

A Study of Thai Tourists' Image towards Local Food in Phetchaburi, Thailand in Order to Promote Food Tourism

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Abstract : The study of Phetchaburi Local Food Image in order to Support Tourism aimed 1) to overview Phetchaburi tourism images; and 2) to clarify Phetchaburi local food image. Both quantitative and qualitative analysis were used in this study. Questionnaires were delivered to sample group of 1,489 tourists from 8 districts of Phetchaburi. Results were found that Phetchaburi local food image could be as tool for tourism promotion. Strong place images were within Phetchaburi center city (35%) and in the markets (34.50%). As for satisfaction of local food comparing in descending order of excellent level mean score were its eminence, identity, quality, taste, creativity, and sanitation. Results of prominent images of well-known local food of Phetchaburi were Thai custard dessert, other desserts, palm and sugar palm drink and rice in ice water. The results can be applied as promotional tools for future food tourism in Phetchaburi.

Keywords : food tourism, image, tourist, Phetchaburi province

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