

The Innovation of Gastronomy Tourism Management based on Tai-Dam's Ethnic Local Identities of Thailand

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This study aims to 1) study the tourist expectations of gastronomy tourism management of Tai-Dam's ethnic in Thailand and 2) propose the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand. The study was conducted by mixed-method research, using two types of data collection tools which were in-dept interviews for government sector, private sector and local peoples related to gastronomy tourism and questionnaires for the 1,000 tourists in Tai-Dam's gastronomy tourism. This was followed analyzing data by using content analysis and descriptive statistics with a computer program. The study found that 1) overall and subcategory results regarding tourist expectation of this study as relate to the tourist expectations of gastronomy tourism management of Tai-Dam's ethnic in Thailand were ranked high overall. In terms of how each component of expectation measured up, administration management had the highest rankings, and 2) the gastronomy tourism management of Tai-Dam's ethnic included finance management, administrative management, personnel management, material management, method management and included tourism products innovation, tourism service innovation and tourism process innovation.

Key words: *Gastronomy tourism, tourism management, local identities, Tai-Dam's ethnic*



INTRODUCTION

The situation of world tourism was the devastating impact of the COVID-19 outbreak on global tourism continuing in 2021 with new data showing that foreign tourists decreased 87% in January 2021 compared to 2020. Trend during the rest of the year remains cautious as the World Tourism Organization (UNWTO) continues to call for stronger co-ordination on international travel regulations to ensure tourism restarts safely and avoid losing times. The sector after the difficult end of 2020, global tourism faced another setback earlier this year as countries tightened their travels in response to the new virus outbreak, according to the latest UNWTO World Tourism Barometer. All regions of the world saw a significant decrease in arrivals in the first month of the year. Mandatory tests, quarantines, and in some cases the closure of borders altogether again hinder international travel. In addition, the speed and distribution of vaccination launch was slower than expected, delayed the start of tourism and all regions of the world were hit hard. The tourism in Asia and the Pacific decreased 96%, a region that still has the highest level of travel restrictions, saw the biggest drop in international arrivals in January 2021, with both Europe and Africa down to -85% in the number of arrivals in the Middle East decreased 84%. International arrivals to the Americas decreased 79% in January 2021 following relatively improved results in the last quarter of the year (UNWTO, 2021).

The situation of the epidemic of COVID-19 affected to the tourism situation in Thailand, that was a statistic on the number of Thai tourists and foreigners in 2020 compared with the number of tourists in 2019, it was found that the number of tourists decreased by 170 million peoples or 55.39%, with foreign tourists decreased to 82.15 percent or decreased by 77 million peoples. The results in a decrease in total income from tourism in 2020 compared with 2019, it was found that tourism income decreased by 1.93 billion baht or reduction of 70.95%, and that was greatly affected on tourism from the situation of the COVID-19 epidemic (Ministry of Tourism of Thailand, 2021).

The gastronomy tourism, Tourism Authority of Thailand (TAT) and the World Tourism Organization (UNWTO) had organized the 4th UNWTO world forum on gastronomy tourism. Thailand was chosen to host the event due to its reputation for its unique food and there was a variety of cultures. Which conferences on gastronomy tourism focus on delivered technology to drive sustainable tourism development and there were experts in gastronomy tourism from all over the world to exchange knowledge and culture, that was an important element in tourism and the relationship between culinary science and tourism to promoted sustainable local development. The promoted food identities in conjunction with tourism as well as created an image to confidence in quality and taste, which was food value added and build credibility the tourism business to help promoted the development of competitiveness in the tourism industry to exchange knowledge and experience among experts, academics, nutritionists, personnel in the tourism industry consists of government agencies, private sector and other agencies

involved in the tourism industry (UNWTO, 2018; Tourism Authority of Thailand, 2019; Pololikashvili, 2019).

Tai-Dam ethnic group in Thailand was unique ethnic group in the Mekong sub-region and still maintain their own traditions, adheres, and inherits the tradition their culture until today even though a lot of time has passed (Pitiphat, 2002). Tai-Dam ethnic group in Thailand had migrated from the territory of Nan Chao and had settled as an independent state of Sipsong-Chuthai (Schliesinger, 2001). Currently, the territory of Sipsong-Chuthai was in the northwest of Vietnam. Later, the war broke out and the Tai-Dam collapsed with the Tai-Dam people divided into different groups had to flee war into various countries in Asia such as China, Laos, Vietnam, and Thailand. Some of them migrated to Ban Na Pa Nad, Khao Kaeo subdistrict, Chiang Khan district, Loei province, Thailand and retained the traditional culture of Tai-Dam ethnic. In the Tai-Dam ethnic community in Thailand were preserved such as unique local food, beautiful weaving various styles, house style, accessories, and performed rituals as show in figure 1 (Phaisoon, 2010; Yimrewat, 2001; Kasetsiri, 2006).

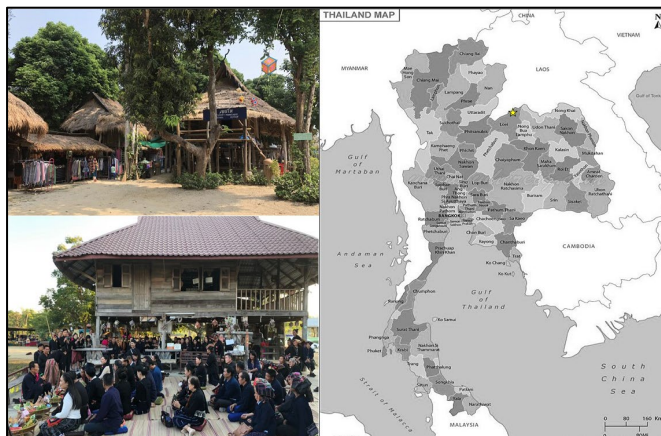


Figure 1. Tai-Dam ethnic group in Thailand (Whereig, 2021; Tunming, 2021)

In the modern era of globalization, there had rapid changes in all dimensions included social, economic, political, and technological. The food cultural transformation of the former Tai-Dam ethnic group had disappeared with the development of knowledge and abilities of future generations affecting the inheritance of wisdom and identity, which was valuable heritage of the Tai-Dam ethnic group to created gastronomy tourism management of the Tai-Dam ethnic group for conservation of local wisdom, value added for Tai-Dam ethnic gastronomy tourism in Thailand, proposed marketing approaches to support tourism under the currently situation.

For these reasons, the researchers had interested in the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand to competitiveness development of gastronomy tourism, gained of knowledge, and the hopefully useful from this study leads to suggestions for local communities, government sectors, and private sectors for

tourism development in Thailand and neighbor countries. The objectives of this study were thus as follows: 1) study the tourist expectations of gastronomy tourism management of Tai-Dam's ethnic in Thailand and 2) propose the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand.

Research Methodology

A delimitation of this study was Tai-Dam ethnic groups in Ban Na Pa Nad, Khao Kaew subdistrict, Chiang Khan district, Loei province, Thailand. The study was conducted using a Mixed-Method comprised of quantitative research and qualitative research with conceptual framework of the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand as show in figure 2.

The quantitative research approach by collecting data from tourist of Tai-Dam ethnic groups with questionnaires included a sample group comprised of 1,000 tourist of Tai-Dam ethnic groups. Questionnaires were used as research tools to meet the research objectives. Descriptive statistics and structural equation modelling (SEM) were used to analyze the data to study the tourist expectations of gastronomy tourism management of Tai-Dam's ethnic in Thailand.

The qualitative research approach by collecting data from experts and stakeholders with in-depth interviews, academic journal research and statistics about the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand consists of: The entrepreneur sample consisted of people from accommodation business, souvenirs business, food and beverage business, tour business, and the transport business. The term entrepreneurs in this case, means the administrators, owners, and/or staff members involved in the businesses and services involved in the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand. The government and relevant organizations sample consisted of people from the Office of Tourism and Sports, The Tourism Authority of Thailand, Provincial Cultural Office, Department of Tourism, Tourism Association, Local Administrative Organization, The term government and relevant organizations in this case means the directors, the administrators, the department heads, the heads of government sectors, and the staff members involved in the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand.

Using purposive selection, the researcher classified the experts, stakeholders, and major informants by their types of samples, and in order to continue data collection, asked the first informant of each sample type to introduce the researcher to four or five more qualified informants engaged in the same types of samples. This snowball sampling method requires that informants of each sample type introduce the researcher to new informants. Then, focus group meetings were held with government members and relevant organizations, entrepreneurs, and general people in area. After that the researchers used content analysis to group all the relevant data, and after that they analyzed pattern matching by setting patterns of relationship between

the variants from concerned research and then analyzed explanation building. The analyzed results were then used to propose the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand.

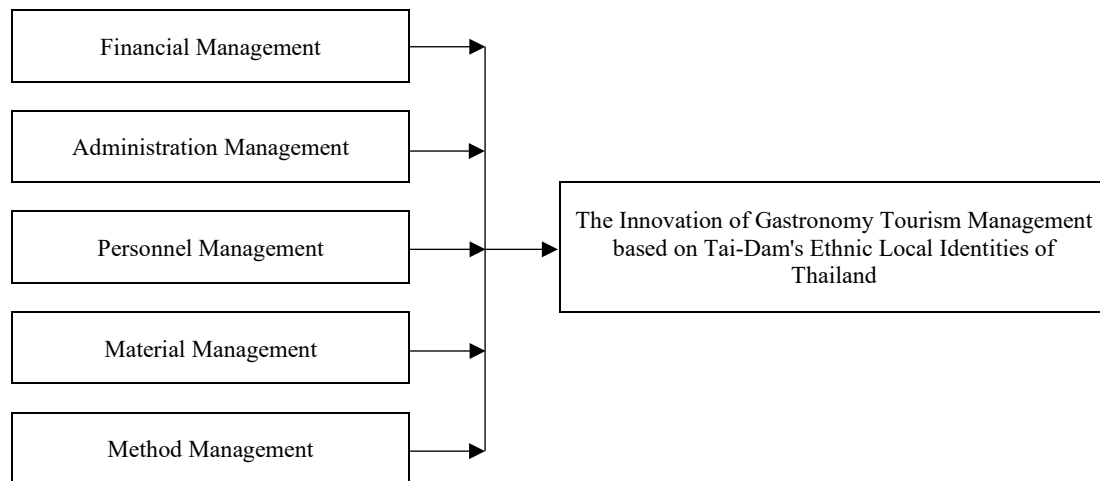


Figure 2 Conceptual Framework of the Innovation of Gastronomy Tourism Management based on Tai-Dam's Ethnic Local Identities of Thailand

Results and Discussion

1. The Tourist Expectation of Gastronomy Tourism Management of Tai-Dam's Ethnic in Thailand

The results of this study about tourist expectation of gastronomy tourism management of Tai-Dam's ethnic in Thailand, are as follows:

1.1 Demographics

The personal information of the respondents is summarized in Table 1.

Table 1 Demographics

Demographics	Total	Percentage
Gender		
Male	427	42.70
Female	573	57.30
Age		
Under 20 years old	62	6.20
21 – 30 years old	209	20.90
31 – 40 years old	397	39.70
41 – 50 years old	244	24.40
51 – 60 years old	81	8.10
Above 61 years old	7	0.70
Education		
Below a bachelor's degree	116	11.60
Bachelor's degree	861	86.10
Postgraduate	23	2.30
Occupation		
Unemployed	32	3.20
Students	110	11.00
Government official	286	28.60
Private company employee	261	26.10
Trade / Private business	169	16.90
Freelance / General contractor	93	9.30
Agriculturist	14	1.40
Maid / Butler	28	2.80
Retirees	7	0.70
Income		
Less than 15,000 baht/month	273	27.30
15,000 – 30,000 baht/month	351	35.10
30,001 – 50,000 baht/month	249	24.90
More than 50,000 baht/month	127	12.70
Total	1000	100.00

Table 1 illustrates the demographics of tourist expectation of gastronomy tourism management of Tai-Dam's ethnic in Thailand. The majority of the respondents were female (57.30%) and in the 31-40 years old age range (39.70%). 28.60% held a Bachelor's degree, 66.70% of the respondents worked in the government official, and the majority made 15,000 - 30,000 baht per month (35.10%).

1.2 Overall and Subcategory Results Regarding Tourist Expectation

The overall and subcategory results of this study connected to the tourist expectations of gastronomy tourism management of Tai-Dam's ethnic in Thailand in Table 2.

Table 2 Mean and Standard Deviation Values Representing Tourist Expectation Levels of Gastronomy Tourism Management of Tai-Dam's Ethnic in Thailand

Gastronomy tourism management of Tai-Dam's ethnic in Thailand	Expectation Levels		
	S.D.	\bar{x}	Interpretation
Financial Management			
Knowledge of accounting	0.739	4.231	Highest
Knowledge of budget management	0.787	4.167	High
Operated budget allocation	0.798	4.188	High
Total	0.775	4.195	High
Administration Management			
Safety of Service, environment, and pollution	0.782	4.223	Highest
Fire control system	0.735	4.184	High
Protection systems for animals and insects	0.746	4.186	High
Total	0.754	4.198	High
Personnel Management			
The health of cooks and service staff	0.757	4.167	High
The dress of cooks and service staff	0.775	4.181	High
Hygiene in prepared, cooked and served food	0.787	4.233	Highest
Total	0.773	4.194	High
Material Management			
Equipment and materials	0.734	4.226	Highest
Cleaned equipment	0.764	4.163	High
Hygienic equipment and materials storage area	0.779	4.187	High
Total	0.759	4.192	High
Method Management			
Clean and safe cooked procedures	0.765	4.161	High
Cooking and serving procedures	0.778	4.218	Highest
Provided information about food nutrition	0.815	4.184	High
Total	0.786	4.188	High
Total	0.769	4.193	High

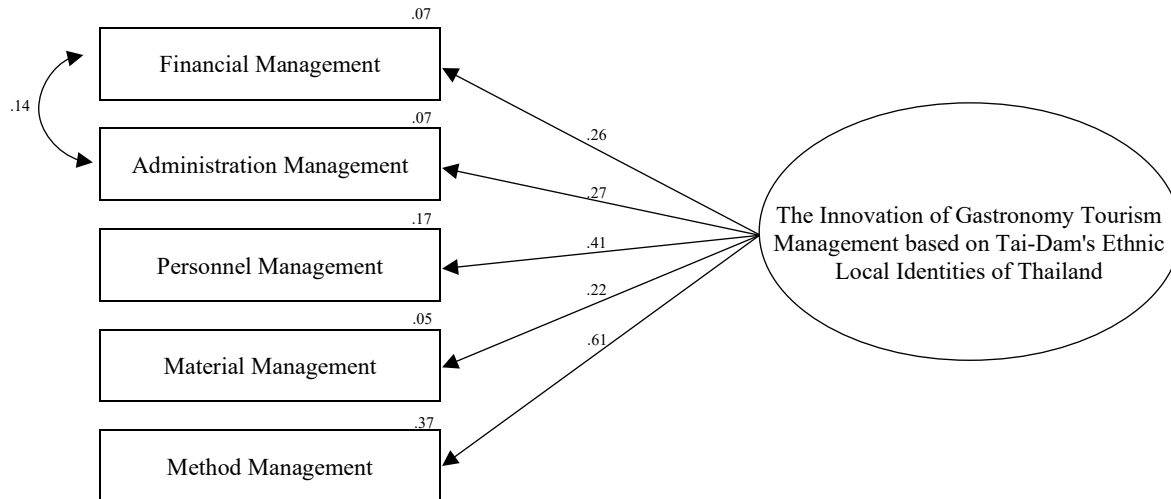
Table 2 shows the results of this study as relate to the tourist expectations of gastronomy tourism management of Tai-Dam's ethnic in Thailand were ranked high overall. In terms of how each component of expectation measured up, administration management had the highest rankings, followed by financial management, personnel management, material management, and method management had the lowest rankings.

2. The Innovation of Gastronomy Tourism Management of Tai-Dam's Ethnic based on Local Identities of Thailand

From table 2, the results of analyzed gastronomy tourism management of Tai-Dam's ethnic based on local identities of Thailand, are as follows:

2.1 Gastronomy Tourism Management of Tai-Dam's Ethnic based on Local Identities of Thailand

The model of Innovation of Gastronomy Tourism Management based on Tai-Dam's Ethnic Local Identities of Thailand as show in figure 2.



Chi-Square = 4.900, df = 4, p-value = .298

CMIN/df = 1.225, GFI = .998, RMSEA = .015

Figure 2. The Model of Innovation of Gastronomy Tourism Management based on Tai-Dam's Ethnic Local Identities of Thailand

From figure 2 the analysis results of structural equation modelling of the innovation of gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand to goodness of fit indices criteria, are as follows:

Finance Management

The Tai-Dam ethnic gastronomy tourism had expanded (before COVID-19). The finance management of Tai-Dam ethnic community in Thailand found that the financial potential of Tai-Dam ethnic community was quite good and had a lot of liquidity due to the relatively large tourism income and the cost structure of the Tai-Dam gastronomy tourism had community committee to determine the proportion of profits depended on the cost and income. Tai-Dam ethnic community had funded sources from local people in the Tai-Dam ethnic community without funds from borrowed through the banking system. Tai-Dam ethnic community according to the target community would pay compensation to the local people in the Tai-Dam ethnic community with performance-based dividends and should provide knowledge about finance management, business, and accounting knowledge to promoted gastronomy tourism management of Tai-Dam ethnic community.



Funding resources affect the competitiveness of the Tai-Dam ethnic gastronomy tourism, that will increase the competitiveness of the Tai-Dam ethnic gastronomy tourism industry had 2 factors. The first factor was the ability to access grants for tourism development, such as government budgets, grants of private companies, etc. The second factor contributes to the enhancement of competitiveness of the Tai-Dam ethnic gastronomy tourism was the sufficiency of the internal funding source arising from the fundraising within the community. It can be concluded that funding resources are a factor contributing to gastronomy tourism in the Tai-Dam community, such as the ability to access grants for tourism development such as government budgets and community fundraising, that is profits from merchandise sales are used as reserve funds for the development of gastronomy tourism.

Tai-Dam ethnic gastronomy tourism want to help promote public relations, induce tourists to be interested in products, interested in tourist attractions, organizing travel activities that should go. In addition to being publicized in tourist attractions, exposure to tourist attractions is also another force that motivates tourists to choose to return to Tai-Dam ethnic gastronomy tourism again. The process of providing gastronomy tourism advice for the Tai-Dam ethnic gastronomy tourism group was high level about caring, sincere, informative, which was one of the advantages with development of Tai-Dam ethnic gastronomy tourism was more popular tourist destination.

Administration Management

Tai-Dam ethnic gastronomy tourism had administration management structure was family pattern. That will be divided according to skills and abilities of the people in the Tai-Dam community. The people of the Tai-Dam community are involved in planning, regulations, and leaders of the Tai-Dam ethnic gastronomy tourism should be responsible, knowledge and expertise in gastronomy tourism. where people in the Tai-Dam community participate in decision-making, offer opinions in the Tai-Dam community activities through organized a community meeting.

The gastronomy tourism in the Tai-Dam ethnic group does not follow the actual roles. The roles of the people in Tai-Dam community as employees of each tourism activity. Moreover, the coordination between the people in the community was not effective because the Tai-Dam people did not understand the gastronomy tourism management process. Therefore, the main activities were cooking demonstrations, eating and much of the management depends on the chairman of the community. However, people of the Tai-Dam community had strong ties because they had a part of building and joining together the Tai-Dam gastronomy tourism for a long time, there was mutual understanding and can rely on each other well included a system to protect against animals and insects. There was safety of service, environment, pollution, fire control system, and protection systems for animals and insects.



The competitiveness of the Tai-Dam gastronomy tourism found that the good administrative management of gastronomy tourism resulted in the enhancement of the competitiveness of the Tai-Dam gastronomy tourism such as local foods, gastronomy tourism activities, cultural, traditions, and believes were another important factor contributing to the enhancement of competitiveness of the Tai-Dam gastronomy tourism. The last factor affecting to enhance the competitiveness of Tai-Dam gastronomy tourism was the Tai-Dam Museum and the Tai-Dam community cultural learning center.

Personnel Management

The Tai-Dam's gastronomy tourism had the main human resources from the Tai-Dam's community and was hired sometime from outsiders. The personnel management for supported tourists, there will be expenses involved in the management of community personnel. They will be paid per day or depends on the agreement which the number of human resources in the Tai-Dam's community is sufficient to support gastronomy tourists. The Tai-Dam's gastronomy tourism was participation of people in the Tai-Dam's community found that the Tai-Dam's community can participate in the decision-making for the development policy formulation initial process of development planning through meetings. The Tai-Dam's community can set objectives and plan together among chairmen and members in various areas, including participating in the allocation and selection of committees had the decision-making in various fields of gastronomy tourism. Tai-Dam's community had cooperated in various operations for the development of Tai-Dam's gastronomy tourism.

The leaders of Tai-Dam's gastronomy tourism were mostly leaders in government organizations such as mayor, village chief, headman and community leaders. The leaders of Tai-Dam's gastronomy tourism most of them had performed their duties with tried to get people in the Tai-Dam's community to the highest satisfaction and avoid conflicts and remain optimistic and help to encourage people in the Tai-Dam's community. That was aims to develops successful work without using authority, rules, regulations, orders, and always open opportunities for people in the Tai-Dam's community. Therefore, all decision-making and problem solved the leaders would inquiries of the needs from people in the Tai-Dam's community to developed Tai-Dam's gastronomy tourism before decided or had a Tai-Dam's community meeting to clarify, explain the reasons for the gastronomy tourism management of Tai-Dam's ethnic based on local identities of Thailand and allow people in the Tai-Dam's community to express their opinions even though they were opinions that differ in various fields to developed Tai-Dam's gastronomy tourism management to efficiency.

The cooperation of people in the Tai-Dam's community to joined the Tai-Dam's gastronomy tourism operation was strong with joined the Tai-Dam's gastronomy tourism, there were no compulsion and the atmosphere of worked together within the Tai-Dam's community was friendship and supports each other, including the people of the Tai-Dam's community was

involved in presenting ideas various suggestions in the development of gastronomy tourism management with each member had a clear duty each person does not interfere with each other's work could interchangeably where the work was not a direct responsibility and when there was any problems work related Tai-Dam's people would work together to solve that problem successfully. In case the members were not satisfied with their work would consultations in the Tai-Dam's community and help each other to find a solution with the people in the Tai-Dam's community. They emphasized on strict adherence to group regulations and jointly safeguard the mutual interests of the people, including those in the Tai-Dam's community would teach each other work if one of the members was not capable of doing a job well enough. Therefore, human resource management was affected the competitiveness of the Tai-Dam's gastronomy tourism.

Material Management

The material management of Tai-Dam's gastronomy tourism was tools, utensils, equipment, materials, ingredients used in cooking process, cleaning, and food preservation of Tai-Dam's foods such as containers and equipment made from non-hazardous materials and easy to clean suitable for use the cleaned equipment must high off the floor. There were areas for stored hygienic containers, etc. which affect the competitiveness of the of Tai-Dam's gastronomy tourism. The results found that the factors contributed to the enhancement of competitiveness of the Tai-Dam's gastronomy tourism had two factors, the first was sufficiency and the ability to respond to the used of tools, utensils, materials used in cleaned and food preservation of the Tai-Dam's ethnic group to supported the expansions of gastronomy tourism, Tai-Dam ethnic groups and the second factor contributing to the enhancement of competitiveness of the Tai-Dam's gastronomy tourism was a system of ability to maintain cleanliness, hygiene in tourist attractions and communities was another important factor contributed to the increased competitiveness of the Tai-Dam's gastronomy tourism concluded that the tools and equipment were the factors contributed to the development of gastronomy tourism in the Tai-Dam ethnic group included the sufficiency and the ability to meet the used to support the expansions of Tai-Dam's gastronomy tourism, included the availability of good infrastructure had the ability to maintain cleanliness and hygiene in Tai-Dam's gastronomy tourism.

The procurement management of Tai-Dam's material in gastronomy tourism used in tourism development Tai-Dam's foods and souvenirs from Tai-Dam's community products had selected to buy good products quality of use to impress tourists as well. There was still a lack of technological developments whether it was the strength of the cell phone signal. In which the area was considered low making communication difficult Tai-Dam's gastronomy tourism lack of tourism human resources. As a result, tourism did not develops as expected, so education should be provided or gave more knowledge about Tai-Dam's gastronomy tourism and infrastructure in the Tai-Dam's gastronomy tourism area including utilities, electricity, water supply, access to a wide area which was considered to develop into a popular tourist attraction.

Method Management

The method management of Tai-Dam's gastronomy tourism including the methods of safe cooking, service, and cleaning procedures, including the quick integration of service, and provided information about food nutrition affected the competitiveness of the Tai-Dam's gastronomy tourism found that the inputs of cooking resources were the factors contributed to Tai-Dam's gastronomy tourism such as the deliciousness, cleanliness. That was terms of maintained the conditions and the traditional of the Tai-Dam's gastronomy tourism.

The methodology of prepared ingredients for cooking to Tai-Dam's gastronomy tourism was insufficient to meet the needs of tourists. Therefore, that was necessary to purchase raw materials from outside the community to meet the needs of the tourists. Tai-Dam's people had the skills necessary to made food outstanding and had sufficient labor able to cooks Tai-Dam dishes that were unique, reflecting the traditional Tai-Dam's ethnic. In terms of the utilities within the Tai-Dam's community, transportation, resources, funds were sufficient for food production, and community members can advise about design and development of the Tai-Dam's gastronomy tourism products with a strong community leader with knowledge and ability to apply modern technology to promoted Tai-Dam's gastronomy tourism, Tai-Dam ethnic group and received support from outside sectors such as Loei Rajabhat university, Khon Kaen university, Mahasarakham university, Designated areas for sustainable tourism administration (DASTA-5) and other sectors for developed the Tai-Dam's gastronomy tourism and help teach production demonstration, used new innovations including continuous storage of food products, reduce the time of cooking. The Tai-Dam's gastronomy tourism product from Tai-Dam's community had not yet been patented. Therefore, there must be a further development of the patent. The methodology of supported Tai-Dam's gastronomy tourism marketing was provided information about Tai-Dam's foods, cultural and traditions including gave the discounts to incentivize tourists had a tourism publicity channel via Facebook, Instagram, or other social medias for easy access to information sources with advertisements through various media was famous and well known and there was also a story of Tai-Dam's food products to food products value added.

The method of exchanged ideas and development of Tai-Dam's gastronomy tourism was operated and organized a meeting between Tai-Dam's people in the Tai-Dam's community every month or organized an urgent meeting when there was a coordination would tourists visited the Tai-Dam's gastronomy tourism was notified with the voice of the news distribution tower. Then, Tai-Dam's peoples would prepare the warm welcome with Tai-Dam's food, Tai-Dam's dress and bring products for sale enough to meet the needs of tourists. The purpose of most meetings was exchanged ideas to solve problems and plan solutions work orders related to Tai-Dam's gastronomy tourism. There was always an opportunity for Tai-Dam's community to ask questions or exchanged views about the operations of Tai-Dam's gastronomy tourism. The method of distributed information to Tai-Dam's community was through the issuance of publications to the Tai-Dam's community regarded information on the direction of tourism

operations. Tai-Dam's gastronomy tourism included competition issues business adaptation and the needs of tourists, that was one of the topics that people in the Tai-Dam's community were interested and eager to shared information to Tai-Dam's people were realized the need for cooperation between external organizations was a source of knowledge exchange between each other which was getting regular news from Tai-Dam's community leaders, that was important factors for the development of Tai-Dam's gastronomy tourism.

2.2 Propose the Innovation of Gastronomy Tourism Innovation Management based on Tai-Dam's Ethnic Local Identities of Thailand

From the study of tourist expectations of gastronomy tourism management of Tai-Dam's ethnic in Thailand and the results of analyzed the gastronomy tourism management of Tai-Dam's ethnic based on local identities of Thailand to propose the gastronomy tourism innovation management based on Tai-Dam's ethnic local identities of Thailand as follows:

Tourism Products Innovation

The gastronomy tourism innovation management based on Tai-Dam's ethnic local identities of Thailand used quality ingredients, freshly prepared food, nutritious diet, and product design had affected to Tai-Dam gastronomy tourism (Chaigasem & Tunming, 2019). The competitive readiness factor and business strategy influenced gastronomy tourism. The Tai-Dam ethnic group was contributed factor to Tai-Dam community tourism such as the tourism business ability development of Tai-Dam community participatory (Devashish, 2011). That was the community leaders' cooperation in gastronomy tourism development as well as the strength of Tai-Dam community leaders to maintain their original identity. The Tai-Dam community leaders were local peoples, they know the Tai-Dam culture, and they had ability to create the variety of tourism promotion activities for value added was diverse tourism base, public relations, marketing channels, and was supported by government sector (Benur & Bramwell, 2015).

Tai-Dam ethnic gastronomy tourism had tourism products innovation was activities to promotes the development of gastronomy tourism management focus on tourists to understood the culture and participation in cultural experiences in terms of wisdom with concept of gastronomy tourism development (Pyke, Hartwell, Blake & Hemingway, 2016). Which focus on Tai-Dam ethnic gastronomy tourism innovation management as a learning center, building community participation to conserve the culture, maintain the identities of Tai-Dam ethnic community (Xu, 2010; Mnguni & Giampiccoli, 2019), and propose Tai-Dam ethnic gastronomy tourism products innovation, are as follows:

- Blood group foods for enhance the tourists' health.
- Tai-Dam foods development was easy to go and easy to eat.

- Tourists learned how to cook in the Tai-Dam household.
- Tourists wore Tai-Dam attire and take photo as souvenirs.
- Tourists joined traditions and believes such as the Saepang tradition of Tai-Dam ethnic to treat ailments.
- Tourists learned about migration and settlement history.
- The amulets of Tai-Dam ethnic made as souvenirs.
- Designed the homestay or accommodation to look like authenticity of Tai-Dam ethnic house.
- Tourists tried the food of Tai-Dam ethnic.
- Tai-Dam ethnic had linguistic identity or had their own spoken and written language, thus encouraging tourists to learned about language such as wrote the names of tourists in Tai-Dam language as souvenirs.

Tourism Service Innovation

The tourism service innovation should be developed the knowledge in service quality, information technology, publicized and the human potential development to affect the perception of tourists and quality of Tai-Dam ethnic gastronomy tourism. The tourism service innovation contributes to support the Tai-Dam's gastronomy tourism activities such as tourist service, ancillary services, supported students came to collected information for the study of Tai-Dam's gastronomy tourism or a field trip to learns about Tai-Dam's gastronomy tourism and supported of special events on important occasions such as Tai-Dam's gastronomy tourism. The development of Tai-Dam's gastronomy tourism with historical traces such as food, cooking, traditions, costumes, handicrafts, houses styles, social aspects, rituals, myths, believes, painting, music, theater, language, and literature (Intaratrakun, 1992). That cans took these to develops the tourism service gastronomy tourism management based on Tai-Dam's ethnic local identities of Thailand (Marasco et al., 2018).

The development of environmental education processes should be given to relevant government sectors, private sectors, and local communities to study the environment and ecosystems in the Tai-Dam's gastronomy tourism sites in order to cultivate the correct awareness in environmental conservation for those involved in gastronomy tourism (Chen, et al., 2017). Tourism business development should be promoted with the government sectors, private sectors, and local communities. Conducting business development related to the Tai-Dam's gastronomy tourism such as tourism business, transportation business, accommodation business, food and beverage business, souvenir business and MICE business as a part of provided tourist services to facilitate tourists (Moyo & Tichaawa, 2017).

The development of Tai-Dam's gastronomy tourism marketing should be more publicity in various media including quality tourism marketing should be considered and seeking quality tourists to travel the Tai-Dam's gastronomy tourism for quality tourists to get the experiences

and satisfied in Tai-Dam's gastronomy tourism (Rodoula, Tsiotsou & Goldsmith, 2012). The development of local community participation. Tai-Dam's community should be fully involved in Tai-Dam's gastronomy tourism and receiving benefits to distribute income to the local peoples and improved the quality of life of the people in the local community (Alexandru-Mircea, 2016). The development of raised awareness among those involved in Tai-Dam's gastronomy tourism should be provided the knowledge and interpretation to conserved Tai-Dam's gastronomy tourism to encourage all parties to treasure the Tai-Dam's gastronomy tourism resources (Prideaux, Moscardo & Laws, 2006).

Tourism Process Innovation

The tourism process gastronomy tourism management of Tai-Dam's ethnic based on local identities of Thailand were to preserved food cultural heritage for the benefit of knowledge and social value while Tai-Dam's gastronomy tourism development leads to economic growth and community income (Nordin & Hjalager, 2016). Each concept consists of strategies and supportive approaches to the appropriate Tai-Dam's gastronomy tourism management.

The tourism process innovation should be development of modern innovative technology affected to the Tai-Dam's gastronomy tourism and invest in tools, machinery, equipment to affect the Tai-Dam's gastronomy tourism and the quality of the production process enabling Tai-Dam's gastronomy tourism should be offered the experiences and education about Tai-Dam's gastronomy tourism provided education and training skills to Tai-Dam's peoples in order to develop for people in the community, both the old and the new generation had knowledge and skills in maintained a way of life in Tai-Dam's food culture. Provided experiences for tourists to join the cooking process with Tai-Dam's gastronomy tourism and learns about Tai-Dam's food identities were contributing to Tai-Dam's gastronomy tourism development (Guisado-González et al., 2014).

The preparing for the Tai-Dam's gastronomy tourism in the future, which provides education and skills training about Tai-Dam's gastronomy tourism for the Tai-Dam's community such as various aspects of food history in the Tai-Dam's community and made the old knowledge of the Tai-Dam's food to more faithfulness was to acquire new knowledge and that can use facts information for planning and policy to develops Tai-Dam's gastronomy tourism (Abubarkatali, 2015; Page, 2011). Including practical applications such as encourage Tai-Dam's people or Tai-Dam's community to initiate gastronomy tourism activities for the Tai-Dam's gastronomy tourism and able to utilize the potential of the existing Tai-Dam's community to benefit the development tourism process innovation including defined the nature and extent of Tai-Dam's community problems and affected or caused the trouble to the Tai-Dam's gastronomy tourism (Mariani, Baggio & Buhalis, 2014).



Conclusion

The tourist expectation of gastronomy tourism management of Tai-Dam's ethnic in Thailand, are as follows; the demographics of tourist expectation of gastronomy tourism management of Tai-Dam's ethnic in Thailand. The majority of the respondents were female (57.30%) and in the 31-40 years old age range (39.70%). 28.60% held a Bachelor's degree, 66.70% of the respondents worked in the government official, and the majority made 15,000- 30,000 baht per month (35.10%). Overall and subcategory results regarding tourist expectation of this study as relate to the tourist expectations of gastronomy tourism management of Tai-Dam's ethnic in Thailand were ranked high overall. In terms of how each component of expectation measured up, administration management had the highest rankings, followed by financial management, personnel management, material management, and method management had the lowest rankings. The gastronomy tourism management of Tai-Dam's ethnic based on local identities of Thailand, consists of; finance management, administrative management, personnel management, material management, method management. The propose the gastronomy tourism innovation management based on Tai-Dam's ethnic local identities of Thailand, consists of; Tourism products innovation, Tourism service innovation and Tourism process innovation.

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