

# **PATTERN OF MANAGEMENT AND PRODUCTION OF THAI KITCHEN**

## **INTRODUCTION**

Foodservice business is the most motivating investment both locally and abroad, especially Thai food restaurants which have expanded rapidly since it is a kind of services in the hospitality aspect of tourist industry. One of Thailand's principal incomes is derived from both domestic and foreign tourists, the expenses on food and beverages in particular, since Thai food is very well-known and well-accepted among foreigners worldwide.

According to the report by the Department of Export Promotion, Ministry of Commerce (2003) in U.S.A., Thai food is ranked as the fourth most popular food of the world, almost replacing Chinese food in the market share. In addition to this high popularity, Thai food is known to have both nutritive value and health benefits. Due to globalization effect, and that people seem to take more care of their health, most people realize that food is the main factor for providing good health. So it is a golden chance for Thai food in such a market, since Thai foods consist of ingredients and a variety of herbs whose properties are not only good for health but also have a pleasant taste for consumers. Some items are even categorized as 'fusion food', very suitable for present health conscience world. Thus the Ministry of Commerce has set a policy to promote the entrepreneurs of Thai restaurants to expand more branches as well as opening new restaurants abroad. According to the report of the Export Promotion 1999, Thai restaurants in foreign countries involved in the current assets of approximately 175,565 M.Baht., including income from relevant products such as tableware and kitchen equipment which accounted for approximately 20,000 M.Baht. In addition, there was also a beneficial aspects in terms of development at least 3,500 executive personnel producing cooking skilled workers up to 6,000, and providing many kinds of work for at least 10,000 people.

The most important thing in foodservice business is the standard of the food, in order to impress the customers and make them come back again. Such a standard is the responsibility of the production unit or kitchen. As for production of Thai food nowadays, the problem of this business is the lack of standards at several levels of cooks since Thai food has its own procedure of cooking, decorating and serving as well as specific raw materials, and utensils: not excluding self-styles of chefs and co-workers. In fact, most production system are depending on chefs and co-workers who gain extended service experience in kitchen and restaurant but lack of academic know-how. In order to maintain the popularity, standard quality and nutrition especially to increase the satisfaction of consumers, the professionals in Thai kitchen must elevate their service up to the standards of management, production and quality i.e. they should be equipped with guide-lines on knowledge on the matter which includes structural aspects of layout and personnel, problems and limitation of management system and production of Thai kitchen.

Thus, the objectives of this study are:

1. To study the pattern of management and production of Thai kitchen management in aspects of structures, tasks and functions.
2. To propose Thai kitchen model for hotel business and large quantity foodservice.

