food tourism and what do you think about availability of slow food information in Thailand and all over the world while you are taking a trip?”, secondly, “What are advantages of slow food (Good, Clean, Fair)? ”, and lastly, “What are barriers of adoption?; to perceive slow food’s information, to consume slow food, to travel to slow food destination”. The results for these three questions are discussed as below;

Question 1: Where did you get information about slow food tourism? What do you think about the availability of slow food information in Thailand and all over the world?

It was found that the majority of 24 participants obtained information from social media (website, webpage, and facebook page). As interviewees said that they received update information of slow food by e-mail newsletter or online journal from slow food USA e-mail. Secondly, the participants said that they have heard from family and friends who has experiences through word of mouth.

The availability of slow food information is divided as slow food product and slow food destination. For the slow food product, it was found that information does not have much, so it should have organization or government to support and promote. As one of participants stated that the government is a good supporter to promote; “South Korea government try to advertise Korean Food on abroad as a typical wellbeing and slow food. And Lot of restaurants tried to advertise themselves, they are a slow food restaurant. The term “slow food” used to a fashion at food industry in Korea”. On the other hand, the social media is also a good distribution channel but the information do not focus on the concept of slow food as one interviewee mentioned; it’s quite difficult to get information about slow food when I travel in many countries. I can only get information about restaurant at Tripadvisor and it introduces all types of restaurant not only slow food. So I really try hard to get the information.

For the slow food destination, the locality need supporter to promote, as the participants said that it is little information about slow food destination. Even though it is easier to find than the past as people pay more attention about food and sharing culture to each other. One of participants mentioned that “Luckily, when I tried to find farmer’s market or Local market, I would be able to find slow food destination.” It also found that most of interviewees recommend that the slow food destination will be more popular, if the government supports and promotes.

Question 2: What are advantages of slow food (Good, Clean, Fair)?

The advantages are divided to three components as the concept of slow food; good, clean and fair. For good concept, the participants prefer to taste a high quality food which is equal to good for health. As participants stated that “You are what you eat”, so they will feel so good when they have taste a good food. They also said that good food must be good in taste, look, quality, and nutrition. In addition, it has variety of taste contrast with fast food which has fixed taste (originality).

For clean concept, the participants focus on clean ingredients that should not come from the source which use the chemical and it should be fresh and make day by day only. As one of participants said that food is medicine, synthetic fertilizers and pesticides make us sick. Thus the majority perceived the advantage of clean food throughout the product without chemical and had a good process of production (growth, harvest, package, deliver, and sell). Moreover, all production process should concern about environment and the authenticity of each area.

For fair concept, the majority of 24 participants perceived an advantage of fair price when they enjoy shopping the product from the farmers. They also said that the farmers’ market is the center that everyone can reach reasonable and affordable price. As participants mentioned that the people who produce and process our foods should make wages that can adequately support their livelihood.

Question 3: What are barriers of adoption (perceiving slow food’s information, consuming slow food and travelling to slow food destination)?

The barriers of adoption are separated to three components which are firstly; the barrier to perceive slow food’s information, secondly; the barrier to consume slow food and lastly; the barriers to travel to slow food destination. For the barrier to perceive slow food’s information, the majority of participants commented that source of information does not provide clearly information. Moreover, there are a lot of choices of food for consumers with interesting media advertisement which could persuade them turning to be interested in any kind of food. One interviewee mentioned that “Not many people know about slow food and much bigger problem is only a few portion of people care about slow food. So reaching slow food information is really hard”. Some interviewees also recommend that “slow food should have distribution of literature in multiple languages.”

For the barrier to consume slow food, the participants said that many people misunderstand about the concept of slow food. As one of interviewee expressed that some people misunderstand the concept of the taste and ingredients of slow food, especially for people who do not eat vegetables and fruits, or eat only a little. A lot of people might think that slow food comes with the bland taste which is not always true. Moreover, some people still think that it might take long time during cooking and eating. Sometimes, it's more expensive and could not be able to cover all peoples' needs. For the barriers to travel to slow food destination, the result shows that the tourists can't reach the information of slow food destination in the countries where are not supported from government or association and promote from private sector or private business. As one of interviewees mentioned that "When I travel in Korea isn't really hard to pass through the barrier. But when I travel abroad, it's hard to find slow food information without local friends. The first barrier I face on should be language. Tourist information center doesn't provide information about slow food". Other interviewees also said that "Tour leader and guide do not have enough knowledge to introduce destination clearly."

This objective revealed that firstly, the participants obtained information mainly from; social media source, referenced group (friends and family), word of mouth, magazine and leaflets. Secondly, the participants concluded that the advantages of slow food are; good, clean, and fair. Good food must be good in taste, look, quality, nutrition and also original taste; clean food must be the food without chemical and have a good process of production (growth, harvest, package, deliver, and sell). Plus, all production process should concern about environment and the authenticity of each area. Both consumer and producer have a fair benefit. As the producer receive fair wage and consumer buy with fair price. Lastly, the barriers to adopt this slow food phenomenon are; information distribution, and support from government.

Objective 2: To analyze tourists' perspectives on how slow food tourism has been diffused

The results of this objective revealed the purchase process which start from trial, repurchase rate to timing of purchase. The results will be answered according to five questions from three steps of purchase process. For the first step, the trial step

asked about “Why did you decide to taste slow food? Please specify the main reason to consume slow food and travel in slow food destination” and “After you have already purchased on slow food, what do you think about slow food product and slow food market?” For the repurchase rate step, the participants answered “How difficult to find slow food product or to travel on slow food tourism destination?” and “Does slow food product and destination your priority plan during the trip? And why?” Lastly, the timing of purchase step asked about “How often do you consume slow food? And how do you purchase on slow food product? (cooking by yourself or buying at farmers’ market or restaurant)”. The results for these five questions are discussed below;

Question 1: Why did you decide to taste slow food? Please specify the main reason to consume slow food and travel in slow food destination.

After the tourists adopted the slow food information, most of participants stated that they decide to taste slow food. The main reason that most of participants decided to consume slow food is to taste the original food with good quality of food and also experience the authenticity. As one interviewee mentioned that “Tasting something original with knowing stories or methods are interesting and it could generate income back the local people is good as well”. One of interviewees also gave an example as she said that “It is the most important thing to know more about food you eat every day. In some cases, tradition dictates that food is consumed in a certain way. For example, when eating nigiri sushi you want to do so in a way that the first thing touching your tongue is the fish that’s what you want to taste first. You would be happy to have fresh food because you know that you will have the good thing for your health”.

Moreover, one of participants explained about the important of food in tourism and hospitality industry “Because tourism always include food and slow food can help the tourism industry because normally when people travel they prefer to have a good food no matter how much does it cost. And slow food may attract many people nowadays due to the healthy lifestyle of the urban people”. Some participants also have similar comment as “Slow Food has become a trend for food consumption. Since a large number of people care a lot about food they eat, they may be willing to also pay a lot for this. So it is a very interesting industry that can grow dramatically”.

Question 2: After you have already purchased on slow food, what do you think about slow food product and slow food market?

For slow food product, most of participants said that it is worth to buy. As one interviewee commented that “When purchase slow food I feel that it is worth to buy because in each process the producers carefully select the ingredient and it can make people confident that they will receive the good food for their life”. Another one also said that “slow foods are obviously better than fast foods even sometime it’s much expensive. Because of it has much better taste and able to taste local fine food”.

For slow food market, most of the participants appreciate the farmers’ market where they can buy food and product directly but the slow food market does not get any support from government or association. Therefore, it is too difficult to find specific market of slow food as on interviewee commented that “It should be promoted widely as it is good for people’s health”. Plus, someone thought that slow food market is quite specific group and not much people that are willing to spend money on food which price is higher compared to normal food”. So the slow food market should be supported and be promoted.

Question 3: How difficult to find slow food product or to travel on slow food tourism destination?

Most of participants revealed that it’s quite difficult to find the slow food product and slow food tourism destination. As one interviewee said that “it quite difficult to find because sometimes people cannot separate normal cook and slow food and it is not 100 percent sure that it is the right production or not?” Plus, the tourists don’t know where can they get slow food product or destination and even don’t know where they can get information.” One of participants also commented that “It depends on the destination because the more you get closer to the local community is the less difficulty you could find slow food product”.

Question 4: Does slow food product and destination your priority plan during the trip? And why?

Most of participants mentioned that food is the priority when they decide to travel. Most of participants said that “When I travel I always go to Farmer’s market of local market’ and “I usually seek slow food from local during my trip as it could tell the stories of that society which I can learn from local people and it’s not expensive as



well”. It concluded that people who had slow food experiences before, they need to seek new slow food experiences in their new journey or their travel destination. They prefer that each place has their own local food; as travelling to some place, they would love to try their special food in their traditional style.

Question 5: How often do you consume slow food? And how do you purchase on slow food product? (cooking by yourself and buying at farmers’ market or restaurant)

After the participants consumed slow food, they continued consuming slow food in daily life as often as possible. Most of participants prefer buying at farmers’ market or restaurant when they decided to consume slow food. Some participants consumed slow food by cooking or home cooking by family members on weekend.

Objective 3: To analyze current market on slow food tourism through value perception by tourists’ perspective

The results of the last objective revealed the tourists’ perspectives on three components; perceived image, perceived quality, and perceived sacrifice (monetary price and non-monetary price). In addition, the current stage of slow food phenomenon was revealed by tourists. The results will be answered according to six questions. The perceived image asked about “How did you perceive after you purchased slow food? And why?” and “What is your main reason to consume slow food?” The perceived quality asked about “What is your expectation about quality, price, and service of slow food?” The perceived sacrifice asked about “Does it take too much time to be served when you purchase it (such as; waiting at restaurant)?” Moreover, this section asked about the recommendation and current stage of slow food phenomenon; “Do you have any recommendation about slow food product and in terms of slow food tourism?” and “In your opinion, what do you think about the current market trend of slow food and slow food tourism? And why?” The results for these six questions are discussed below;

Question 1: How did you perceive after you purchased slow food? And why?

Most of participants states that they appreciated slow food product. As one participants of this study mentioned that “Slow food enhances the quality of life. Attempting to consume slow food and keep consuming only slow food reflects that a person cares about his own well-being. Thus, in a long term, this will influence a person’s health in a good way”.

Question 2: What is your main reason to consume slow food?

There are several reasons to consume slow food, but most of participants focus on building their image or being healthy. One of interviewees stated that “Unavoidably, I think about myself first when eating or choosing to eat something. I want to be healthy and as it is often said “you are what you eat”, I opt to eat good food for myself to maintain good health. The other reasons also influence my decision, therefore they do not play an important role in my decision making as much as eating for my good health”. To contribute revenue to locality is one of the reasons that participants concern about consuming slow food, as interviewee mentioned that “consuming slow food contributes to stronger and happier community. In addition, it may help to contribute environmentally friendly concept when people concern the production”.

Question 3: What is your expectation about quality, price, and service of slow food??

The result revealed that the expectation of slow food quality is food must have good taste and fresh vegetables. For slow food price, most of participants expect to purchase with fair price that is reasonable and affordable. Moreover, the producers must gain fair wage as well. The service of slow food that the tourists expect is good as the normal food service. As one interviewee stated that “the good service as normal food service is fine for me but I prefer staff to know the stories of the food they have as well”.

Question 4: Does it take too much time to be served when you purchase it (such as; waiting at restaurant)?

Normally, the time is similar as a normal food but it is different from fast food restaurant. As interviewee mentioned that “we did not wait that long, actually we expected that it’s not going to be very fast so we already prepared our time.’ Therefore, it is not a problem to wait for slow food restaurant.

Question 5: Do you have any recommendation about slow food product and in terms of slow food tourism?

It is found that most of participants recommend promoting the slow food concept. One interviewee said that “related sections should promote people’s awareness on slow food, particularly the importance and benefits of having slow food.

Especially, Thailand can adopt slow food as a theme for tourism to attract more tourists internationally and locally because luckily we already have a wide range of delicious and healthy dishes. This can be both a national policy and a policy for each locality”.

Question 6: In your opinion, what do you think about the current market trend of slow food and slow food tourism? And why?

The result revealed that the current stage of slow food is introduction stage. As one interviewee mentioned that “People become more aware of their health as we can see from healthy eating trend and exercising trend. There are still many new joiners to this healthy trend. I think in these years, a lot more people will welcome this trend and want to lead healthier lives by eating more healthily. In sum, there are still room for slow food industry development. There are little group in Thailand that know the concept, therefore the advertisement is needed”.

### **4.3 Summary of Chapter Four**

In this chapter the findings of the data analysis results were discussed. For the main study data was collected from participants in farmers’ market in Bangkok and Chiang Mai, Thailand to evaluate tourists’ perspectives on slow food destination development. The data analysis technique mainly employed content analysis.

The results of objective one revealed that firstly, the participants obtained the information mainly from; social media source, referenced group (friends and family), word of mouth, magazine and leaflets which is quite difficult to get information. Secondly, the participants concluded that the advantages to adopt slow food are; good, clean and fair. Lastly, the barriers to adopt this slow food phenomenon are; information distribution, and support from government.

The results of objective two revealed that most of participants decide to consume and continue to repurchase slow food because they need to taste the original food with good quality of food and also experience the authenticity. After they have tasted, they continue consume it in daily life by cooking or buying at restaurant and farmers’ market. The last objective revealed that after the tourists perceived value of slow food, they intend to consume slow food continuously. According to the

consuming of slow food led them have a good image, received the good quality of food directly from the producers, and also worth to spend money and time. In addition, the findings explained the current stage of slow food phenomenon is at introduction stage. As most of participants recommend to promote and to build more businesses providing this kind of product.

## **CHAPTER 5**

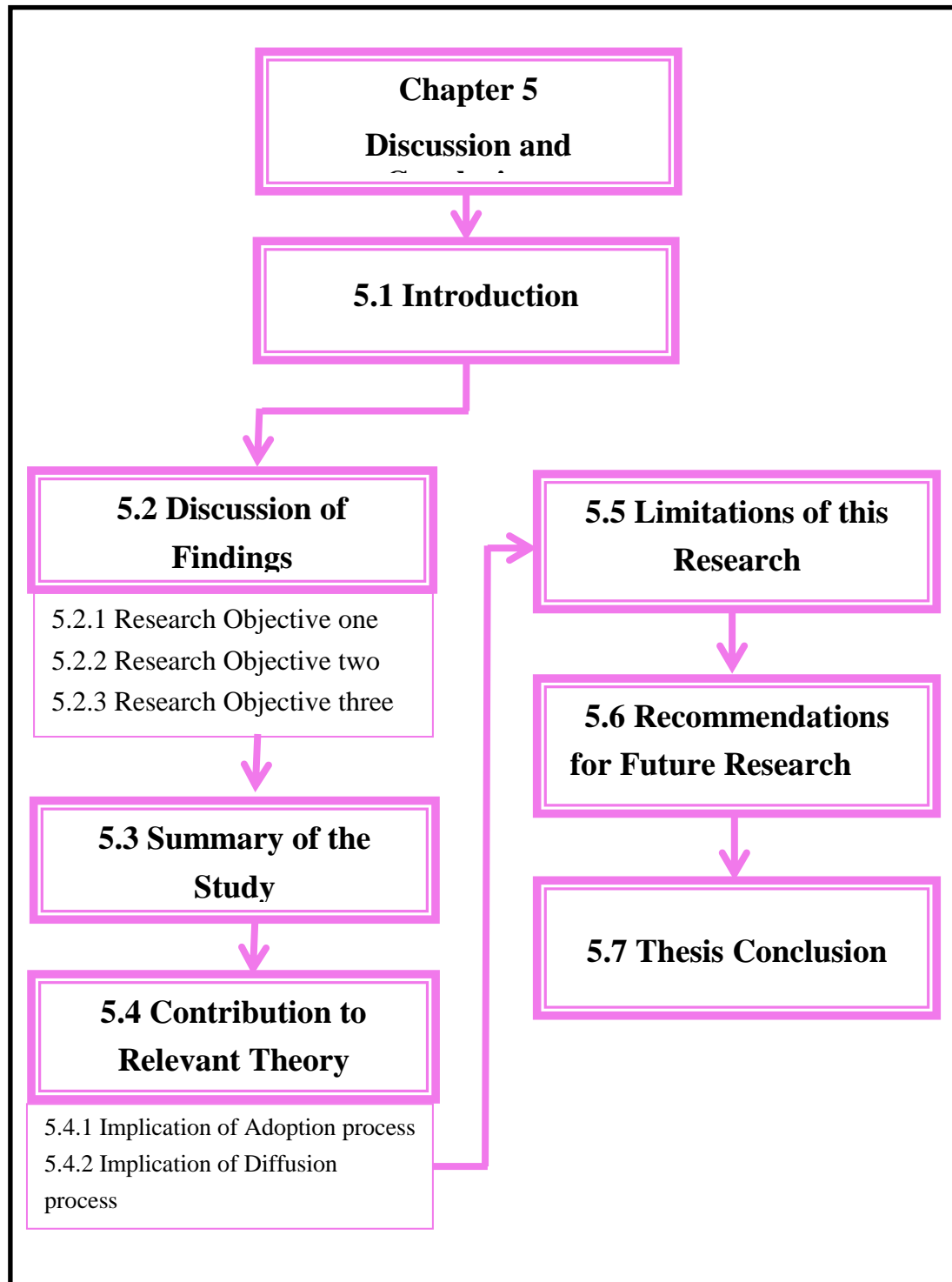
### **DISCUSSION AND CONCLUSIONS**

#### **5.1 Introduction**

The aim of this study has been to explore how tourists' experience slow food tourism. Following a literature review and consideration of previous research, a conceptual framework was developed and present in section 3.2. The model was designed to present three processes to evaluate the tourists' perspectives on slow food product; initiative process (adoption process), on-going process (diffusion process), and post purchase process (perceived value).

The purpose of this chapter is to deliberate on the research findings and present the conclusions of the study with reference to data collected and presented in chapter four and literature review in chapter two. The research findings are organized and considered the three research objectives. A discussion of the first objectives occurs in Section 5.2.1; a discussion relating to research objective two are showed in Section 5.2.2; and lastly, a discussion of research objective three is focused on Section 5.2.3.

Section 5.3 summarizes the crucial components of the conceptual framework of the three process of tourists' perspectives. Later on, the research contributions of the study to academic and managerial implications are presented in Section 5.4 and Section 5.5. The following section presents the study's limitations (Section 5.6) and Section 5.7 outlines future research, while the final section presents thesis conclusions. The structure of chapter five is presented in Figure 5.1.



**Figure 5.1** Chapter Five Structure

## 5.2 Discussion of Findings

This section will consider and discuss each research objective. The aim of this research has been to explore how tourists experience on slow food tourism. To achieve the research aim, three objectives have been stated.

- 1) To analyze tourists' perspectives on how slow food tourism has been adopted
- 2) To analyze tourists' perspectives on how slow food tourism has been diffused
- 3) To analyze current market on slow food tourism through value perception by tourists' perspectives

The research began by investigating relevant literature within slow food tourism context. In justifying this research, the literature review highlighted the lack of tourists' perspectives research, specifically in terms of demand determinants; adoption process, diffusion process, and perceived value. In terms of relevant studies, the research underpinned significantly by work of Lambkin and Day (1989) and Ashton (2014) which was used as a basic to develop the proposed the proposed model of slow food marketing strategy.

The study design aimed to examine each of the key components of adoption process, diffusion process and perceived value. In addition, the analysis of tourists' perspectives on how slow food tourism has been adopted focused on initiative process (adoption process). Moreover, the examination of analysis tourists' perspectives on how slow food tourism has been diffused focused on on-going process (diffusion process). Lastly, the analysis of current market on slow food tourism through value perception by tourists' perspectives focused on post purchase process (perceived value). Each of the results for the research objectives is presented as follows;

### 5.2.1 Research Objective One

To investigate the tourists' perspectives on how slow food tourism has been adopted, the first questions asked: Where did you get information about slow food tourism? What do you think about the availability of slow food information in Thailand and all over the world? The second question asked: What are advantages of

slow food (Good, Clean, Fair)? And the last question asked: What are barriers of adoption (perceiving slow food's information, consuming slow food and travelling to slow food destination)?

The results for these three questions revealed the one of demand determinants which focused on sources and availability of information, perceived advantages, and the barrier to adoption. One explanation of this finding of source and availability of information revealed the social pressure and word of mouth (Horsky and Simon, 1983) have impacted how tourists obtained information in the prior literature. In addition, perceiving advantages may lead to understand the tourists' demand, as well as the barriers to adopt information may lead to avoid the barrier. It is quite similar as Lambkin and Day (1989) explained the adoption process of demand determinants.

On the other hand, this research revealed that the social media has made a huge impact on the source of information. Nowadays, the tourists engage with social networking sites to search trips, make informed decisions about their trips and also share their personal experiences on their personal online channel. It may lead to the tourists searching on an online distribution channel.

### **5.2.2 Research Objective Two**

To investigate the tourists' perspectives on how slow food tourism has been adopted, the questions asked from three steps of purchase process. According to six questions, for the first step, the trial step asked about "Why did you decide to taste slow food? Please specify the main reason to consume slow food and travel in slow food destination" and "After you have already purchased on slow food, what do you think about slow food product and slow food market?" For the repurchase rate step, the participants answered "How difficult to find slow food product or travel on slow food tourism destination?" and "Does slow food product and destination your priority plan during a trip? And why?" Lastly, the timing of purchase step asked "How often do you consume slow food? And how do you purchase on slow food product? (cooking by yourself or buying at farmers' market or restaurant)"

The results for these five questions are discussed the one of demand determinants which focused on trial step, repurchase rate, and timing of purchase. The tourists decided to consume and continue to repurchase slow food because they need



to taste the original food with good quality of food and also experience the authenticity. After they have tasted, they continue consume it in daily life by cooking or buying at restaurant and farmers' market as quite similar as Lambkin and Day (1989) explained the diffusion process of demand determinants.

Furthermore, the result of this study revealed that the adoption of information about location of farmers' market or tourism destination also generate the interesting of tourists and how tourists spend money for their consuming during the trip. So the diffusion through the social media affects how tourists spend money to buy product and take time making a journey.

### **5.2.3 Research Objective Three**

To investigate the current market on slow food tourism through value perception (Ashton, 2014) by tourists' focused on three components; perceived image, perceived quality, and perceived sacrifice (monetary price and non-monetary price). In addition, the current stage of slow food phenomenon was revealed by tourists (Porter, 1980). The results will be answered according to six questions. The perceived image asked about "How did you perceive after you purchased slow food? And why?" and "What is your main reason to consume slow food?" The perceived quality asked about "What is your expectation in quality, price, and service of slow food?" The perceived sacrifice asked about "Does it take too much time to be served when you purchase it (such as; waiting at the restaurant)?" Moreover, this section asked about the recommendation and current stage of slow food phenomenon; "Do you have any recommendation in slow food product and in term of slow food tourism?" and "In your opinion, what do you think about the current market trend of slow food and slow food tourism? And why?"

The results for these six questions are discussed the perceived value of slow food and current stage of slow food phenomenon. The tourists perceived value of slow food and intend to consume slow food because continuously. According to the consuming of slow food led them have a good image, received the good quality of food directly from the producers, and also worth to spend money and time. It is similarly to Ashton (2014) as the result revealed that perceived value of slow food intend to consume slow food product. In additional, the findings explained the current

stage of slow food phenomenon is at introduction stage. As most of participants recommended to promote and needed more businesses to provide this kind of product.

Regarding to the prior study of perceived value (Ashton, 2014) focused on three components; perceived image, perceived quality, and perceived sacrifice (monetary price and non-monetary price). In this study, the tourists mentioned that the perceived image is not only the image of products but it also built the personal image of consumers or tourists. The tourists build personal image through support local directly by buying local products and consume local experiences.

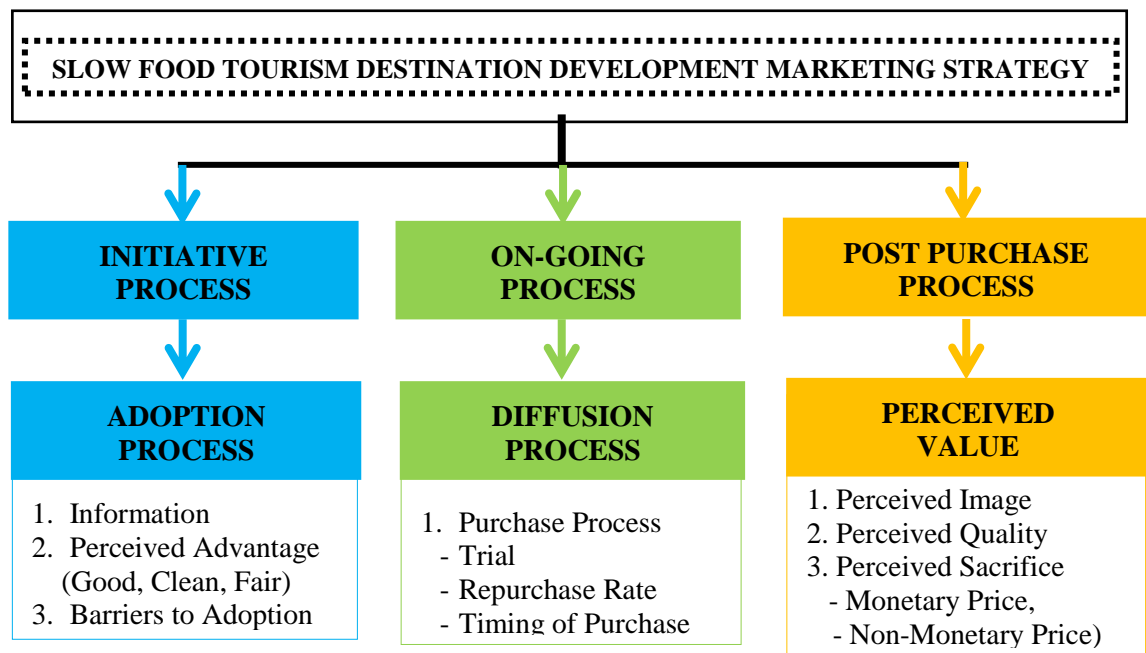
### **5.3 Summary of the Study**

This study has generated a number of important findings, firstly in terms of a conceptual implementation of the tourists' perspectives on slow food tourism (adoption process, diffusion process and perceived value). A modified conceptual framework of slow food tourism development strategy considered in these terms is presented in Figure 5.2.

The new knowledge from this study revealed the tourists' perspectives on slow food tourism development constructed around three processes. The first process is initiative process which involves adoption process related to the source and availability of information, how to perceive advantage of slow food concept (good, clean and fair) and barriers to adoption (to perceive slow food information, to consume slow food and to travel to slow food destination). The second process, on – going process which focused on diffusion process, comprises three steps of diffusion of slow food phenomenon; trial, repurchase and timing of purchase. The last process is perceived value related to three components; perceived image, perceived quality and perceived sacrifice in terms of monetary and non-monetary price. According to the findings of this study, it is clearly the case that analyzed current marketing is the most crucial component to understand tourists' perceived on slow food tourism destination development.

The findings of this study contribute to the conceptual framework proposed by Lambkin and Day (1989) which focused on demand determinants (adoption process and diffusion process) and Ashton (2014) which focused on perceived value. Lambkin

and Day (1989) claim that the effect of understanding market evolution is derived from demand determinants. In addition, Ashton (2014) claims that perceived value are the most crucial component related to intention to purchase. However, previous studies have not explored the three processes of tourists' perspectives. By using the theoretical model of Lambkin and Day (1989) and Ashton (2014) with the need to evaluate tourists' perspectives on slow food tourism development for analyze the strategy. The results indicate that this conceptual framework can be of value to future research, hospitality and tourism business related to food when considering providing the tourism product and evaluating the current stage of market. The study also revealed that traditional tourists do not included slow food as a part of journey. Therefore, this study mainly focus on slow food is a major of the trip. Moreover, the development method will be recommend in the contribution of the study.



**Figure 5.2** The Conceptual Framework of Slow Food Tourism Development Marketing Strategy

## 5.4 Contribution of the Study

This study has provided a new contributions compromise with theoretical contributions and managerial contributions. For the theoretical contributions, there are tied to the three key theoretical points which are adoption process, diffusion process and perceived value as conceptual framework. For the managerial, the researcher focuses on the business and slow food tourism strategy.

### 5.4.1 The Theoretical Contributions

The results of this study are useful for the future research which mainly focuses on the conceptual framework (as shown in Figure 5.2). The future research can adopt and adapt the three process of tourists' perspective which start from initiative process (adoption process), on-going process (diffusion process) and post purchase process (perceived value). The future research will study on each process of tourists' perspectives that is useful for understanding and matching the current trend of customers' demand and needs.

#### 5.4.1.1 Implication of Adoption Process

In this study, adoption process is an initiative process to evaluate tourists' perspectives on slow food tourism development. A key implication focuses on source and availability of information, and how to perceived advantages of slow food concept (good, clean, fair), followed by the barriers of adoption (to perceive slow food's information, to consume slow food, to travel to slow food destination). This is the crucial role for understanding how tourists have been adopted slow food information and phenomenon.

Adoption process derived from the demand determinants as a process how the consumers adopt new product. Current study, adoption process is the initiative process that started from finding the source and availability of information. These findings can adapt to search which source that tourists can reach information easily. This finding also extends the understanding of how much the consumer perceived advantage of product and the barriers to adopt slow food information. The future research may need to understand how much consumers expect to reach information and be able to receive an advantage from the product.

#### 5.4.1.2 Implication of Diffusion Process

The third key theoretical contribution of this study lies in its conceptualized model of diffusion process. This process is focused on the on – going process which consumers will decide to trial the new product. After consumers adopted products, why they continue consume products and how often they consume. As Lambkin and Day (1989) defined diffusion process is part of demand determinants that current study is focusing.

This study revealed the diffusion process match with trial process base on the purchase process of Ehrenberg and Goodhart (1979). The finding shows that tourists adopted the new product information and followed by first trial. The consumers must have own reason to have a first try, and then they decided to repurchase products. Lastly, the consumers satisfy products, they will continue purchase and consume it. This concept of purchase process is benefit for the future research, as the result can evaluate what tourists expect to receive from the product.

#### 5.4.1.3 Implication of Perceived Value

The third key theoretical contribution of this study lies in its conceptualized model of perceived value. There are three main components to

perceived value and intend to consume slow food: perceived image, perceived quality and perceived sacrifice (monetary and non-monetary). The consumers are perceived value of slow food after they purchased and consumed the slow food product. In terms of perceived brand image, the findings of this study suggest that the consumers may concern about themselves. According to Dobni and Zinkhan (1990) defined that perceived image is the result of intrinsic perception that develop from the word of mouth from media or referenced group.

The second component is perceived quality, as the result reviewed that the consumers have an own opinion to fulfill their expectation of quality of product (Aaker, 2005). The last component is perceived sacrifice which incorporated two components; firstly, perceived sacrifice in terms of monetary price, and secondly, perceived sacrifice in terms of non-monetary price. The findings of this study revealed that monetary and non-monetary price are involved with decision to consume. Regarding to Monroe (1990) and Zeithaml (1988) stated that price, time and energy are determined perceived value as it represents the products' value. Base on the study's findings, this implication would be benefit for future to evaluate the other products from other special interest groups.

#### **5.4.2 The Managerial Contributions**

The conceptual framework developed and tested in this study provides useful guidelines for implementing an evaluation of tourists' perspectives on phenomenon of slow food tourism development to analyze strategy for responding current trend and customers' demand. For instance, the findings can be used to understand how tourists adopted information, how slow food is diffused, and how tourists perceived value of slow food. In addition, the managerial implications of this study and its findings are suitable for tourism and hospitality business related food, as the result of current market of slow food is valuable for the owners who plan to establish a new business.

Firstly, the model of conceptual framework suggested that the adoption process of tourists is necessary. As the result revealed that tourists obtained information through social media and experienced persons via word of mouth. Therefore, the tourism and hospitality business should concern about the source and method that can reach tourists easily. Secondly, getting support from government or association will be helpful to spread

the new trend by finding out distribution channel to distribute information. In addition, it is benefit for the new business to use this result for launching new product by using the result of how tourists adopt information and how to diffuse information. Lastly, the findings of this study also provide useful guidelines for implementing the model of perceived value in relation to consume slow food. In terms of perceive value, there are three mains that the business owners should pay attention. First, the consumers always focus on their image, so the products should build a good image for consumers. Next, it is important for the producers concerning quality of products. To perceived sacrifice whether monetary or non-monetary are the last of what consumers perceived on. The owners should also focus because of it is normally that the consumers expect to get valuable and reasonable price and suitable time to wait. Thus, the awareness of price, time and service can impact the consumer satisfaction which can lead to revenue and success of business.

In terms of managerial sector for new businesses related to food, slow food's marketing strategy will be also helpful to develop their products as well as increase sales and profitability effectively for production lines. Plus, other businesses in hospitality and tourism industry can use the result as a guideline to integrate slow food strategy with their product for serving the tourists; for example the hotel business, and the travel agencies. However, the strategy presents the way of both producer and consumer can maintain the slow food product to sustainability.

Regarding to the results of this study revealed the social media has a huge impact on how tourists perceiving the information and product. Therefore, the business should promote the product through social network sites. The business owner should engage their customers through mobile or social channels by promoting the products. After the customers perceived the information and experience the products, the business may encourage them to distribute image or messages about the products through personal channel. When the customers or tourists share their experiences with others, the businesses will get new clients through this method. Especially, the restaurant business or tourism business should promote products, advertisement and promotion through online sites because the pictures and information will reach the customers through social media and online comments. The brand loyalty is also important, so the business should maintain quality of product for word of mouth and

repurchase. Moreover, the business should build products' image by using raw materials from farmers directly which is fresh and without chemical, as well as provide good service with fair price without over price charge. The new business should concern this result and recommendations to respond customers' need and get more benefit.

### **5.5 Limitations of the Study**

There are numerous challenges for this study which has limited the ability to generalize from its study findings. The first limitation is the researcher spent about 15 minutes for collecting data by in-depth interview which impacted the schedule and activities of participants. At the same time, the locations of this study are the provinces where several numbers of foreigners live. Therefore, some participants would not be tourists. To ask for the samples' background is needed to lead the right target. However, the most useful data in this study was collected from the farmers' market at Anantara Riverside Bangkok Hotel where there are lots of foreigners joined the market.

In addition, the study was limited in terms of participants of this study. In Thailand, there are several people had slow food experience but they misunderstand the exact definition of slow food. Therefore, it was quite difficult to find the participants who match the qualification of participants. It caused the researcher spending long time to collect the data. Due to the language limitations, the research questions were translated both English to Thai; thus, prospective respondents who understand both languages were able to participate. On the other hand, Asian tourists could not speak English very well. Using photo or body language can help to describe the question and communication. Hence, language barriers and participants' background led to limitations in term of quality of results and data analysis. However, the most useful data in this study was collected from variety of nationality.



## **5.6 Recommendations for Future Research**

The following recommendations are drawn from the findings and limitations of this study. There are several potential implications for future research. Firstly, future research should select one study area where is potential to reveal the better result; such as Bangkok where is the center of Thailand and most visited the province of Thailand (Tourism Authority of Thailand, 2015).

Secondly, further study should focus on how to use slow food tourism's marketing strategy on other tourism concept. In particular, future research might focus on concept of street food tourism, or medical tourism. Thirdly, as the trend of consuming healthy food were largely, future study might focus on adapt the slow food concept with other tourism and hospitality businesses: for instance; hotel business, travel agency, or transportation business.

Fourthly, the preparation of several languages is important for the future research. There are many nationality could not understand English very well. The several languages are useful for the results.

Lastly, the result of this study revealed that social media source has impact on how tourists adopted information. Thus, the future research should study how to promote the slow food or tourism products throughout the social media source. It may lead to involve with distribution channel (Nosi and Zanni, 2004).

## **5.7 Thesis Conclusion**

This study sought to address the gap in the literature on slow food's marketing strategy context by focusing on evaluate tourists' perspectives throughout the slow food experience on initiative process (adoption process), on-going process (diffusion process) and post purchase process (perceived value). This chapter has overviewed the research findings and discussed the conclusion of the study and has demonstrated three contributes to relevant theory and to business of tourism and hospitality management. The findings demonstrated in this thesis help to understand tourists' perspectives on how slow food tourism has been adopted. Through its finding, the three aspects reveals that tourists obtained slow food information via social media

source, word of mouth from referenced group (friends and family) and magazine or leaflets. While the participants adopted the advantages of slow food; good, clean and fair. Moreover, the research explained that the barriers to adopt this slow food phenomenon are without information distribution and support from government and association. Secondly, the tourists decided to consume and continue to repurchase slow food because they need to taste the original food with good quality of food and also experience the authenticity. After they have tasted, they continue consume it in daily life by cooking or buying at restaurant and farmers' market.

Lastly, the tourists perceived value of slow food and intend to consume slow food because continuously. According to the consuming of slow food led them have a good image, received the good quality of food directly from the producers, and also worth to spend money and time. For perceived image, consumers did not consume good food and good taste for build image of healthy, but consumers also have a good image when they can contribute revenue to community directly. Regarding to the consumers can support farmers directly and did not buy products from middle man. For perceived quality, the consumers consume good quality of food by supporting agricultural product or food directly from farmers at farmers' market. The quality of product is surely non – chemical product and also seasonality which do not destroy an environment. It contributed to be local sustainability through environment, society and economy. Moreover, it is hygiene food which is safe for health. For perceived sacrifice in term of monetary price, the participants satisfy the products. It is worth to spend money to buy quality of food and proportion of food they got. In term of non – monetary price, the slow food is worth to spend time and energy to wait and plan a trip to visit. In additional, the findings explained the current stage of slow food's phenomenon is at introduction stage. Regarding to most of participants recommended to promote and needed more businesses to provide this kind of product.

Additionally, the research topic follows on researcher's career in tourism and hospitality business, as well as family business of Thai dessert business which involve with the attention to preserve authentic food and promote Thai food globally. Moreover, the revenue will contribute to locality (both local area and local people). The prior industry experience has enhanced the research project objectives, especially understand the demand determinants on tourists' perspectives, such as how tourists

adopted information, how slow food is diffused, and finish with what are values that tourists perceived after they purchased slow food product. Moreover, the process of undertaking this Master degree research has added enormous benefit to my own learning. Researcher personally found that the research project is crucial for the slow food phenomenon; for instance the results can provide great method to attract consumers to adopt information and try consuming new product. Finally, researcher has now gained knowledge and skills in the marketing strategy not only in particular way, but in academic experience from undertaking a Master Degree.

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## **APPENDICES**

## Appendix A

### Slow Food Members' Location in the World

Country	Country
Afghanistan	Ecuador
Albania	Egypt
Algeria	El Salvador
Andorra	Estonia
Angola	Ethiopia
Argentina	Faroe Islands
Armenia	Finland
Australia	France
Austria	Gabon
Azerbaijan	Gambia
Bahrain	Georgia
Bangladesh	Germany
Barbados	Ghana
Belarus	Greece
Belize	Guadeloupe
Belgium	Guatemala
Benin	Guinea
Bolivia	Guinea-Bissau
Bosnia and Herzegovina	Honduras
Brazil	Hungary
Bulgaria	Iceland
Burkina Faso	India
Burundi	Indonesia
Cameroon	Iran
Canada	Ireland
Cayman Islands	Israel
Central African Republic	Italy
Chad	Jamaica
Chile	Japan
China	Jordan
Colombia	Kazakhstan
Comoros	Kenya
Congo	Kosovo
Costa Rica	Kyrgyzstan
Cote D'Ivoire	Latvia
Croatia	Lebanon



Country	Country
Cuba	Lithuania
Cyprus	Luxembourg
Czech Republic	Macedonia
D. R. Congo	Madagascar
Denmark	Mali
Dominican Republic	Malawi
East Timor	Malaysia
Malta	Senegal
Martinique	Serbia
Mauritania	Singapore
Mauritius	Slovakia
Mexico	Slovenia
Moldova	Somalia
Monaco	South Africa
Montenegro	South Korea
Morocco	Spain
Mozambique	Sri Lanka
Nepal	Sweden
Netherlands	Switzerland
Netherlands Antilles	Taiwan
New Caledonia	Tajikistan
New Zealand	Tanzania
Nicaragua	Thailand
Niger	Togo
Nigeria	Trinidad and Tobago
Norway	Tunisia
Palestine	Turkey
Panama	Turkmenistan
Paraguay	Venezuela
Peru	Vietnam
Philippines	Virgin Islands (US)
Poland	Uganda
Portugal	Ukraine
Puerto Rico	United Arab Emirates
Qatar	United Kingdom
Romania	United States
Russia	Uruguay
Rwanda	Uzbekistan
Sao Tome and Principe	Zambia

**Source:** Slow Food, 2015.

## **Appendix B**

### **Interview Form (English Version)**

This thesis is conducted for fulfillment of the requirements for Master of Integrated Tourism Management, Graduate School of Tourism Management, National Institute of Development Administration. The interview form is a part of this thesis on the topic of 'marketing strategy analysis: the slow food tourism destination development: the evaluation of tourists' perspectives'. Your answer will be kept confidential.

For an instruction, there are five sections in this form as follows;

Section 1: Participants' Profile Background

Section 2: To evaluate how much participants understand about slow food

Section 3: To evaluate how tourists have been adopted on slow food  
(How tourists know about slow food)

Section 4: To evaluate how tourists purchased on slow food  
(Three stages; trial, repurchase rate, and timing of purchase)

Section 5: To evaluate post purchase on perceived value about slow food product  
(Three categories; perceived image, perceived quality, and perceived sacrifice (monetary price, non-monetary price))

---

Name: \_\_\_\_\_

Study Area: \_\_\_\_\_

Date: \_\_\_\_\_

## Section 1 Participants' Profile Background

### 1.1 Gender

☐ Male

☐ Female

### 1.2 Age

☐ 18 – 20 years

☐ 21 – 30 years

☐ 31 – 40 years

☐ 41 – 50 years

☐ 51 – 60 years

☐ More than 60 years

### 1.3 Nationality : \_\_\_\_\_

### 1.4 Education

☐ High school/ College

☐ Bachelor Degree

☐ Master Degree or above

☐ Other \_\_\_\_\_

### 1.5 Occupation

☐ Student

☐ Educational/ Academic

☐ Private Sector

☐ Government Official/ Enterprise

☐ Personal Business

☐ Housewife

☐ Retired

☐ Other \_\_\_\_\_

### 1.6 Average income per month

☐ Below 500 USD

☐ 500 – 800 USD

☐ 800 – 1100 USD

☐ 1100 – 1400 USD

☐ Over 1400 USD

### 1.7 Place of residence: Where are you living now?

City: \_\_\_\_\_ Country: \_\_\_\_\_

## Section 2 To evaluate how much participants understand about slow food

### 2.1 Have you ever experienced slow food?

☐ Yes

☐ No

### 2.2 How did you know about slow food?

\_\_\_\_\_  
\_\_\_\_\_

### 2.3 Why are you interested in slow food tourism?

\_\_\_\_\_  
\_\_\_\_\_

2.4 How long have you been experiencing? How have you experienced it?

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2.5 In your opinion, what does it mean by slow food tourism?

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### **Section 3 To evaluate how tourists have been adopted on slow food**

3.1 Where did you get information about slow food tourism? What do you think about the availability of slow food information in Thailand and all over the world?

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3.2 What are advantages of slow food (Good, Clean, Fair)?

1. Good, how? \_\_\_\_\_

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2. Clean, how? \_\_\_\_\_

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---

3. Fair, how? \_\_\_\_\_

---



---

3.3 What are barriers of adoption (perceiving slow food's information, consuming slow food and travelling to slow food destination)?

1. What are barriers in perceiving slow food's information?

---



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2. What are barriers in consuming slow food?

---



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3. What are barriers in travelling to slow food destination?

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**Section 4 To evaluate how tourists purchased on slow food (product and tourism)**

4.1 Why did you decide to taste slow food? Please specify the main reason to consume slow food and travel in slow food destination.

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4.2 After you have already purchased on slow food

1. What do you think about slow food product?

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2. What do you think about slow food market?

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4.3 How difficult to find slow food product or to travel on slow food tourism destination?

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4.4 Does slow food product and destination your priority plan during the trip? And why?

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4.5 How often do you consume slow food? And how do you purchase on slow food product? (cooking by yourself or buying at farmers' market or restaurant)

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## **Section 5 To evaluate post purchase on perceived value about slow food product**

5.1 How did you perceive after you purchased slow food? And why?

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5.2 What is your main reason to consume slow food?

- ☐ To build consumers' image (healthy)
- ☐ To contribute revenue to locality
- ☐ To contribute environmentally friendly concept
- ☐ Other: \_\_\_\_\_

And why?

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5.3 What is your expectation in quality, price, and service of slow food?

1. Slow food quality \_\_\_\_\_

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2. Slow food price \_\_\_\_\_

---



---

3. Slow food service \_\_\_\_\_

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5.4 Does it take too much time to be served when you purchase it (such as; waiting at the restaurant)?

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5.5 Do you have any recommendation in slow food product and in terms of slow food tourism?

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5.6 In your opinion, what do you think about the current market trend of slow food and slow food tourism? And why?

( ) Introduction (Early stage)

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( ) Growth

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( ) Maturity

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( ) Decline

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## Appendix C

### Interview Form (Thai Version)

#### คำถามงานวิจัย

งานวิจัยนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ หลักสูตรศิลปศาสตรมหาบัณฑิต คณะการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ คำถามงานวิจัยนี้เป็นส่วนหนึ่งของงานวิจัยชื่อ ‘MARKETING STRATEGY ANALYSIS: THE SLOW FOOD TOURISM DESTINATION DEVELOPMENT: THE EVALUATION OF TOURISTS’ PERSPECTIVE’ หรือ ‘การวิเคราะห์กลยุทธ์ทางการตลาด เพื่อการพัฒนาจุดหมายปลายทางการท่องเที่ยวเชิงอาหารละเมียดนิยมน ในมุมมองของนักท่องเที่ยว’

โครงสร้างคำถามแบ่งออกเป็น 5 Sections ดังนี้;

Section 1: ประวัติผู้ให้สัมภาษณ์

Section 2: ประเมินความเข้าใจเกี่ยวกับ slow food

Section 3: ประเมินการรับรู้ slow food ผ่านมุมมองและประสบการณ์ของนักท่องเที่ยว

Section 4: ประเมินการใช้จ่ายใช้สอย ผลิตภัณฑ์ slow food และจุดมุ่งหมายปลายทางการท่องเที่ยว slow food

Section 5: ประเมินการรับรู้คุณค่าหลังการใช้จ่ายใช้สอยผลิตภัณฑ์ slow food

Name (ชื่อ): \_\_\_\_\_

Study Area (สถานที่สัมภาษณ์): \_\_\_\_\_

Date (วันที่): \_\_\_\_\_

#### Section 1: ประวัติผู้ให้สัมภาษณ์

1.8 เพศ

( ) ชาย

( ) หญิง

1.9 อายุ

( ) 18 – 20 ปี

( ) 21 – 30 ปี

( ) 31 – 40 ปี

( ) 41 – 50 ปี

( ) 51 – 60 ปี

( ) มากกว่า 60 ปี

1.10 สัญชาติ : \_\_\_\_\_



## 1.11 การศึกษา:

- ( ) ต่ำกว่าปริญญาตรี ( ) ปริญญาตรี  
( ) ปริญญาโท หรือสูงกว่า ( ) อื่นๆ โปรดระบุ: \_\_\_\_\_

## 1.12 อาชีพ

- ( ) นักเรียน ( ) เกี่ยวกับการศึกษา  
( ) ภาคเอกชนและภาคธุรกิจ ( ) ภาครัฐบาล  
( ) ธุรกิจส่วนตัว ( ) แม่บ้าน  
( ) ผู้เกษียณอายุ ( ) อื่นๆ โปรดระบุ: \_\_\_\_\_

## 1.13 รายได้เฉลี่ย

- ( ) ต่ำกว่า 15000 บาท ( ) 15000 – 25000 บาท  
( ) 25000 – 35000 บาท ( ) 35000 – 50000 บาท  
( ) มากกว่า 50000 บาท

## 1.14 ที่อยู่อาศัย ณ ปัจจุบัน

เมือง: \_\_\_\_\_ ประเทศ: \_\_\_\_\_

**Section 2:** ประเมินความเข้าใจเกี่ยวกับ slow food

## 2.1 คุณเคยมีประสบการณ์เกี่ยวกับ slow food หรือไม่?

- ( ) เคย ( ) ไม่เคย

## 2.2 คุณรู้จัก slow food ได้อย่างไร?

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---

## 2.3 ทำไมคุณถึงสนใจ slow food หรือท่องเที่ยวในจุดมุ่งหมายปลายทาง slow food tourism?

---



---



---

## 2.4 คุณมีประสบการณ์เกี่ยวกับ slow food มานานแค่ไหน? คุณรับรู้ประสบการณ์นี้ได้อย่างไร?

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---



---

## 2.5 ในความคิดเห็นของคุณ slow food คืออะไร และ slow food tourism หมายถึงอะไร?

---



---



---

**Section 3:** ประเมินการรับรู้ slow food ผ่านมุมมองและประสบการณ์ของนักท่องเที่ยว

3.1 คุณได้รับข้อมูลเกี่ยวกับ slow food และ slow food tourism ได้อย่างไร? คุณคิดอย่างไรเกี่ยวกับ ความพร้อมของข้อมูลเกี่ยวกับ slow food ระหว่างการเดินทางท่องเที่ยว ทั้งในประเทศไทยและต่างประเทศทั่วโลก?

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---



---

3.2 อะไรคือข้อดีของ slow food (Good ดี, Clean สะอาด, Fair ยุติธรรม)?

1. Good ดี, อย่างไร? \_\_\_\_\_

2. Clean สะอาด, อย่างไร? \_\_\_\_\_

3. Fair ยุติธรรม, อย่างไร? \_\_\_\_\_

3.3 คุณคิดว่าอะไรเป็นอุปสรรคในการรับรู้? (การรับรู้ข้อมูล slow food, การบริโภคผลิตภัณฑ์ slow food และการท่องเที่ยว ณ จุดมุ่งหมายปลายทางการท่องเที่ยว slow food)

1. อะไรเป็นอุปสรรคในการรับรู้ข้อมูล slow food?

---



---

2. อะไรเป็นอุปสรรคในการบริโภคผลิตภัณฑ์ slow food?

---



---

3. อะไรเป็นอุปสรรคในการท่องเที่ยว ณ จุดมุ่งหมายปลายทางการท่องเที่ยว slow food?

---



---

**Section 4:** ประเมินการใช้จ่ายใช้สอย ผลิตภัณฑ์ slow food และจุดมุ่งหมายปลายทางการท่องเที่ยว slow food

4.1 ทำไมคุณถึงตัดสินใจซื้อ ผลิตภัณฑ์ slow food? โปรดอธิบายเหตุผลหลักให้คุณเลือกบริโภคผลิตภัณฑ์ slow food และเดินทางท่องเที่ยว ณ จุดมุ่งหมายปลายทางการท่องเที่ยว slow food?

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---

#### 4.2 หลังจากคุณตัดสินใจซื้อผลิตภัณฑ์ slow food

1. คุณคิดอย่างไรเกี่ยวกับผลิตภัณฑ์ slow food?

---



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2. คุณคิดอย่างไรเกี่ยวกับตลาดของ slow food?

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---

#### 4.3 คุณคิดว่า จุดมุ่งหมายปลายทางการท่องเที่ยว slow food และผลิตภัณฑ์ slow food หาได้ยากหรือไม่? เพราะเหตุใด?

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---



---

#### 4.4 คุณเลือกเดินทางท่องเที่ยว ณ จุดมุ่งหมายปลายทางการท่องเที่ยว slow food และบริโภคผลิตภัณฑ์ slow food เป็นอย่างแรกระหว่างการวางแผนท่องเที่ยวหรือไม่? เพราะเหตุใด?

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#### 4.5 คุณรับประทานอาหารประเภท slow food บ่อยแค่ไหน? และคุณซื้อผลิตภัณฑ์ slow food product ด้วยวิธีใด? (ทำอาหารด้วยตนเอง หรือบริโภคโดยการซื้อที่ farmers' market หรือร้านอาหาร)

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### Section 5: ประเมินการรับรู้คุณค่าหลังการจับจ่ายใช้สอยผลิตภัณฑ์ slow food

#### 5.1 คุณรับรู้คุณค่าใด หลังจากคุณจับจ่ายใช้สอยผลิตภัณฑ์ slow food? และเพราะอะไร?

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#### 5.2 อะไรเป็นเหตุผลหลักให้คุณยังบริโภคผลิตภัณฑ์ slow food ต่อ?

- ( ) สร้างภาพลักษณ์ของผู้บริโภค (เป็นคนรักสุขภาพและมีสุขภาพที่ดี)
- ( ) สร้างรายได้ให้กับท้องถิ่น
- ( ) สร้างแรงบันดาลใจเป็นมิตรกับสิ่งแวดล้อม
- ( ) อื่นๆ: \_\_\_\_\_

และเพราะอะไร?

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---

5.3 คุณต้องใช้เวลานานหรือไม่ ในการรอการให้บริการ ณ ขณะที่คุณทำการจับจ่ายผลิตภัณฑ์ slow food (เช่น การรออาหารในร้านอาหาร)?

---



---



---

5.4 คุณมีความคาดหวังต่อ คุณภาพ ราคา และการบริการของผลิตภัณฑ์ slow food อย่างไร?

1. คุณภาพของ slow food \_\_\_\_\_

---



---

2. ราคาของ slow food \_\_\_\_\_

---



---

3. การบริการของ slow food \_\_\_\_\_

---



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5.5 คุณมีความคิดเห็นอย่างไรต่อผลิตภัณฑ์ slow food และ จุดมุ่งหมายปลายทางการท่องเที่ยว slow food?

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5.6 ในความคิดเห็นของคุณ, คุณคิดอย่างไรเกี่ยวกับสถานการณ์ตลาดผลิตภัณฑ์ slow food และ จุดมุ่งหมายปลายทางการท่องเที่ยว slow food? และเพราะอะไร?

( ) ช่วงแนะนำตลาด \_\_\_\_\_

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( ) ช่วงเติบโตของตลาด \_\_\_\_\_

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( ) ช่วงอิ่มตัวของตลาด \_\_\_\_\_

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( ) ช่วงถดถอยของตลาด \_\_\_\_\_

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## Appendix D

### Letters to Study Area for Collecting Data Process

ที่ ศร ๐๕๒๖.๑๖/๕๕๐



คณะกรรมการจัดการการท่องเที่ยว  
สถาบันบัณฑิตพัฒนบริหารศาสตร์  
๑๑๘ ถนนเสรีไทย แขวงคลองจั่น  
เขตบางกะปิ กรุงเทพฯ ๑๐๒๔๐

๑๗ มีนาคม ๒๕๕๙

เรื่อง ขออนุญาตและเก็บข้อมูลในการทำวิทยานิพนธ์

เรียน ผู้จัดการ Bangkok Farmers market

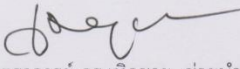
สิ่งที่ส่งมาด้วย แบบสัมภาษณ์ จำนวน ๑ ชุด

ด้วย นางสาวพิชญ์สินี ชื่นทรัพย์ รหัสประจำตัวนักศึกษา ๕๗๑๑๗๑๑๐๐๖ นักศึกษาปริญญาโท ภาควิชา  
หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว ได้ศึกษา  
หัวข้อวิทยานิพนธ์ เรื่อง “การวิเคราะห์กลยุทธ์ทางการตลาด เพื่อการพัฒนาจุดหมายปลายทางการท่องเที่ยว  
เชิงอาหารละเมียดนิยม ในมุมมองของนักท่องเที่ยว” โดยมี ผู้ช่วยศาสตราจารย์ ดร.สุวารี นามวงศ์ เป็นที่ปรึกษา  
วิทยานิพนธ์ ซึ่งนักศึกษามีความจำเป็นต้องขออนุญาตและเก็บข้อมูลเพื่อเข้าสัมภาษณ์เชิงลึก เพื่อหาความ  
เที่ยงตรงเชิงเนื้อหา

คณะกรรมการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ จึงใคร่ขออนุญาตและเก็บข้อมูล  
นางสาวพิชญ์สินี ชื่นทรัพย์ เข้าสัมภาษณ์และเก็บข้อมูล ในการทำวิทยานิพนธ์ โดยการใช้แบบสอบถามเชิงลึก  
เพื่อเป็นข้อมูลประกอบการศึกษา ระหว่างวันที่ ๒๖ มีนาคม – ๑๘ เมษายน ๒๕๕๙ เวลา ๑๐.๐๐ น.

จึงเรียนมาเพื่อโปรดอนุญาต จะขอบคุณยิ่ง

ขอแสดงความนับถือ



(รองศาสตราจารย์ ดร.เทิดชาย ช้วยบำรุง)  
คณบดีคณะกรรมการจัดการการท่องเที่ยว

สำนักงานเลขานุการคณะ  
โทรศัพท์ ๐ ๒๖๒๗ ๓๖๗๒  
นางสาวพิชญ์สินี ชื่นทรัพย์ โทร. ๐๘๗ ๕๔๕ ๒๐๙๘ Email: pp\_parallel@hotmail.com

ที่ ศธ ๐๕๒๖.๑๖/ ๕๕๐



คณะกรรมการจัดการการท่องเที่ยว  
สถาบันบัณฑิตพัฒนบริหารศาสตร์  
๑๑๘ ถนนเสรีไทย แขวงคลองจั่น  
เขตบางกะปิ กรุงเทพฯ ๑๐๒๔๐

๑๗ มีนาคม ๒๕๕๙

เรื่อง ขอความอนุเคราะห์สัมภาษณ์และเก็บข้อมูลในการทำวิทยานิพนธ์

เรียน ผู้จัดการ Farmers market Chiangmai ตลาดเชียงใหม่อาหารปลอดภัย

สิ่งที่ส่งมาด้วย แบบสัมภาษณ์ จำนวน ๑ ชุด

ด้วย นางสาวพิชญ์สินี ชุ่มทรัพย์ รหัสประจำตัวนักศึกษา ๕๗๑๑๗๑๑๐๐๖ นักศึกษาปริญญาโท ภาควิชา  
หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว ได้ศึกษา  
หัวข้อวิทยานิพนธ์ เรื่อง “การวิเคราะห์กลยุทธ์ทางการตลาด เพื่อการพัฒนาจุดหมายปลายทางการท่องเที่ยว  
เชิงอาหารละเมียดนิยมน ในมุมมองของนักท่องเที่ยว” โดยมี ผู้ช่วยศาสตราจารย์ ดร.สุวารี นามวงศ์ เป็นที่ปรึกษา  
วิทยานิพนธ์ ซึ่งนักศึกษามีความจำเป็นอย่างยิ่งที่จะขอความอนุเคราะห์เข้าสัมภาษณ์เชิงลึก เพื่อหาความ  
เที่ยงตรงเชิงเนื้อหา

คณะกรรมการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ จึงใคร่ขอความอนุเคราะห์ให้  
นางสาวพิชญ์สินี ชุ่มทรัพย์ เข้าสัมภาษณ์และเก็บข้อมูล ในการทำวิทยานิพนธ์ โดยการใช้แบบสอบถามเชิงลึก  
เพื่อเป็นข้อมูลประกอบการศึกษา ระหว่างวันที่ ๑๙ - ๒๓ มีนาคม ๒๕๕๙ เวลา ๑๓.๐๐ น.

จึงเรียนมาเพื่อโปรดอนุเคราะห์ จะขอบคุณยิ่ง

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.เทิดชาย ช้วยบำรุง)  
คณบดีคณะกรรมการจัดการการท่องเที่ยว

สำนักงานเลขานุการคณะ

โทรศัพท์ ๐ ๒๗๒๗ ๓๖๗๒

นางสาวพิชญ์สินี ชุ่มทรัพย์ โทร. ๐๘๗ ๕๔๕ ๒๐๙๘ Email: pp\_parallel@hotmail.com

ที่ ศธ ๐๕๒๖.๑๖/ ๕๕๐



คณะกรรมการจัดการการท่องเที่ยว  
สถาบันบัณฑิตพัฒนบริหารศาสตร์  
๑๑๘ ถนนเสรีไทย แขวงคลองจั่น  
เขตบางกะปิ กรุงเทพฯ ๑๐๒๔๐

๑๗ มีนาคม ๒๕๕๙

เรื่อง ขอบความอนุเคราะห์สัมภาษณ์และเก็บข้อมูลในการทำวิทยานิพนธ์

เรียน ผู้จัดการ Farmers market &amp; Eater

สิ่งที่ส่งมาด้วย แบบสัมภาษณ์ จำนวน ๑ ชุด

ด้วย นางสาวพิชญ์สินี ชื่นทรัพย์ รหัสประจำตัวนักศึกษา ๕๗๑๑๗๑๑๐๐๖ นักศึกษาปริญญาโท ภาควิชา  
หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว ได้ศึกษา  
หัวข้อวิทยานิพนธ์ เรื่อง “การวิเคราะห์กลยุทธ์ทางการตลาด เพื่อการพัฒนาจุดหมายปลายทางการท่องเที่ยว  
เชิงอาหารละเมียดนิยมน ในมุมมองของนักท่องเที่ยว” โดยมี ผู้ช่วยศาสตราจารย์ ดร.สุวารี นามวงศ์ เป็นที่ปรึกษา  
วิทยานิพนธ์ ซึ่งนักศึกษามีความจำเป็นอย่างยิ่งที่จะขอความอนุเคราะห์เข้าสัมภาษณ์เชิงลึก เพื่อหาความ  
เที่ยงตรงเชิงเนื้อหา

คณะกรรมการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ จึงใคร่ขอความอนุเคราะห์ให้  
นางสาวพิชญ์สินี ชื่นทรัพย์ เข้าสัมภาษณ์และเก็บข้อมูล ในการทำวิทยานิพนธ์ โดยการใช้แบบสอบถามเชิงลึก  
เพื่อเป็นข้อมูลประกอบการศึกษา ระหว่างวันที่ ๑๙ - ๒๕ มีนาคม ๒๕๕๙ เวลา ๑๑.๐๐ น.

จึงเรียนมาเพื่อโปรดอนุเคราะห์ จะขอบคุณยิ่ง

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.เทิดชาย ช้วยบำรุง)

คณบดีคณะกรรมการจัดการการท่องเที่ยว

สำนักงานเลขานุการคณะ

โทรศัพท์ ๐ ๒๗๒๗ ๓๖๗๒

นางสาวพิชญ์สินี ชื่นทรัพย์ โทร. ๐๘๗ ๕๔๕ ๒๐๙๘ Email: pp\_parallel@hotmail.com

# Appendix E

## Consent Form



**The Graduate School of Tourism Management**  
National Institute of Development Administration  
Bangkok, Thailand

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### The participant information and consent form

Title of research project:

**“Marketing strategy analysis:**

**The slow food tourism destination development:**

**The evaluation of the tourists’ perspective”**

Dear participants,

This interview question is part of a master degree research project that seeks consumers’ perspective on slow food tourism. This research has been approved by the Graduate School of Tourism Management, National Institute of Development Administration.

This interview question is divided into five sections; Section one requires you to provide information about yourself such as gender, age, nationality, education, occupation, income, and place of your residence. The second section asks your understanding about slow food. Section three investigates how have you been adopted on details of slow food’s information. Section four focuses on how have you been purchased on slow food product. The last section evaluates how you perceived value, after you have already purchased on slow food. It would be greatly appreciated if you would be willing to spend 45 minutes to fulfill all interview questions. This interview will be recorded for data analysis proposed and strictly confidential for this study only. The completed answers will be analyzed at the Graduate School of Tourism Management, National Institute of Development Administration in my Master Degree thesis.

**Please note that your participation is voluntary** and you may withdraw anytime without prejudice. You are welcome to discuss your participation in this study with my supervisor (Assist. Prof. Dr. Suwaree Ann Ashton, phone: +669 7086 2070, or e-mail: suwareeashton@hotmail.com) and myself (Ms. Pichsinee Soonsap, phone: +668 7545 2098, or e-mail: pp\_parallel@hotmail.com).

Yours sincerely,  
Pichsinee Soonsap

### CONSENT BY PARTICIPANT

I agree to participate in the above research as an interviewee. I have read the research information and understand that my participation is voluntary and I may withdraw from the study at any time without supplying a reason. I agree to be audio-recorded during an interview.

\_\_\_\_\_  
Signature of the Participant

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date



## **BIOGRAPHY**

<b>NAME</b>	Miss Pichsinee Soonsap
<b>ACADEMIC BACKGROUND</b>	<p>Bachelors of Arts (Recreation and Hospitality Management: Sustainable Tourism) International College for Sustainability Studies (SWUIC) Srinakharinwirot University Year of Graduation 2014</p> <p>Master of Arts Integrated Tourism Management Graduate School of Tourism Management National Institute of Development Administration (NIDA) Year of Graduation 2016)</p>
<b>PRESENT POSITION</b>	<p>March 2016-Present Assistant Sales and Event Manager Hotel Once Bangkok</p>
<b>EXPERIENCES</b>	<p>April 2012-May 2012 Trainee (Food and Beverage Department and Front office Department) Rummana Boutique Resort (Koh Samui, Suratthani)</p> <p>March 2013-May 2013 Trainee (Catering Sales Department) Plaza Athénée Bangkok, A Royal Méridien Hotel (Bangkok, Thailand)</p> <p>July 2013 Management Trainee (Front Office Operation) The Scent Hotel (A Relais &amp; Chateaux Property) (Koh Samui, Suratthani)</p>