

Mechanisms for the Art of Food: Tourism with Thainess and a Multi-Stakeholder Participation Approach

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Abstract : Food could be used to open up a dialogue about local heritage. Contributing to the world sustainable consumption mission, this research aims to explore the linkages between agriculture, senses of place and performing arts. Thailand and its destination marketing 'Discover Thainess' was selected as a working principle, enabling a case example of how the three elements could be conceptualized. The model offered an integrated institutional arrangement where diverse entities could be formed to design how Thainess (local heritage) could be interpreted and embedded into an art of food. Using case study research approach, three areas (Chiangmai, Samut Songkram and Ban Rai Gong King) representing 3 different scales of tourism development were selected. Based on a theoretical analysis, a working model was formulated. An action research was then designed to experiment how the model could be materialized. Brainstorming elicitation and in-depth interview were employed to reflect on how each element could be integrated. The result of this study offered an innovation on how food tourism could be profoundly interpreted and how tourism development could enhance value creation for agricultural based community. The outcomes of the research present co-creative multi-stakeholder model and the value creation method through the whole supply chain of Thai gastronomy. The findings have been eventually incorporated into 'gastro-diplomacy' strategy for Thai tourism.

Keywords : community-based tourism, gastro-diplomacy, gastronomy tourism, sustainable tourism development

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