



## Creating local food for health tourism by Ban Nong O Community, Mae Chan District, Chiang Rai Province

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### Abstract

The objectives of the research on Creating Local Food for Health Tourism by Ban Nong O Community, Mae Chan District, Chiang Rai Province were to: (1) study the situation of local food and raw materials to promote food tourism at Ban Nong O, Mae Chan District, Chiang Rai Province; (2) to examine the possibility of using local material found in Ban Nong O, Mae Chan District, Chiang Rai Province to create food menu for tourism; and (3) to promote the linkage of local food to health and wellness tourism by Ban Nong O community, Mae Chan District, Chiang Rai Province. The research illustrated that there were plenty of local food resources and raw materials found in the area. Community members were interested in participating in the research project and able to develop four local food menus, which identified community identity towards ingredients found in Ban Nong O and linked with tourism. The quality, taste, and organic reputation of food materials and ingredients of Ban Nong O, have attracted many food tourism entrepreneurs to select these local materials to supply for their food serving and services, in particular for local dinner serving styles, so-called Khantoke dinner, which very much attracts a group of food lover tourists as this is considered as a must try experience when visiting Chiang Rai, also helping to boost food tourism activities in Chiang Rai.

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### Introduction

Food is one example of evidence that shows the history of society, community, and how people lived as well as reflecting local culture and becoming a vital part of the tourism industry considered as the form of tourism

called Food Tourism or Gastronomy Tourism. It could be argued that tasting and eating food are favorite activities on which tourists spend the most money and time, making up one-third of the total cost of travel. (United Nations World Tourism Organization [UNWTO], 2018) It is also considered as a reason that helps attract tourists to various locality destinations and helps generate tourism benefit both direct and indirect to the local economy. A recent report by United Nations World Tourism Organization: UNWTO, (UNWTO, 2018) showed that in

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the year 2013–2014, Food Tourism or Gastronomy Tourism generated US\$ 350,000–550,000 billion worldwide. In addition, UNWTO (2018) also pointed out that food tourism or gastronomy tourism is also linked with Agro-tourism, Eco-tourism Sustainable Tourism, and Wellness Tourism (UNWTO, 2018).

In the case of Thailand, the Department of Tourism, Ministry of Tourism and Sports (2014) reported that food tourism had generated over THB456,600 million or equivalent to US\$13,836 million (US\$1 = THB33), which is about 20 percent of the total income from tourism of the country. The Thai government has launched campaigns to promote food tourism such as Thailand Kitchen as the World Kitchen, Paradise of Eating and Shopping, Amazing Thai Cuisine, and recently the so-called “Pad Thai”, all of which reflect the importance of food tourism in Thailand. (Department of Tourism, Ministry of Tourism and Sports, 2014). The uniqueness of Thai food has made it more and more popular worldwide. Authentic Thai food and different choices and tastes are varied by locality and region of the country according to the culture and different ingredients of each region. Thai Cooking School is also considered another tool that helps promote and support food tourism. The increasing food tourism in Thailand has made a great positive impact both directly and indirectly on the agricultural sector from the production of food materials of residents and to the food supply chain in the country.

Chiang Rai, the study area, is one of the most famous destinations in the northern region of Thailand. The richness of tourist attractions, culture, uniqueness of lifestyle, traditions and festivals, historical parks, beauty of architectural buildings and temples, and the easy access to Chiang Rai via air and road transport are key advantages to attract tourist and to promote tourism in Chiang Rai, in particular, the unique local foods and drinks as well as the variety of restaurants and food serving and services. According to the Ministry of Tourism and Sport [MOTS], at the end of the year 2019, there were more than 3 million tourists (both domestic and international) who visited Chiang Rai, and such has generated over US\$909 million (US\$1 = THB33) (Ministry of Tourism and Sport [MOTS], 2019). Recently, Chiang Rai was ranked number one in the Best Second Destination City campaign in Thailand amongst over 60 cities in the country (Ministry of Tourism and Sport [MOTS], 2021). In terms of food tourism, it is very much related to the local community, where they grow and

produce materials and ingredients for food production and industry. Promoting food tourism and linking to wellness tourism as well as the value of community is considered as one of the development tools to generate wealth living of residents and to promote health caring and protecting of tourists, which will finally benefit all.

As illustrated in the previous paragraph, the purpose of this study is to focus on promoting food tourism by using food ingredient found in the local community, Ban Nong O, to examine the possibility of using local ingredient found in Ban Nong O, Mae Chan District, Chiang Rai Province to create food menu for food tourism and linkage between food tourism and wellness tourism.

The envisaged contribution of the study is to investigate and provide guidelines and marketing opportunities for food tourism in Chiang Rai and to a resident in Ban Nong O, to promote community-based tourism in their community based-on community ingredient.

## Literature Review

### *Emergence of Gastronomy Tourism*

The Designated Areas for Sustainable Tourism Administration (The Designated Areas for Sustainable Tourism Administration [DASTA] Thailand, 2016) suggested that Gastronomy Tourism has been very popular especially among alternative tourism, in which a group of tourists often seeks aesthetics (Authenticity) from tourism resulting in nostalgia and well-being trends. The incentives or needs of food tourists can be divided as follows.

1. Self-expression: Tourists want to express their differences, distinctiveness, and identity in tourism.
2. Curiosity: Tourists want to seek and discover new knowledge to indicate the education and knowledge that exist.
3. Grounded Search: Tourists want to know the roots of food in rural areas, where tourists can learn about food production methods.
4. Pleasurable Experience: Tourists have a desire to fulfill the joy of feeling, touching, and experiencing eating that is unique to that locality.
5. Anxiety: Tourists need to rest or relax by eating and drinking local food and food familiar during the tour and want to escape from everyday life but not eating regularly.

In addition, DASTA (2016) also added that there are groups of people, networks, and organizations that want to promote identity, culture in better quality food and the conservation of local food may be divided into 3 groups as follows:

1. Groups to promote a unique food culture protect biodiversity of food and the process of producing food from local wisdom (Slow Food) that cares about hygiene and support the pleasure of eating when in a hurry. The Slow Food movement has inspired many tourists to travel and look for a different local uniqueness, and looking for healthy local food rather than fast food.

2. A network that works with local governments (Citta slow) focuses on developing small towns to become tourist-friendly destinations by creating a good quality of life for local people and to use food tourism as one of the tools for local development.

3. Organizations that uphold the idea of creating three aspects of the quality of life (European Region of Gastronomy): first; outstanding food culture, second; better human health and sustainability, and third; innovation and art for food.

By these three concepts, the principle of gastronomy tourism or food tourism connects the agriculture industry and tourism from the study of the concept of food tourists' needs, food, and tourism. The researchers were able to conclude that Tourism and food are inseparable because when tourists travel to destinations, they need an experience about the food of that area. Eating has defaulted as the main activity of tourists, who spend about one-third of their total expenses and time on one trip. They need an exotic restaurant for dining experience within unique local area and look for good local food while traveling. These local foods make tourists feel good, having much more experience in that attraction.

According to National Geographic Thailand (2019), gastronomy is considered as the transmission of food culture. It is also considered as a tool for sustainable development of different levels including local, regional and global food systems, which will reflect the importance of human sustainability of the future of humanity. This is because the food action will lead to the search for new solutions for sustainable activities including tourism, especially by creating local employment opportunities both direct and indirect. It could be argued that gastronomy tourism goes far beyond just what is "on the plate", it also covers production such as Agri-tourism, visits to local production sites, to post-consumption such

as production of value-added souvenirs, or even managing food waste. In addition, gastronomy tourism is also considered as a new form of tourism to provide a great opportunity for tourists to fulfill their experiences and experience a variety of food-related tourism activities. This will benefit society and the economy of all sectors involved in the tourism industry. Story of Food is the value of the story behind food that makes the value of each dish stand out and be remembered as one plate of food incorporates stories of wisdom heritage, traditional eating culture, and how to present food. All of these are the creation of an indulgence that creates the taste of food. This means that food is always more than just food. It can be Creative Industries.

Similar to National Geographic Thailand (2019), the Unilever Food Solutions (2022) also mentioned that gastronomy tourism is the form of tourism that provides opportunity for tourists to experience local culture. They mention that using local ingredients to make a tourist menu is the way to help provide them a travel experience through food tasting and eating. Particularly, the unique way of cooking and seasoning by applying Thai raw materials, that are unique to each region brought to cook with Thai cooking methods, without sacrificing the original taste of raw materials can create a feeling of traveling through taste.

In the case of Thailand, according to Bangkok Bank (2019), Gastronomy or food tourism is a new tourism trend that emerged during 2019–2020. This form of tourism targets tourists who want to experience the food in each area by attracting the attention of tourists to traveling around Thailand for entertainment and recreation and for studying and learning new cultures in each area with a unique identity. At the international level, gastronomy tourism has been accepted as the most famous form of tourism particularly in the west such as the United States, North America and Europe over a decade. According to Harrington et al. (2010) gastronomy tourism is considered as one of potential forms of tourism that helps generate sustainability systems for local food and local tourism products life cycle.

According to the Social Research Institute, Chiang Mai University, as cited in Bangkok Post, 2019 forms of gastronomy tourist's lifestyles could be divided into five main styles as listed below;

1. Visiting and tasting local food in the well-known destination. Food will be considered as part of activities for their visit to those destinations.

2. Visiting a Food festival. Providing good and famous food as well as inviting popular restaurants to participate in the festival. Therefore, it is a good opportunity for tourists to taste the famous food of each source to their heart's content.

3. Attending a cooking class where tourists will learn how to select and buy raw material and ingredients and how to cook with local instructors.

4. Homestay tourism, where tourists stay overnight with a local family, and have the opportunity to learn and experience the atmosphere of the lives of local villagers and to try and taste authentic local dishes.

5. Agricultural tourism, where tourists have the opportunity to participate in a variety of activities with local farmers. Agricultural tourism is becoming widely popular nowadays. This is because farming not only ends with product production but can also be developed into an interesting tourist destination. Nowadays, farmers open fruit and vegetable gardens for tourists to taste and shop right inside the garden and to eat fresh vegetables and fruits from the farm and experience agricultural plantations filled with the beauty of nature.

Similar to the Social Research Institute, Chiang Mai University report, Chobkamdee (2019) also mentioned that one of the main purposes of gastronomy tourists is to experience food history locally through food tasting and cooking with local instructors. In addition, Boonsrirat (2018) also argued that the majority of gastronomy tourists are looking to visit popular restaurants in their destination while Punturee (2015) also pointed out that gastronomy tourism is a form of tourism that provide experience for tourists through various activities such as food tasting, cooking, buying food ingredients and seeing the local lifestyle.

In addition, Prueksoranan (2017) also mentioned that gastronomy tourism could also be seen as a way to promote value added to local raw materials and local food ingredients, which will help generate local economic benefits and improve the living standard of local people.

As mentioned above, it could be argued that gastronomy tourism is the form of tourism in which tourists could experience and enjoy their time by seeing food production, tasting food, experiencing food cooking and learning about the unique culture and lives of local people.

In addition, gastronomy tourism is considered the format of tourism that is linked with wellness tourism, as illustrated in the next section.

### *Wellness Tourism*

What is wellness tourism? The Tourism Service Standard on the Provision of Services in the Tourism Establishment Health (Department of Tourism, Ministry of Tourism and Sports, 2014) defines wellness tourism as health tourism or physical activity tourism that is related to health care by receiving wellness services such as exercise for health, healthy eating, massage or herbal compress for health, including weight loss program, practicing yoga, Tai Chi, and meditation. In addition, medical tourism is also considered as part of wellness tourism. It is also considered tourism that is related to providing health services to provide tourists with good physical and mental health through service providers or staff who serve directly such as Thai massage, foot massage, oil massage, reflexology, body scrub, and mud wrap. Sonthirak (2010) also defined Health Tourism, or Wellness Tourism, as a travel trip to escape the cause of suffering from daily life to a destination that adjusts and finds the perfect fit in life, which is a travel experience that tourist get through. Wellness tourism could be divided into two types as follows Esichaikul (2014); and Theeranon (2018).

1. Health Promotion Tourism refers to activities such as traveling for recreation, visiting beautiful tourist attractions, and natural and cultural attractions to learn the way of life by allocating part of the time from tourism to do activities to promote health both in the camp and outside the camp in the right way according to academic principles and with standard quality, such as mineral baths/hot springs, Thai traditional massage, herbal steam, aromatherapy services, and hydrotherapy. The main purpose of health promotion tourism is to promote and maintain physical and mental health, medical treatment and restore health. As well as having the opportunity to exchange experiences and social gatherings to promote good health with others during travel by promoting health for tourists expressed in the form of exercise and sports weight control, there is the popularity of food and beverages with herbs that are beneficial to health, calming the mind through meditation as well as the use of medicinal herbs.

2. Health Healing Tourism refers to activities that aim to relax by dividing some time to do activities for the treatment of diseases or to restore health such as physical examination, dental practice, dental care, surgical treatment, cosmetic surgery, or gender reassignment, in a

hospital or medical facility of standard quality, sometimes called Medical Tourism, with natural health tourism activities, cultural health tourism including balancing food, strengthening of strength, adjusting the mind to feel relaxed, eliminating stress and balancing the body. Health tourism or Medical Tourism is an activity that aims to generate recreation for tourists wanting to receive medical services.

According to the ranking of The International Healthcare Research Center (IHRC), Thailand's health tourism industry is ranked 6th in the world due to its strengths:

1. Hospitals, personnel, and services have certified standards accepted by many countries.
2. The price is worth the quality of service.
3. Various natural and cultural attractions besides the travel expenses are not very high.

According to Kanchanakit (2014), Health tourism has been around for a long time with the first origin of Health tourism is a spa (Spa), which started during the Roman Empire (Roman Empire). The spa at that time was famous as a water treatment source. Many patients from various countries would travel to heal by taking mineral baths; such started in the Middle Ages, and the popularity of mineral baths remained consistent in terms of medical treatment. Later, around the 16th century, the concept of spas changed, namely, for travelers starting to think the spa should be a place to relax. The development of transportation in those days with the Stage Coach made the spa that was used to provide services in a therapeutic manner become a source of relaxation. It appears that in the early stages of the spa it began to change into a source of recreation. The people who used the service tended to be people who were in good standing. But when the market for high-end customers narrows, Income is therefore limited to these wealthy clients only. If this continued, the business would not survive. Therefore, the bathing source changed to become a resort-style residence concurrently. Later, the accommodation business (Accommodation) grew rapidly, thus creating accommodation along the sea (Seaside Resort) with tourists keen to stay at this type of accommodation. So, the spa began to quickly go into a recession, in particular, the recession which occurred at the source. Thermal baths and spas were located on the ground (Inland Spa) rather than on the beach. The Department of Tourism, Ministry of Tourism and Sports (2014) suggested that, according to the tourism service standard, wellness tourism is activities

related to health care by receiving health services (Wellness Services), which means providing services that result in good physical and mental health, such as exercise for health. Eating healthy food, massage, or herbal compress for health, including reducing weight, yoga, tai chi, and meditation, etc.

It could be said that there are two types of wellness tourism. These include health promotion tourism, which focuses mainly on pleasure and relaxation purposes while the other is health healing tourism and focuses mainly on restoring health. The type of wellness tourism could generate an idea in order to design and enhance proper tourism activities in order to fit with the needs and wants of tourists by organizing tourism activities into different forms of tourism, and gastronomy tourism is considered as one of the tourism forms that fit wellness tourism.

### *Healthy Food*

Healthy food meets the needs of the body and has effects on the mind as well as intellect. The current problem of obesity among world populations ranging from young children to adults is increasing. As a result of eating behavior causing such problems, people pay more attention to health, and the trend of healthy food consumption is of interest. Healthy food consumption behavior making healthy food choices is the consumption of food for energy, and various nutrients that are necessary for the functioning of the body for the body to grow. Having good immunity helps repair the various functions of the body, which is good for a long life. Eating a diet suitable for the body, consists of 5 food groups, eating many different kinds of food in the amount appropriate for the age and physical condition for the body to grow and develop appropriately because each food group provides nutrients, which supply and give different benefits to the body. Therefore, healthy food is divided into 5 food groups according to the nutrients and characteristics of Thai people (Chulrangka, 1998), and the nutrients can be classified into 6 types (Jungsiriwitthayakul, 2006) consisting of:

1. Food Group 1: Meats, eggs, nuts, dried seeds, milk. These foods are sources of protein nutrients. Such are responsible for enhancing growth and repair the worn parts of the body, help create gastric juice, hormones, and oils, and strengthen the immune system. They help maintain the acid and alkali balance in the body. To help maintain balance in the blood vessels, tissues, and cells of

the body, one should receive energy from meat of 10–15 percent of the energy received each day and dried beans, 12 percent of the daily energy intake

2. Food Group 2: Rice, flour, sugar, taro, and potatoes are a source of carbohydrate nutrients. Such are responsible for providing energy and heat to warm the body. You should get 55 percent of your daily energy intake from these.

3. Food Group 3: Vegetables. This food group is a food source of vitamins and minerals. Such provide nutrients that help the metabolism process or help various reactions within the body to function normally. They serve as the structure of the body, and are a component of cells, tissues, and nerves. Such are also a component of enzymes, hormones, and vitamins, and are necessary for the functioning of various organs. Vegetables also contains dietary fiber, which is very useful in the functioning of the digestive system, making it work normally, and help absorb substances that may be toxic to the body. Your body should get about 5 percent of your daily energy intake from vegetables.

4. Food Group 4: Fruits. This food group provides nutrients in the form of vitamins and various minerals as well as dietary fiber that controls the functioning of muscles in every organ helping the body to be strong, and help in the normal functioning of the excretory system. You should get about 3 percent of your daily energy intake from fruit.

5. Food Group 5: Fats and Oils. This food group is a source of nutrients such as fats that provide energy, give warmth to the body, and help in the functioning of various systems in the body to be normal. They also help the body absorb many of the essential vitamins early. Your body should get about 10 percent of your daily energy intake from such.

Water is a nutrient that does not provide energy, but the body needs it regularly to help the systems in the body function normally. Principles of healthy eating, in addition to eating all 5 food groups, should consider foods of natural origin (Nithiaphaidham, 2004, p. 6) by dividing food groups that come from nature that exist today. Such can consider the privatization process of 3 groups as follows:

1. Foods that come directly from nature, such as fresh garlic heads, fresh onions, honey squeezed from honeycombs, fresh hot peppers, herbs, etc. These foods are used as ingredients of daily food that are highly nutritious foods that come directly from nature.

2. Chemical-free foods in production, which are crops that do not use chemicals like fertilizers or prevent pesticides in cultivation, such as with local vegetables, organic vegetables grown using nets, vegetables grown using biofertilizers including the cultivation of vegetable gardens for household consumption.

3. Less processed foods to keep food as natural as possible, such as vegetables, fruits, including brown rice. This food group has received attention from manufacturers, therefore, producing this food group to meet the needs of health-conscious consumers through various marketing strategies of healthy food. Most people know the 5 main food groups very well. At present there is the risk of disease resulting from the consumption of food like red meat, animal offal, rice, canned food, packaged food. The consumption of food such as meat, milk, eggs, etc., began to be introduced to more people.

#### *Amazing Thailand Safety and Health Administration: SHA*

The Ministry of Tourism and Sports, together with the Ministry of Health and Tourism Authority of Thailand created a project to upgrade the Thai tourism industry, sanitary safety standards, or Amazing Thailand Safety & Health Administration: SHA to raise the standards of the tourism industry along with sanitary safety standards. Due to COVID-19 since the beginning of 2020, the world, including Thailand, has had a large number of infected people and deaths. But from the end of April, Thailand was able to control the disease better accordingly. This was a result of the implementation of many disease control measures in parallel and most importantly, due to the cooperation of all people and all sectors to stop the spread of the disease. The Center for COVID-19 Situation Administration [CDC] (2021) has now relaxed the measures to prevent disease and has set guidelines that are central standards for each business and activity taking into account the main public health factors and considering additional social and economic factors for people and entrepreneurs to adapt to the epidemic prevention measures and be able to travel more in the next phase of relaxation, and for Thailand to pass this crisis. ([www.tourismthailand, 2022. Retrieved 7 July 2021](http://www.tourismthailand, 2022. Retrieved 7 July 2021)). The Ministry of Public Health has cooperated and supported building confidence in Thailand's tourism to return to being the world's leading tourism country again by jointly establishing SHA standards and the Department

of Health. There are also manuals and operational guidelines that are ready to support enterprises in the tourism and sports sector. In addition, there is a team of public health officials at the district and provincial levels, who are knowledgeable and able to provide advice on disease prevention, sanitation, and environmental health. There is also a joint committee of the 2 ministries that works together to create a continuous work plan. The project to raise the Thai tourism industry, sanitary safety standards, or Amazing Thailand Safety & Health Administration: SHA is the TAT's intention to build confidence and confidence for tourists or users after the Covid-19 situation, that it is safe to travel, by encouraging operators in the tourism industry to take action to improve both service and sanitation by following public health measures. The businesses that can apply for the SHA standard are divided into 10 types of businesses as follows:

1. Restaurant
2. Hotel/accommodation and meeting place
3. Recreation and tourist attraction
4. Transportation and vehicle
5. Travel agency
6. Health and beauty
7. Department store and shopping center
8. Sports venue
9. Organizing activities, meetings (MICE), theatres
10. Souvenir shops and related shops

Preliminary standards from the Department of Disease Control of every business establishment has 3 components which are;

1. Sanitation of buildings and equipment and appliances that are in the building.
2. An arrangement of cleaning equipment to prevent the spread of germs.
3. Protection for staff who work.

There are details of additional business-specific standards. Those who pass the standard will receive the SHA logo. There is no cost for businesses interested in participating in the program. The SHA guidelines can be downloaded as an e-Book at <https://thailandsha.tourismthailand.org/ebook>. Then, the establishment can be improved to comply with SHA standards, and apply for SHA badge inspection and acceptance at [www.tourismthailand.org/](http://www.tourismthailand.org/). TAT will carry out the final step before giving the badge. This will take about 2–3 weeks.

From studying the concept of the project to raise the Thai tourism industry safety standards or the Amazing Thailand Safety & Health Administration: SHA, it could be argued that easing disease prevention measures and establishing a central standard practice guideline for each activity and taking into account the main public health factors considering additional social and economic factors, people and entrepreneurs can adapt to the epidemic prevention measures and be able to travel more.

## Methodology

Based on the literature review and related studies, this research was carried out by both quantitative and qualitative techniques. The designed questionnaire was used as the data collection tool for quantitative technique with 380, interview 30, Focus group 12, and content analysis and descriptive technique was applied for the qualitative technique. The study was conducted with a population group consisting of people related to and residing in Ban Nong O, Mae Chan District, Chiang Rai Province, which consisted of community leaders, leaders of local organizations that play a role in the management and development of communities' tourism, restaurant owners, chefs, representatives from the Tourism Authority of Thailand, Chiang Rai Office, representatives from the Chiang Rai Chamber of Commerce, representatives from the Chiang Rai Industrial Council, a representative from the elderly in the community, a representative from the Lady-group in the community, representatives from the youth-group, representative from a travel agency and tour operators and tourists traveling to Chiang Rai. The research tool consisted of an interview form for samples in the area and a questionnaire for 380 tourists based on Yamane's formula, and with an error level of 5% and a 95% confidence level. The data collection was conducted in 3 phases: Phase 1 was a spatial data survey, Phase 2 was the design of community food tourism activities, and Phase 3 was activity testing and assessing satisfaction with the activities. Data were analyzed and classified into information on: (1) the potential to develop food tourism in the community both in terms of raw materials for food production and serving to tourists; (2) activities created for tourism based on SHA standards; and (3) tourist satisfaction with food tourism (gastronomic tourism) activities and tourism facilities. The statistics used in the data analysis consisted of percentages and standard deviations.

## Results

According to the objectives of the research on Creating Local Food for Health Tourism by Ban Nong O Community, Mae Chan District, Chiang Rai Province, the data were collected by questionnaires and interviews from tourists about health food tourism. Most of the respondents were female, about 293 samples (77.11%), and 87 males (22.89%). Most tourists were aged between 20–29 years, about 193 samples (50.79%), followed by 83 samples who were 30–39 years old (21.84%), and under 20 years old were 54 samples (14.21%) respectively. Most of them graduated with a bachelor's degree, 269 samples (70.79) followed by 54 samples who graduated with a master's degree (14.21%), and 46 samples who graduated with a degree lower than a bachelor's degree (12.12%), respectively. Most of them have the highest monthly income 10,001–20,000 baht, 122 samples (32.11%) followed by income less than 5,000 baht, 116 samples (30.53%) and monthly income 20,001–30,000 baht, 68 samples (17.89%) respectively. The main objective of traveling is for travel and leisure with 301 samples (79.21%) followed by visiting relatives and friends of with 52 samples (13.68%), and for health, 13 samples (3.42%) respectively. Traveling 2 times a year at the most, had 168 samples (44.21%) followed by more than 3 times a year, 89 samples (23.42%) and 1 time a year, 76 samples (20%), respectively. The most popular time period was 1–2-day trips, with 263 samples (69.21%), followed by 2–3 days, 72 samples (18.95%) and 3–4 days 30 samples (7.89%), respectively.

The most popular traveling mode was by themselves, with 330 samples (86.84%), followed by buses with 38 samples (10%), and traveling with a company or organization providing 12 samples (3.16%), respectively. The most popular time for travel was when convenient with 271 samples (57.11%), followed by traveling during holidays such as Saturdays, Sundays, public holidays, with 99 samples (26.05%) and travel during travel seasons and festivals, such as winter, 64 samples (16.84), respectively. With travel expenses in the range of 5000–10,000 baht, the highest amount was 190 samples (50%), followed by less than 5,000 baht, 75 samples (19.74%) and between 10,001–15,000 baht, 57 samples (15%) , respectively.

Tourists' behavior and satisfaction towards food tourism of the majority of the tourist respondents were as

follow; They enjoyed unique regional flavors. ( $\bar{x} = 4.00$ ,  $SD = 0.92$ ), spicy food ( $X = 3.97$ ,  $SD = 1.06$ ), medium flavored food ( $\bar{x} = 3.72$ ,  $SD = 0.79$ ), and at a high level, respectively. The light flavored food ( $\bar{x} = 3.13$ ,  $SD = 1.28$ ) was at a moderate level. Flavored food with unique regional flavor ( $\bar{x} = 4.00$ ,  $SD = 0.92$ ), spicy food ( $\bar{x} = 3.97$ ,  $SD = 1.06$ ), medium flavored food ( $\bar{x} = 3.72$ ,  $SD = 0.79$ ), and at a high level, respectively. Mild flavor ( $\bar{x} = 3.13$ ,  $SD = 1.28$ ) was moderate, focus on traditional flavors. ( $\bar{x} = 4.51$ ,  $SD = 0.68$ ), Food presentation in new ways ( $\bar{x} = 4.48$ ,  $SD = 0.55$ ), Ingredients of each food area are unique ( $\bar{x} = 4.25$ ,  $SD = 0.81$ ) at the highest level, respectively. The creation of health-focused menus ( $\bar{x} = 4.07$ ,  $SD = 0.92$ ) was at a high level. The importance of food selection is quality. ( $\bar{x} = 4.82$ ,  $SD = 0.38$ ), cleanliness ( $\bar{x} = 4.76$ ,  $SD = 0.53$ ), and price ( $\bar{x} = 4.30$ ,  $SD = 0.61$ ) were at the highest level, respectively, quantity ( $X = 4.17$ ,  $SD = 0.68$ ) and Reputation ( $\bar{x} = 3.84$ ,  $SD = 1.01$ ) is at a high level. What tourists pay attention to when choosing food are quality ( $\bar{x} = 4.82$ ,  $SD = 0.38$ ), cleanliness. ( $\bar{x} = 4.76$ ,  $SD = 0.53$ ) and price ( $\bar{x} = 4.30$ ,  $SD = 0.61$ ) are at the highest level, respectively.

The quantity ( $\bar{x} = 4.17$ ,  $SD = 0.68$ ) and reputation ( $\bar{x} = 3.84$ ,  $SD = 1.01$ ) were at a high level. Food formats that promote health tourism are foods that promote local flavor identity ( $\bar{x} = 4.48$ ,  $SD = 0.60$ ), clearly provide information on the benefits of each local food menu ( $\bar{x} = 4.48$ ,  $SD = 0.60$ ), and emphasize such.

Local menu creation using local materials as the main ingredient ( $\bar{x} = 4.41$ ,  $SD = 0.67$ ) was at the highest level, respectively.

## Discussions

Researching on local food and raw materials of Ban Nong O, Mae Chan District, Chiang Rai Province has brought great benefits to both people living in Ban Nong O and tourism related sectors and tourists. The guidelines, which the researcher and chefs, who have experience in local food, together with the community residents, found and created together resulted in finding patterns of food menu and food design that will help and explore how to benefit from food ingredients found in community to boost the local economy through community-based tourism, in particular food tourism, as well as to promote healthy products that can be used to expand food tourism in the community. This relates to Prueksoranan's (2017)

study, which was conducted in Chiang Mai, Samut Songkhram, and which found that gastronomy tourism helps increase the value of tourism and local economy through benefiting from using local food raw materials and local food ingredients. The four dishes created by chefs and locals using local raw materials and ingredients are: (1) Underwater Chicken Noodles, (2) Young Jackfruit Miang Leaves, (3) Cucumber Mocktails, and (4) Young Coconut with Sweet Eggs, which were the key dishes obtained from this study. Emphasis on local raw materials and ingredients focuses on healthy food by the Nong O community, and applying local food for tourism will also be seen as a way to promote value-added benefits in tourist attractions for Ban Nong O as being a famous destination for food tourism in Chiang Rai in order to attract more tourists to visit. This is similar to the study of Boonsrirat (2018).

Meeting SHA standards focuses on promoting the linkage of local food to wellness tourism and route linkage with other tourists' destinations in Chiang Rai, and highlights the quality of the identity of food materials and ingredients from Ban Nong O as organic product, which will also make a wealthy community. According to the findings, it can be seen that tourists are interested in local food and the unique taste of food, in particular, tourists whose age is between 20 to 29 years, who are attracted to restaurants on social media, where the community may add more detail to the attraction. It could be argued that the creation of novelty products (food menus and tour packages about food tourism) is considered as the needs of tourists, which is similar to the Social Research Institute, Chiang Mai University (<https://www.bangkokbanksme.com/en/food-tourism-lifestyle>) and Harrington et al. (2010), in which gastronomy tourism is the form tourism that helps promote local identity through food culture and helps generate more types of tourism products and product life cycle.

## Conclusion and Recommendation

As mentioned in the previous section, the key research finding is that tourists are interested in local food and the unique taste with food tourists aged between 20 to 29 years, who are attracted to restaurants on social media, where the community may add more detail to the attraction. The creation of novelty products (food menus and tour packages about food tourism) is considered as

the needs of tourists. However, as we conducted this research during the spreading of the pandemic COVID-19, we had many difficulties, especially with data collection, which was considered the most difficult aspect due to the government's four months shut-down policy. We spent time beyond our schedule as well as budget. However, we were lucky enough that the pandemic of COVID-19 got better when the government's shut-down policy ended during the final stage of the research, which allowed us to gain more needed data to be added into the research.

For further study, we would recommend to do further study on;

1. Study the potentiality to promote food tourism in the whole area of Chiang Rai.
2. Study appropriate forms and activities, and promotion strategies for food tourism in Chiang Rai in order to promote Chiang Rai as a food tourism destination.

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## Conflict of Interest

The research on Creating Local Food for Health Tourism by Ban Nong O Community, Mae Chan District, Chiang Rai Province was originally conducted with the consent of community residents, and there was rarely any significant conflict of interest between researchers and community residents. On the other hand, this research was considered by both parties, especially community residents, as the way to improve and enhance the local economy when connected to tourism in Chiang Rai.

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