



The strategy development of gastronomic tourism based on Tai-Dam's ethnic indigenous identities in Thailand

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Abstract

This study aimed to inter alia 1) Study the Tai-Dam's ethnic indigenous identities in Thailand 2) Analyze the potential of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand and 3) Propose a strategy development of gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand. The study found that 1) Tai-Dam's ethnic indigenous identities in Thailand consists of the rituals, Tai-Dam's food, weaving and dress, and house styles. 2) The potential of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand found that Tai-Dam ethnic groups should be developing attractiveness components due to the lack of tourism activities, souvenir products are also of a general nature and can also be easily replicated. Awareness needs to be created due to a lack of effective marketing promotion in tourism and also a lack of positive public relations. There are still a few channels for distributing food and souvenirs from the community. However there is a lack of elegant packaging and there is no logo indicating that the products are from Tai-Dam. The Tai-Dam community lacks knowledge and understanding in gastronomic tourism and general tourist attraction management, there is also a conflict of interest between the community leaders of the Tai-Dam Group. Some manufacturers are unable to explain product information effectively for tourists. The study proposes a strategy for the development of gastronomy tourism based on Tai-Dam's ethnic indigenous identities and it should consists incorporate a logo design, setting up a group of Tai-Dam gastronomy tourism stakeholders, additional unique souvenir creation that show the identity of Tai-Dam, market expansion and good public relations development. In addition, a Tai-Dam tourism photography project can be considered, building the Tai-Dam landmark and training of personnel in the Tai-Dam community on tourism skills.

Keywords: Strategy development, gastronomy tourism, Tai-Dam's ethnic, indigenous identities, Thailand.



Introduction

Gastronomic tourism is inclined to be mainly a domestic tourism activity, with consumers travelling to places to eat explicit local fare. Many tourists engage in culinary related activities. This form of tourism is a development segment, and gastronomic tours are increasingly happening and they are usually joint with other activities such as cultural tours to museums etc. and this is a segment that appeals to a wide range of customers. Gastronomy tourism forms an integral part of local life and is forged by the history, culture, economy and society of a territory. This bears the natural potential to enrich the visitor experience, establishing a direct connection to the region, its people, culture and heritage. The interest in gastronomy tourism has grown in recent years alongside its intrinsic promotion of regional identity, economic development and traditional heritage. Having identified its competitive edge, more and more destinations around the world are looking to position themselves as destinations for gastronomy tourism (Pololikashvili, 2019).

Gastronomy is one of the sectors most valued by tourists. When people travel, they like to discover the local cuisine of the destination, explore its restaurants, taste the typical products, the traditions, and want to be able to live surprising, unique and special experiences. The data show that, according to the World Tourism Organization (UNWTO), more than a third of a tourist's spending is dedicated to food. Gastronomy has become one of the main reasons to travel. In many destinations, gastronomy has become a strategic sector that contributes to the generation of wealth and employment, creating value for the entire value chain from the production of quality food and its transformation, to the hotel or tourism companies and the promotion of the country's brand (Aizega, 2019). Gastronomic tourism, purposes to attract more tourists to return and it focuses on the development of tourism products that can attract the attention of new tourists. What is made must encourage community co-operation and offer a measure of social and economic security.

Tourism industry is an industry with high growth and is very important role in the economic and social systems of Thailand. It is a source of income that brings in needed foreign currency, creating jobs and distribution of prosperity to the region (Chaigasem & Tunming, 2019). The tourism of Thailand can adjust to various situations and achieve quality and sustainable growth can compete in the world market. In line with the Authority of the National Tourism Policy Committee to prepare a national tourism development plan for submission to the cabinet for approval Ministry of Tourism and Sports as secretary to the National Tourism Policy Committee. Therefore, the National Tourism Development Plan 2017-2021 was proposed to the National Tourism Policy Committee meeting for the purpose of revitalizing and encouraging the tourism sector to expand and achieve sustainability and thus to accelerate and create the potential to earn income from tourism. Basically it is to develop tourism in Thailand to be ready for both the quality of competition and create income and income distribution along with sustainable development (Office of the National Economic and Social Development Board, 2017).

The decline of tourist attractions, security issues, environmental and sanitation regulations from the growth of tourism, by focusing on the volume of tourists (Mnguni & Giampiccoli, 2019), has led many tourist attractions to deteriorate. This has also led to the promoting of tourism in various neighbouring countries and the launching of tourism in Vietnam, Laos, and Cambodia has forced Thai tourist destinations to adjust to quality tourism in order to be different from their competitors. Thailand must therefore accelerate the restoration of tourist destinations and find measures to amend the rules and regulations so that Thai tourist destinations have the potential to accommodate the same and other tourists (Ministry of Tourism and Sports, 2017).



Ethnic tourism is something that illustrates the unique characteristics of different ethnic groups and the characteristics of that ethnic group, making them known (Schliesinger, 2001). In addition, the use of additional creativity can increase the value of tourism, products and services in accordance with the creative economy. The 12th National Economic and Social Development Plan 2017-2021 states that a rich culture has long been a part of Thai people's way of life. The recent trend of cultural tourism has resulted in related businesses in Thailand which are expanding rapidly as can be seen from the new cultural tourist sites in all areas across the country and in various formats to support the growing number of customers. In addition to the significant increase in the number of cultural tourist sites it can be seen that the cultural tourism of the local community has become popular again. This includes the image of cultural tourism which has been changed into a more modern style in response to the new way of life of the people in Thai society. (Office of the National Economic and Social Development Board, 2017).

The Greater Mekong Sub-Region (GMS) is strategically important, because it is one of the most fertile subregions in the world, covering six countries, such as China (Yunnan), Myanmar, Lao PDR, Thailand, Cambodia and Vietnam which is a diverse ecological land space and it is home to more than 250 million people. The Greater Mekong Subregion has historically always been considered a land of great magnitude. There are many different groups in terms of ethnicity, language, religion and culture. There are various ethnic groups consisting of Chinese, Indian, Laos, Thai, Vietnamese, Myanmar, Tai-Dam, Tai Yai, Tai Ah, Tai Phuan, various hill tribes, etc. The language spoken is common in this Greater Mekong Sub-region and most of the Tai and Kadai language family are commonly used from the south of China to Malaysia and Hainan Island to the west of Myanmar (Ministry of Tourism and Sports, 2018).

Community-based tourism is a one of the cultural and artistic products, because it represents the sum of local characteristics that make it recognizable and it uses creativity to increase tourism value, products and services in accordance with the guidelines of Thailand 4.0. It is also in the 12th National Economic and Social Development Plan 2017-2021, from which it can be said that culture is a thing that goes along with the way of life of Thai people from today to the popularity of cultural tourism of the past. The related business in Thailand has expanded rapidly, which can be seen from the presence of tourist attractions in new communities in all areas throughout the country in various forms to support the growing number of customers and this is in addition to the number of tourist attractions in the community that have increased markedly. It can be seen that the cultural tourism of the local community has become popular again, including the image of tourism within the community which has changed to a more modern style to respond to people's changing lifestyles in a changing Thai society (Office of the National Economic and Social Development Board, 2017)

Ethnic groups in the Greater Mekong Sub-region have a one ethnic group that is unique and still maintains its own traditions, that is the Tai-Dam ethnic group. Although time has passed, Tai-Dam still adheres to inherited older traditions (Kasetsiri, 2006). Their culture to this day, still follows the tradition of worshiping the spirits of Tai-Dam people (Intaratrakun, 1992). Most of the Tai-Dam people dress in black (Udomwech, 1994). Tai-Dam ethnic groups are the thus ancestors of a group of Tai-Dam people who still maintain their traditions strictly (Pitiphat, 2002).

Thai-Dam is a one ethnic groups, which have migrated from the territory of Nan Chao and have settled as an independent state of Sipsong Chuthai (Schliesinger, 2001). Currently, Sipsong Chuthai is in the north-west of Vietnam. Then, there were wars and battles fought in the Twelve Lands many times causing Tai-Dam to cause unrest. And in the end, the Sipsong Chuthai empire collapsed (Yimrewat, 2001). The people were divided into divisions and diverse groupings, some groups were forcibly moved, and some groups escaped the war into various countries in Asia and the Greater Mekong Sub-region including China, Lao PDR, Vietnam and Thailand. Some even went to America, Canada, France and Australia. The



migration of Tai-Dam was then largely the result of war in which the authorities fought for possession of Sipsong Chuthai. Some people migrated to Ban Na Pa Nad, Khao Kaew Subdistrict, Chiang Khan District, Loei Province, Thailand, and still maintain their original culture and the traditions of Tai-Dam (Phaisoon, 2010).

Currently, Tai-Dam ethnic groups live in Ban Na Pa Nad, Khao Kaew Subdistrict, Chiang Khan District, Loei Province, Thailand. That is one of the important cultural tourist sites of the country. The government recognizes the importance of cultural tourism and the 12th National Tourism Development Plan 2017-2021 with the objectives to revitalize and stimulate the tourism sector to expand and achieve sustainability and to build tourism potential. Developing tourism in Thailand is vital so that it is ready for quality tourism, monetization and income distribution along with sustainable development (Office of the National Economic and Social Development Board, 2017).

This study was conducted to study and analyze the tourism components for Tai-Dam ethnic groups. That required the use of the theory of the components of tourist attractions (9As) consisting of attractions (Kušen, 2010), accessibility (Tóth & Dávid, 2010) accommodation (Dragicevic & Pavlic, 2007) amenities (Marcouiller et al., 2004), awareness (Saarinen, 2010) activities (Dogan, 2005), ancillary issues (Yen & Kerstetter, 2008), actors (Dragicevic & Pavlic, 2007) and attitude (Yen & Kerstetter, 2008). Then, analyzing the strengths, weaknesses, opportunities and threats was used in order to propose a suitable strategy development of gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand.

For these reasons, the researchers have become interested in the strategy development of gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand to promote the development and the competitiveness of gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand. This will help in gaining of knowledge and the hopefully useful findings from the research leading to suggestions for local communities, public sectors and private sectors for tourism development in Thailand and neighboring countries. The objectives of this study were thus as follows:

- To study the Tai-Dam's ethnic indigenous identities in Thailand.
- To analyze the potential of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand.
- To propose a strategy for the development of gastronomy tourism based on Tai-Dam's ethnic indigenous identities in 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 qualitative research approach by collecting data from experts and stakeholders with in-depth interviews, academic journal research and statistics about gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand consisting 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 gastronomy tourism based on Tai-Dam's ethnic indigenous identities in 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 gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand.

Using purposive random sampling, 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 this 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 researches and then analyzed explanation building by clarifying the link between the occurring variants and the SWOT analysis. The analyzed results were then used to propose the strategy development plan of gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand.

Results

Tai-Dam's ethnic indigenous identities in Thailand

Tai-Dam's ethnic indigenous identities in Thailand consist of the unique rituals, Tai-Dam's food, weaving and dress, and house styles with details as follows:

The Rituals

The Sae-Pang ritual is a ritual showing respect to sorcerers of Tai-Dam community for curing of illnesses. Ceremonial musical instruments include the bagpipes, chevrons (bamboo tube) and brass gong. The sorcerer who leads the ceremony wears a black long-sleeved shirt and black skirt, and holding a sword, will sing a spell to invite the angels to receive offerings at the Pang tree (The Pang tree looks like a bush to be embroidered in the middle of the ceremony including food and clothing hanging on it). Then, a Tai-Dam dance will be performed around the Pang tree with the participants dressed in traditional clothes.

The ritual of death is used for burial in the funeral of the descendants by order, and they keep the body overnight, wrapped in white cloth, wearing a Hee-shirt for the dead. At the burial buried place, candles that are as long as the height of the deceased are to be lit at all times. There is a gift of the relatives of the dead. After being buried, ghosts are invited to the house.

The Pad-Tong ritual will bring food to the spirits to eat on their special day at Kalohong room. Older spirits will be worshiped every 5 days and the lesser household ghost will be worshiped every 10 days. There are 3 kinds of worship: regular worship, big worship in November for welcome the spirits back from looking at Tan (Tan is God of Tai-Dam) and worshipping on the day of the Sen ritual.

Sen-Ruen ritual, in which they offer liquor, meat and rice respectively. In the Subordinate's Sen ritual, people offer rice, pork and liquor respectively. They will not do a ritual in the October and November, because the spirits do not go to see the Tan then.

The Liang-Chao-Baan ritual or house-raising ritual, is one in which the Tai-Dam believe the host has magical powers such as the gods that look after the village, protect the villagers to stay calm and be happy, and offer them refuge in farming and other agricultural ventures. Tai-Dam then conducts a Liang Chao Baan ritual or house-raising ritual to treat the host every year. The person who supervises and communicates with the host is the Sorcerer or Medium of Tai-Dam, Ban Na Paadad, Thailand. There are 4 kinds: Chao Tai-Dam, Chao Anu Vientiane, Chao Phu Kaew and Chao Phu Whaat which are held twice a year.



Tai-Dam's unique food

Gastronomy attracts tourists focusing on food and products from the traditional cooking process of Tai-Dam are interesting. The behavior and patterns of food consumption of tourists must be related to the type of local food of the Tai-Dam. The quality of service must be top-notch and food presentations should showcase the history of cooking in the area. The quality and variety of local ingredients is important as well as it has been inherited by local folk making Tai-Dam food somewhat a unique food that is popular and often eaten locally as well. Joob-Pak-Waen is the Tai-Dam's seasoned steamed vegetables. How to prepare it is as follows: First, take Gotu kola (*Centella asiatica*) and wash it with water thoroughly. Steamed leaves are prepared and then they boil the fermented fish sauce. They then pound chilli, galangal and garlic together thoroughly. Then they add the mixture of vegetables and pounded spices into the bowl and stir all this well. Finally, they season it with fish sauce, boiled water, and again stir well. Gotu kola has a salty taste from fermented fish sauce and is very spicy from the addition of galangal, chilli and garlic, and all is then scooped into a serving bowl.

Kaeng-Nor-Mai-Dong is Tai-Dam's pickled bamboo soup. They first bring the pickled bamboo shoot to boil for 15 minutes, add lemon grass, and continue boiling. Then, they put the chicken into the boiling pot together and cook the chicken, seasoning it with salt, and it is slightly sour from the pickled bamboo. Finally, they put spring onions which are about 2 inches long into a pot before lifting them and scoop them into a bowl of curry and then serve the dish. Nam-Prig-Tar-Daeng is Tai-Dam's chili sauce. It is prepared by taking dried chilies and pounding them thoroughly. Secondly, they pour it into the chopped fermented fish. Then, they pound coriander and garlic leaves and chilli, and then add pickled fish dip into a bowl and serve it with fresh vegetables.

Ka-Nom-Mok is Tai-Dam's sticky rice stuffed made by bringing steamed pumpkin and kneading into it sticky rice flour and a little water, They knead the ingredients together, and put the rest of the flour into the basin or cover it with a thin white cloth moistened with water. Secondly, they bring grated coconut and roast it to golden brown, then add sugar and salt, and stir well. Thirdly, they put the roasted coconut in a bowl and let it cool. Finally, they make the roasted coconut filling into a ball and wrap the prepared flour into the pastry filling. Then, wrapped in a banana leaf, then oil everything together to prevent the flour from sticking to the banana leaf. Then, they steam it until done and this takes about 30-45 minutes before serving the dish. Many tour operators feature gastronomic tours, or integrate food as a selling point in holidays that they sell to those keen on tasting novel dishes such as these mentioned above.

Weaving and Dress

Tai-Dam will grow cotton and raise silk for production as clothing in a black color for family members or as a souvenir for important people on various occasions. There is natural dyeing and hand sewing of clothes, blankets, curtains, bags, satchels, and shawls. Everything is cut and sewed by hand and considered to be a woman's duty. Tai-Dam have many types of shirts, each made for different occasions. Some are used for general work and others are used in important ceremonies.

House styles

Tai-Dam houses have their own unique characteristics. The use of local materials, the roof and the wing-headed wings of the house are drawn down to an even length. The roof of the house resembles a marquee. It is thatched with long grass, always covering the house floor, and the house around all sides. The top of the gable on the roof is decorated with carved wooden branches resembling antler crossbones, in a style called the 'stump house'. The stairs of the house led up and down in two directions: the winch and the terrace. The interior of the house is open and always airy.



The potential analysis of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand

The potential analysis of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand consists of the elements of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand, PEST environmental analysis, and a SWOT analysis as follows:

The elements of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand

The context of Tai-Dam ethnic groups consists of the topography which is a mountainous lowland area. The climate has three seasons: the rainy season, winter, and summer. The Tai-Dam economy is a peasant society whose main occupation is farming and the production of agricultural tools by themselves. The infrastructure system has a water supply and electricity in every home. Transport by land, includes private vehicles and public buses. There is a health center, an elementary school, a secondary school, a Community Learning Center and the municipality's pre-school child development center. Local government organization is in the form of the Tambon Municipality. There is a Tai-Dam culture center and Tai-Dam Museum. There are two Buddhist temples. The costumes of Tai-Dam will always look like black cotton. Tai-Dam have their own spoken and written language called the Tai-Dam language. The results of the analysis of elements of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand include:

- **Attitude:** The attitude of Tai-Dam ethnic groups is good towards tourism and there is a need for tourism development in order to grow the economy of the community.
- **Tourism activities:** At present, these are only visiting the Sae-Pang ritual, Pad-Tong ritual, riding a tractor to visit the community, amulet making, soap making and visiting the Tai-Dam lifestyle area. No activities for tourists exist to participate in a variety of Tai-Dam cultural aspects.
- **Awareness:** Current awareness shows that a lack of tourism marketing promotion and lack of public relations deprives the area of tourism. Tourists visiting the Tai-Dam ethnic area found that it did not meet their expectations and the community members have the negative attitude that if tourists do not contact the Tai-Dam community before they visit, they will not be welcome and locals will then also not wear Tai-Dam clothes when tourists visit. The development of this awareness should be developed in all three areas, which are 1) people in the community, 2) tourists and 3) the image of tourist attractions.
- **Accessibility:** Access to tourist attractions can be reached in two ways: with private cars and buses which run in and out about three times per day but the road conditions are deteriorating in some areas. Which makes it not convenient to travel to the various tourist attractions.
- **Accommodation:** Tai-Dam ethnic does not have a hotel, but there are 5 homestays, that pass the standard set for Thai homestay, and these are able to accommodate 15-20 tourists, and cannot accommodate many tourists.
- **Attractions:** The key attraction of the Tai-Dam ethnic are the Tai-Dam cultural center, Tai-Dam Museum and Sae-Pang ritual, which is the worshiping ceremony of the elves in order to maintain health illness. People can also ride on a tractor to visit the community and making amulets.
- **Amenities:** Current amenities and facilities include electricity and water, but the telephone signal is not yet accessible in some areas, which may result in traveling to some places that do not have any WIFI signal.
- **Ancillary:** Additional services in the area or other additional services aside from tourism, are 3 restaurants, 1 health center, 2 grocery stores, and a souvenir shop which is only open when tourists come to see the area, and there are 2 public toilets, where additional



services are available in the area. This is clearly nowhere near enough for the growth of tourism.

- Actors: There is still a lack of human resources in tourism, therefore education should be given to people in the community, both young people and the general public in matters of human resource management by using skills for locals as the basis of performance management and human resource management. Competency of local employees should be the basis for tourism attractions or organizations for Tai-Dam ethnic development tourism to be sustainable.

The study and analysis of tourism components of Tai-Dam ethnic group, found that Tai-Dam ethnic group lack promotion of needed tourism marketing, and there is also a lack of public relations. Additionally, the community lack real knowledge and understanding of tourist attraction management and there are not many tourist activities. Souvenir products are also general souvenir products that can be easily replicated thus there is very little that is unique about these. There are still far too few channels for distributing souvenirs from the community. There is a conflict of interest between the community leaders of the Tai-Dam Group. Some manufacturers cannot explain their product information. Many goods from stores lack suitable packaging for souvenirs and no logo exists to show that the products are indeed from Tai-Dam. For these reasons, the researchers propose a new strategy development of gastronomy tourism based on Tai-Dam's ethnic indigenous identity.

PEST environmental analysis

Political factors: The government enacted labor laws that entrepreneurs or employers must comply with on issues such as a minimum wage throughout the country. The minimum wage was set to 10 USD per day from April 1, 2012, which affects the production that must adjust the wage ceiling of the group members respectively and results in increased costs, and greatly reduced profits.

Economic factors: Due to the global and domestic economic recession in the beginning of 2013, some consumers that used to buy products changed their behavior by buying similar products in a closer and more convenient distribution location.

Socio-cultural factors: the current tourism culture must have a new format, and be unique and widely popular among students and working age people who visit tourist attractions and the souvenir product shops must therefore strive to be more widely popular for tourists purchasing gifts for others or for personal use.

Technological factors: Technological progress has played a huge role in every business, especially the internet that is widely used every second of daily life and is a way to access information quickly. It is also tool and means of public relations and communication in distributing products in media such as Facebook, and various other websites. These enable businesses and tourists to reach each other quickly. That can help to create more value and efficiency in business operations. If the technology is used in the wrong way, there may be risks such as leakage of business information etc.

SWOT analysis

Strengths

- The community still has development to do in preparation to support tourists.
- Community leaders are very strong. In addition, the villagers cooperate very well with each other, which will enable them to develop and step into the tourism business more easily.
- Famous for tourism in the Tai-Dam community has limited accommodation but is somewhat ready and very harmonious.
- Members of the gift product group offer friendly service.
- Cheap and beautiful souvenirs are available.



- Members have the knowledge and ability to create unique products.
- The community has clearly preserved the old traditions and customs.
- The uniqueness of the clothing, which is woven by them is distinctive of the community.
- Hand-woven fabric is an outstanding OTOP product that is popular, and a favorite and has many repeat purchases related to it.
- There is a Tai-Dam Cultural Center with a cultural courtyard to perform and hold dances to welcome tourists, which are the hallmark of the community.
- They people can communicate in their language, and are able to transfer local knowledge to future generations.

Weaknesses

- Lack of funds to support the infrastructure, road or pathway that enters the village, etc.
- Some manufacturers are unable to explain their product information causing tourists to not understand, resulting in confusion in purchasing products.
- Tourism activities are not diverse enough.
- Unrecognized tourist attractions are not easy to travel to.
- The lack of beautiful gift packaging detracts from good sales.
- No logo indicates that products are indeed from the Tai-Dam community.
- Lack of promotion of tourism marketing and lack of public relations results in tourists not knowing that they came to a unique Tai-Dam community.
- Souvenirs are not unique or branded and can be easily imitated.
- There are still few distribution channels for community products.
- Natural resources currently used in promoting community tourism are too few due to more privatization of agricultural resources.
- There is conflict of interest between the community leaders of the Tai-Dam Group causing the community to lack required unity of purpose.

Opportunities

- Government agencies are more aware of the importance of community tourism.
- Government supports greater access to community development funding.
- The overall economic condition is sluggish, and people therefore prefer to travel within the country.
- AEC integration creates more opportunities for tourists to travel in the country.
- The number of tourists visiting Chiang Khan is increasing.
- The area has a source of quality raw materials that are local.
- There are no major competitors in the vicinity.
- Consumers are more interested in food and beverage services that focus on more uniqueness.
- Chiang Khan's tourism growth facilitates the tourism growth of the Tai-Dam community.
- The creation of a special economic zone between the Thai-Laos border increases the opportunities for trade, investment, employment and tourism.

Threats

- The increase of competitors in the same product industry is a threat because competitors can enter the market more easily, allowing tourists to have more buying options.
- Product can be easily copied.
- Cost of raw materials, labor, and fuel have risen.
- Undercuts in distribution exist due to unknown products in the market.
- Economic problems affect higher production costs.
- Some products must be manufactured by hand and sometimes not enough production takes place.
- Values of some groups of tourists who like to travel abroad clash with offerings.
- Some tourists do not understand ethnic community tourism well enough.



- The economic downturn caused some tourists to change their tourism behavior.
- The state of society always rushing makes tourists not have time to choose to travel as much as they should.
- The demand for tourists is unstable depending on the season.

Propose the strategy development of gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand

From the study of Tai-Dam's ethnic indigenous identities in Thailand and the potential of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand, and based on the SWOT analysis and PEST environment analysis the proposed strategy development of gastronomy tourism based on Tai-Dam's ethnic indigenous identities consists of: gastronomy tourism strategies being developed using guidelines for development as follows:

Gastronomy tourism strategies development

Aggressive Strategies: A Gastronomy tourism promotion by the Tai-Dam Community has many strengths, so an aggressive strategy should be determined to draw on existing strengths to further strengthen, apply and seize opportunities. This will make Tai-Dam gastronomy tourism new and developed further to advantage the community. This should be considered to be an aggressive strategy, that is to use the strengths in the opportunity. Therefore, there should be a clear development guideline, with a clear vision, mission, goals and strategies in the overall development and this should have an organization dividing the workload and responsibilities appropriately and clearly. Tai-Dam gastronomy tourism should provide advice and information to meet tourist needs, including people in the community who must have knowledge and requisite tourism skills. From these factors, aggressive strategies should be determined, such as:

- 1) Select quality products for distribution
- 2) Public relations development
- 3) Tai-Dam travel photography, Up-Facebook, Instagram Line, etc. and check in for 10 baht discount for souvenir products to improve the delivery process to be faster in order to meet the needs of tourists in every way, resulting in the satisfaction of the impressive service processing of tourists and stimulation of interest using various promotions to motivate tourists to pay attention for travel to the Tai-Dam community again.

Economizing strategies: Due to gastronomy tourism promotion of the Tai-Dam community it is facing external obstacles and has many internal weaknesses as well. Therefore, the best option is cost-cutting strategies in order to try to reduce or dodge the obstacles that are expected to occur as well as find measures that make Tai-Dam gastronomy, have the smallest losses. Aspects such as the convenience of access to the Tai-Dam community tourist attractions, where strategic planning should focus on key factors that help reduce or eliminate weaknesses must be considered. There should be strategies to create and expand the market and include all product groups in the Tai-Dam community.

Turnaround Strategies: the Tai-Dam gastronomy tourism situation has many opportunities to gain a competitive advantage but it stuck in the area where there are many weaknesses as well. Therefore, the solution is a development strategy in order to arrange or fix various internal weaknesses so as to be ready to seize the opportunities that are open to the strategic position of the Tai-Dam. For a start, the area is not well located which is a disadvantageous position and strategic planning should focus on the key factors that help reduce or eliminate weaknesses the most. The important turnaround strategies including logo designing, package designing, landmark building and tourism cooperation between gastronomy tourism and Tai-Dam community must be followed vigorously. Rogerson (1999; 2010) says that localities become tourism spaces because of local initiatives which are sometimes created by necessity for new economic opportunities.



Defensive Strategies: Due to the unfavorable environment in operation there are many strengths and advantages so instead of waiting until the environment changes they can choose the breakup strategy towards a new one or expand the scope to take advantage of the strengths that have created long-term opportunities in other areas instead. For example, the obstacles in the development of gastronomy tourism in the Tai-Dam community should be used in the strategic plan that focuses on important factors that help reduce or eliminate obstacles as much possible. The key important defensive strategy must focus on food products and affordable authentic souvenir products as tourists want authentic things when buying abroad. Nicolaidis, (2014) says that recognizing the boundless importance of authenticity is an opportunity for a tourism industry and the desire of tourists to 'find themselves' by linking with authentic heritage, cultures and traditions and this presents huge opportunities for especially local communities.

Vision: The Tai-Dam community must be the first gastronomy tourism area based on Tai-Dam's ethnic indigenous identities in Thailand, that tourists can think of.

Mission: The Tai-Dam community must be perceived as a gastronomy tourism area based on Tai-Dam's ethnic indigenous identities in Thailand and must have economic, social and cultural development initiatives in a creative and sustainable community.

Goal: The Tai-Dam community has gastronomy tourism based on Tai-Dam's ethnic indigenous identities and in terms of economy, people in the community have higher incomes, and society is moving up on the happiness index in the community, and the culture of food is in itself the conservation, restoration and inheritance of the Tai-Dam community that has been certified by the government and the private sector alike.

Guideline for development of gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand

There should be a careful design of tourism logos and products of Tai-Dam ethnic food and souvenirs. This must be proposed to the community and government sector and private sector related to tourism so they can be involved. This includes Tai-Dam ethnic food and souvenirs tourism aspects. There could be specifying of the the Toom-Nok-Toom-Noo (fetish of Tai-Dam) by using interpretive principles which have a historical background, the Tai-Dam ethnic respect for the Thai king at the time of migration can also be highlighted. This will attach importance to the benevolence of the Thai King towards Thai Dam. It is a talisman that is responsible for protecting their possessions. Therefore, the logo colors of red, blue and white, of the Thai flag are the colors of the Tai-Dam flag. A meeting should be held with the Tai-Dam ethnic community and government sector and private sector in order to approve the logo for tourism development designed for consideration and their opinions matter.

Setting up of a group of Tai-Dam gastronomy tourism stakeholders is need for coordination with the community of manufacturers of Tai-Dam food products. Then, there should be the establishment of community enterprises which consist solely of the community that produces Tai-Dam foods.

There should be beautiful packages designed for packing food and it is suggested that the Tai-Dam community and government sector and private sector hold meetings with the Tai-Dam community food product manufacturers in order to approve the package design. There should be additional unique souvenirs that show the identity of Tai-Dam such as Tai-Dam dolls, Tai-Dam mobile phone cases, Tai-Dam plate, Tai-Dam Books, Tai-Dam mouse pads, Tai-Dam T-shirt, etc. an the pricing of these items should be set to suit product quality. There should also be an investigation of other attractions which have similar characteristics in order to set reasonable selling prices.



There should be a visible market for example, there should open arches to display food, art, culture and Tai-Dam ethnic souvenirs in the area of Chiang Khan walking street every Saturday-Sunday evening and also every week. This could include opening a booth selling food, souvenir products of Tai-Dam ethnicity and also opening of such booths in various department stores.

There should be public relations media development, for example, they create additional online media such as a Website, Facebook, Instagram Line, Youtube and Twitter of Tai-Dam gastronomy tourism information. In addition there could be info on all tourist attractions and souvenir products through the online media and public relations of Tai-Dam gastronomy tourism, and even transportation business can attach labels or stickers on the buses for people to see if they are interested in traveling to Tai-Dam gastronomy tourism. A Tai-Dam tourism photography project is also envisaged, so that tourists visiting the Tai-Dam community can take a photo of Tai-Dam gastronomy tourism, and then upload the images to Facebook Instagram Line Youtube Twitter and Check-in and receive discounts for food and souvenir products. Tourists should be stimulated to move away from the usual tourism destinations and instead participate in a new learning experience in new destination areas (Rogerson, 2010). It is critical to inspire tourists to meet locals and take part in everyday local traditional events or even to visit local venues and try local gastronomy.

There should be building up of the Tai-Dam landmark so that tourists have a purpose in traveling. Planning for building the Tai-Dam landmark is needed to coordinate cooperation between the Tai-Dam ethnic group, the government sector and private sector. They should also create a landmark for tourists to have a point of interest or a focus in photography, such as determining the format and position of the Tai-Dam ethnic landmarks like the Toom-Nok-Toom-Noo (fetish of Tai-Dam) pattern using some interpretive principles. Tourists can also perform the Sae-Pang ritual with the belief that in performing this ceremony it will allow them to recover from illness and it thus has a spiritual-physical significance.

There should be training of personnel in the Tai-Dam community to greater understanding of the gastronomy tourism and also the work of conservation of cultural tourism resources of Tai-Dam including the issue or processing of food services that are accurate, fast, and have standards that create a positive attitude for the Tai-Dam people. Moyo and Tichaawa (2017), argue that local communities seeking development from tourism must be fully involved in community tourism drives. The organizations involved should instill a good sense of food service providing regular training for personnel in the Tai-Dam community in order to create quality service and hold regular workshops with content including items such as gastronomy tourism, creative tourism, community-based tourism, cultural tourism, and strategic management to enhance tourism capacity and of course much needed tourism marketing.

Conclusion

Gastronomy tourism is undoubtedly an significant part of the local food identity and it greatly is influenced by culture, societal values, the natural environment and the local economy.

The potential of gastronomy tourism of Tai-Dam's ethnic indigenous identities in Thailand found that Tai-Dam ethnic groups should be further developed for the attractiveness of their touristic components such as gastronomy, clothing, house styles, and rituals etc., but there is a lack of knowledge on tourism activities, and souvenir products are also too general, and can be easily replicated. Awareness is low due to a lack of suitable marketing promotion in tourism and a lack of public relations affecting the perceptions of possible tourists. There are also still too few channels for distributing food and souvenirs from the community. A lack of attractive packaging exists and there is no logo indicating that the products are from Tai-Dam. The Tai-Dam community lacks needed knowledge and understanding in gastronomy tourism, and



tourist attraction management, and there is a conflict of interest between the community leaders of the Tai-Dam Group. Some manufacturers are unable to explain the product information to possible clients.

The study proposed a strategy to develop gastronomy tourism based on Tai-Dam's ethnic indigenous identities in Thailand consists of logo designing, setting up a group of Tai-Dam gastronomy tourism experts, additional unique souvenirs that show the identity of Tai-Dam, market thus expanding limited perceptions. Above all public relations development is urgently required. There could be a photography project, building the Tai-Dam landmark and training of personnel in the Tai-Dam community in needed skills for serving tourists.

Suggestions for implementation include obtaining the buy-in of the whole Tai-Dam community, the government and also the private sectors. Similar cultural communities can perhaps later apply the suggested guideline to developing the gastronomy tourism in their areas. This would improve competitiveness and help other communities gain knowledge from the study for gastronomy tourism development.

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