

## THE PERCEPTIONS OF TOURISTS REGARDING THE DEVELOPMENT OF GASTRONOMY SERVICES QUALITY FOR TOURISM IN THAILAND

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**Abstract:** The current study aims to investigate the perceptions and expectations of tourists regarding the development of the quality of gastronomy services for tourism in the route of Lanna Civilization in Thailand. Quantitative research using a questionnaire was employed. The Yamane formula was used to calculate the sample group size at 400 people. The data analysis with SPSS statistics software included descriptive statistics, t-test and one-way ANOVA. It was found that for the overall opinion toward the perceptions regarding the development of the quality of gastronomy services for tourism in the route of Lanna Civilization, Thai tourists give importance to empathy, tangibles, reliability, assurance, and responsiveness, and international tourists give importance to assurance, empathy, responsiveness, reliability, and tangibles. Regarding the overall opinion toward expectations regarding the development of the quality of the gastronomy services for tourism in the route of Lanna civilization, Thai tourists emphasize the following: empathy, assurance, reliability, tangibles, and responsiveness, whereas international tourists give importance to assurance, empathy, responsiveness, tangibles, and reliability.

**Key words:** perceptions, expectations, gastronomy services for tourism.

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### Introduction

The World Tourism Organization (UNWTO) has predicted the growth of tourism in the Asia-Pacific Region with the forecast that, in the year 2020, there will be tourists travelling for tourism in the ASEAN region numbering as many as 397 million people with a growth rate of approximately 6.50%, which is higher than the average growth rate of tourists that travel for tourism in nearly all other regions and higher than the average growth rate of global tourism (approx. 2.4%), which shows that the ASEAN region will be an essential tourist destination in the future. Moreover, this is in line with the forecast of the International Civil Aviation Organization (ICAO), which specified that from 1995 to 2020, the Asia-Pacific region would have the highest growth trend when compared with other

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regions. This can thus be considered an opportunity for Thailand to increase the revenue generated by tourism, which has an overall tendency to rise (Timdang & Panjakhachonsak, 2011).

However, one major challenge is the concentration of tourists in the main cities. Therefore, the Tourism Authority of Thailand (TAT) has created various concepts to develop the Thai tourism sector for expansion into secondary cities. Thus, they have promoted tourism in the secondary cities of 55 provinces to encourage tourism in local areas under the campaign “Amazing Thailand, Go Local” (Visit Secondary Cities, 2018), which is in line with “Food Will Keep Us Alive” in the TAT Review Magazine (2017), which mentioned that ‘food’ is one of the four factors that humans must depend on. This is also in accordance with the report entitled “Global Report on Food Tourism in the Year 2012” from the World Tourism Organization (UNWTO) (Chaiyasain, 2019), which mentioned the phenomenon of “Traveling to Eat” or “Gastronomy Tourism”, a tourism trend that is becoming increasingly popular and is well worth watching.

Throughout many recent years, there have been numerous research studies that discovered that tourists who travel abroad would spend reasonably high amounts in the category of food and beverages, accounting for one-third of their total costs at a tourist destination. Accordingly, TAT Review Magazine (2017) concluded that Food Tourism 2.0 in this era, in which everything is entangled within the digital world “system” and the majority of the food environment has been completely changed to the digital system already, shows that the new generation wants to experience new things in terms of food, resulting in Food Tourism 2.0 advancing into the 4.0 era as a step forward across borders into new lands that have never been experienced before by having the digital world continue to provide the supporting power. However, Kasikorn Research Center (2018) has predicted that the demand for tourism in terms of international tourists may be slowing down. Therefore, government agencies, the private sector and other related agencies must have a plan to arrange tourism activities to effectively attract international tourists, especially by turning toward new tourism markets that encourage tourism and help increase the revenue from tourism, such as Gastronomy Tourism and others.

Therefore, based on the importance of these markets, the researcher realized the significance of the perceptions and expectations of Thai tourists and international tourists regarding the development of the quality of gastronomy services for tourism in the route of Lanna Civilization 2 (Chiang Rai, Phrae, Nan, and Phayao provinces) because if tourism business operators deeply understand the behavior of tourists, they will be able to fulfil the highest satisfaction of tourists if the situation can be appropriately changed and maintained currently and into the future.

### **Literature review**

Several scholars have presented views on the various types of Food Tourism, such as TAT Review (2017); Sormaz, et al. (2015); Rand & Heath (2006); Hjalager & Richards (2002)

who concluded that “Food Tourism” is a category of tourism that combines tourism with the enjoyment of food, which includes learning about the food preparation process and the sampling of the food in local areas and is considered as adding value to food in local neighborhoods as well as adding value to the impressive experiences of tourists with landscapes that are rich with natural resources, as it has been said regarding Thailand that “in the water, there are fish; in the fields, there is rice”. As a country that has agricultural products that are regarded as being among the best in the world, apart from being well-known for food and eating, Thailand is also very famous for tourism, not only for beautiful tourist attractions but also for the various cultures and the uniqueness of its characteristics. Furthermore, Thailand has started giving importance to applying food as an element that helps to support the tourism concept of “Sustainable Consumption” as well.

The researcher conducted the analysis and synthesis of the work of various researchers, namely Zehir & Narcikara (2016); Sandhu & Bala (2011); Khurana (2008); Ye & Jia (2005); Gronroos (2000); Saengchai & Jermstiparsert (2020) to develop the criteria for the evaluation of the service quality originally from 10 aspects, from which five main elements were selected for this tool known as “SERVQUAL”, which is composed of 1) Tangibles, 2) Reliability, 3) Responsiveness, 4) Assurance and 5) Empathy. For the new criteria, these five aspects were combined with several elements that have the similar rules, namely 1) Tangibles, 2) Reliability, 3) Responsiveness and 4) Assurance, which comprises a combination of the criteria that have similarities with four aspects, namely Competence, Courtesy, Credibility, and Security, as well as 5) Empathy, combining three aspects, which are Access, Communication and Understanding.

Regarding the components of the expectations and perception toward service quality, the researcher conducted the analysis and synthesis based on several researchers, including Zehir & Narcikara (2016); Sandhu & Bala (2011); Khurana (2008); Gronroos (2000) who explained that the service quality concept is different between the expectations and the perceptions of service quality as a concept and practice in the assessment of the service receivers by making a comparison between the expectations of services and the perceptions of services from the service providers. In addition, the expectations regarding the tourism industry can enhance the services related to the tourism industry such as transportations, accommodation and food and beverages services (Matijová, Onuferová, Rigelský, & Stanko, 2019). Moreover, the tourism industry can enhance the utilization of the services that are associated with the industry of tourism (Attila, 2016). Furthermore, the tourism industry can also improve the development of the country (Nawaz & Hassan, 2016a). Similarly, the services of the tourism-related industry enhanced when growth occurs in the tourism industry (Nawaz & Hassan, 2016b).

The development in the tourism industry depends upon the gender, age education and occupation of the tourists and when the industry of tourism enhanced then the related industry services also increased (Kóródi & Dávid, 2019). In addition, the tourism industry has the biggest contribution to the economic development of many countries around the

world (Civelek, Ključnikov, Krajčik, & Žufan, 2019). Therefore, based on the importance of these markets, the researcher realized the significance of the perceptions and expectations of Thai tourists and international tourists regarding the development of the quality of gastronomy services for tourism because if tourism business operators deeply understand the behavior of tourists, they will be able to fulfill the highest satisfaction of tourists if the situation can be appropriately changed and maintained currently and into the future.

Thus it can be explained that, if the service providers can provide services that are directly in accordance with the demands of the service receivers or create services which have a level of quality that is higher than what the service receivers expect, it will effectively result in these services having the service quality that provides the service receivers with satisfaction as tourists or service receivers. Based on the service quality of all five aspects being able to create satisfaction for the service users, it was found that the essential factor that causes services to have a high level of quality is the Gap between the expectations of the service users and the true perceptions after using the service. Furthermore, the service quality must be relevant or have a relationship between the expectations and the true perceptions because if there is a gap occurring between the processes of that service, it will make the services received not match the expectations of the service users and lead to a lack of satisfaction. The users may not return to use the service again.

**H<sub>0</sub>:** There is no significant difference concerning gender, age, education, occupation, income and domicile affecting the factors that influence the perceptions and expectations of both Thai and international Tourists regarding the development of the quality of the Gastronomy Services for tourism in the route of Lanna Civilization 2, Thailand.

**H<sub>A</sub>:** There is a significant difference concerning gender, age, education, occupation, income and domicile affecting the factors that influence the perceptions and expectations of both Thai and international tourists regarding the development of the quality of the Gastronomy Services for tourism in the route of Lanna Civilization 2, Thailand.

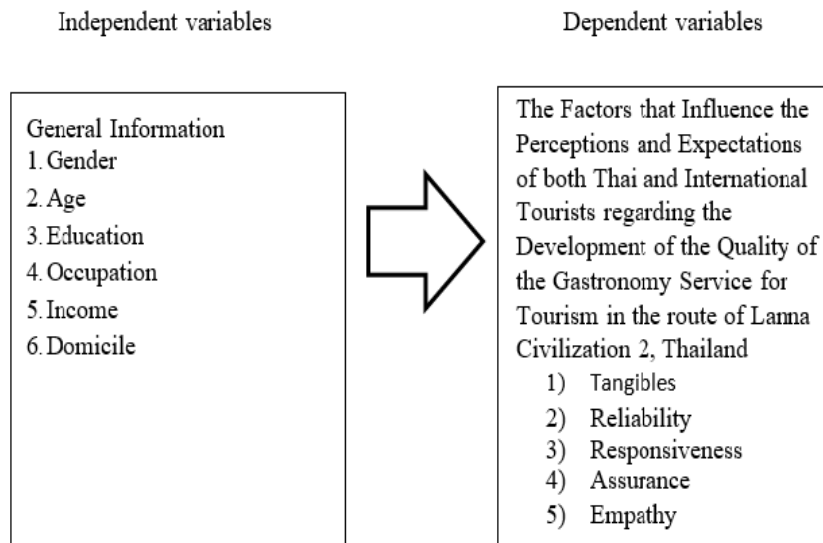


Figure 1: Conceptual framework

### Research methodology

Quantitative Research was conducted through the use of a questionnaire as follows. The population included tourists, with Thai tourists numbering 3,529,633 people and international tourists accounting for 530,822 people that travelled along the route of Lanna Civilization 2, totalling 4,060,455 people (National Statistics Office, 2018). The sample group comprised tourists including both Thai and international tourists who travelled along the route of Lanna Civilization 2 based on the calculation of the size of sample group using the formula of Yamane (1973) with a confidence level of 95% by probability sampling, which resulted in the size of sample group being 399.96 people. However, the researcher collected the sample group of 400 people with Stratified Random Sampling by comparing the proportion based on the size of the sample group of tourists classified by province.

Table 1: The proportion of the size of the sample group of tourists

Province	Tourists Thai tourists	Sample size Thai tourists	Tourists International tourists	Sample size International tourists
Chiang Rai	2,298,952	260	483,472	364
Phrae	344,235	39	30,004	23
Nan	596,748	68	14,911	11
Phayao	289,698	33	2,435	2
Total	3,529,633	400	530,822	400

The creation of the research tool of the questionnaire was divided into four parts that were composed of the following sections. Part 1 includes the questions related to demographic information, namely sex, age, education, occupation, average monthly income and domicile in the form of a checklist. Part 2 includes the questions related to the perceptions and expectations of tourists, which were applied to the creation of the questionnaire and submitted to three experts to consider the appropriateness and accuracy of the language usage and the overall content of the research work, followed by consideration of the content validity by finding the Index of Objective Congruence (IOC) between each question, which resulted in the IOC between 0.60 - 1.00. Adjustments based on the additional suggestions were made, and the questionnaire was tested with a population that was not sampled group totalling 30 people in the municipal district of Chiang Mai province through the use of the method of Accidental Sampling employing the use of Cronbach's alpha coefficient following the technique of Cronbach. From this, a confidence value of 0.96 was indicated. Part 3 includes the data collection, and the researcher conducted the process as follows: 1. Primary Information; 1.1 Checking of the questionnaire between the data collection and following the data collection in the field. Following this, the data collection was conducted between 01 March 2019 to 28 February 2020. 1.2 Compiling of the data together and testing of the accuracy to prepare the questionnaire to code them by numbering the questionnaires and organizing the following categories. 1.3 Use of a computer to help with the data analysis. Finally, 1.4 Data analysis was conducted by statistical methods with a computer software package 2. The secondary data was compiled from the theoretical concepts and the results of related research work and the data from the restaurant business operators of all four provinces including relevant agencies, namely the Tourism Authority of Thailand, the provincial tourism and sports department, the provincial public health department, the provincial agriculture department, and the commerce department of the province to develop the provincial government, the provincial administrative organization and other related stakeholders. Part 4 included data analysis with the statistical software package. The scoring criteria and interpretation of the results were as follows: a mean of 4.51 – 5.00 indicates the highest level of agreement, a mean of 3.51 – 4.50 indicates a strong level of agreement, a mean of 2.51 – 3.50 indicates a moderate level of agreement, a mean of 1.51 – 2.50 indicates a low level of agreement, and a mean of 1.00 – 1.50 indicates disagreement. Part 5 includes the statistics used in this research, namely the percentage, means, standard deviation, t-test and one-way analysis of variance (ANOVA).

## Results

From the results of the study regarding Thai tourists, it was found that sex of the majority sample of Thai tourists was female (51.50%) with males accounting for 48.50%. Regarding international tourists, it was found that males totalled 56.00%, while females accounted for 44.00%. The age of the majority of the sample group of Thai tourists was found to be in a

range of 23 - 28 years (Gen M), calculated as 29.00%, followed in order by the age range between 29 - 39 years (Gen Y), calculated as 29.0%, the age range between 40 - 54 years (Gen X), calculated as 17.75%, the age range of more than 54 years and up (Gen B), calculated as 13.25%, and the age range lower than 23 years (Gen Z), calculated as 11.00%. Concerning international tourists, it was found that those in the age range of lower than 23 years (Gen Z) were calculated as 31.75%, followed in order by the age range of 23 - 28 years (Gen M), calculated as 30.25%, the age range between 29 - 39 years (Gen Y), calculated as 23.0%, the age range between 40 - 54 years (Gen X), calculated as 11.00%, and the age range of 54 years and up (Gen B), calculated as 4.00%. For education, it was found that the majority of the Thai tourists' group has a level of education that is higher than a bachelor's degree, calculated as 37.75%, followed in order by a bachelor's degree, calculated as 30.50%, upper secondary school/vocational certificate, calculated as 10.00%, a diploma/higher professional certificate, calculated as 9.25%, lower secondary school, calculated as 6.00%, primary school, calculated as 4.00%, and other was calculated as 2.50%. Regarding international tourists, it was found that the largest group has a level of education that is higher than a bachelor's degree, calculated as 38.00%, followed in order by a bachelor's degree, calculated as 31.00%, diploma/higher vocational certificate, calculated as 15.25%, upper secondary school/vocational certificate, calculated as 6.00%, lower secondary school, calculated as 5.75%, other, calculated as 2.25%, and primary school, which was calculated as 1.75%. Concerning occupation, for the majority of Thai tourists, it was found that the largest group included those with the occupation of privately-owned business, which was calculated as 30.00%, followed in order by student/university student, calculated as 16.25, freelancer, calculated as 15.00%, civil service/government official, calculated as 11.25%, a private company, calculated as 11.00%, state enterprise/public organization, calculated as 7.75%, retired, calculated as 7.25, and others, namely trader, which was calculated as 1.50%. Regarding international tourists, it was found that the occupation of the largest group is student/university student, calculated as 33.75% followed in order by privately-owned business, calculated as 26.75%, freelancer, calculated as 10.00%, a private company, calculated as 9.00%, civil service/government official, calculated as 8.25%, state enterprise/public organization, calculated as 5.50, retired, calculated as 5.00 and other, namely trader, which was calculated as 1.75. The income of the majority of Thai tourists was found to be an income of less than or equal to 26,000 baht, calculated as 44.75%, followed in order by 26,001 - 50,000 baht, calculated as 41.25%, and more than or equivalent to 50,001 baht, calculated as 14.00%. Regarding international tourists, it was found the most significant group has an income of less than or equal to 26,000 baht, calculated as 49.75, followed in order by 26,001 - 50,000 baht, calculated as 28.00%, and more than or equivalent to 50,001 baht, calculated as 22.25%. With regard to the domicile of the Thai tourists, it was found that those from Bangkok accounted for 17.50%, followed in order by Chiang Rai province, calculated as 15.25%, Chiang Mai province, calculated as 13.25% and other provinces, calculated as 54%. Regarding

international tourists, it was found that those from Europe accounted for 33.00, followed in order by those from Asia, calculated as 25.00%, those from Australia, calculated as 14.50%, those from South America, calculated as 10.50%, those from Africa, calculated as 6.25, those from the Middle East, calculated as 5.75%, and those from North America, calculated as 5.00%.

Part 2 Perceptions and Expectations of both Thai and International tourists regarding the development of the quality of Gastronomy Services for Tourism in the route of Lanna Civilization 2.

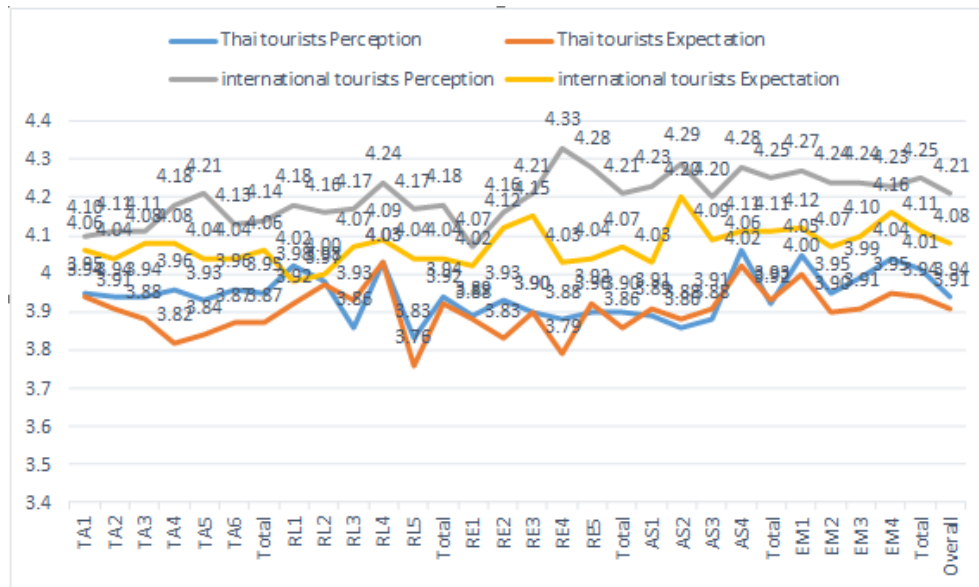


Figure 2: Means of perception and expectation of Thai and other countries

The results of the study represented by the line graph shown in Figure 2 indicate the characteristics of the perceptions and expectations of Thai tourists regarding the quality of the gastronomy services for tourism in the route of Lanna Civilization 2 at a similar level. The results of the study of the opinions related to the perception of Thai tourists regarding the development of the quality of the gastronomy services for tourism in the route of Lanna Civilization 2 indicate that, overall, the opinions are at a high level with the overall mean at 3.94. When considering each aspect in descending order from high to low they are as follows: 1) regarding Empathy, the opinions are at a high level with the mean at 4.01, 2) regarding the Tangibles of the services, the opinions are at a high standard with the mean at 3.95, 3) for Reliability in the services, the opinions are at a high level with the mean at 3.94, 4) in respect to Assurance, the opinions are at a high level with the mean at 3.92, and 5) for Responsiveness, the opinions are at a high level with the mean at 3.90.



Furthermore, the results of the study on the opinions related to expectations of Thai tourists regarding the development of the quality of the gastronomy services for tourism in the route of Lanna Civilization 2 indicate that, overall, the opinions are at a high level with the overall mean at 3.91. When considering each aspect in descending order from high to low they are as follows: 1) regarding Empathy, the opinions are at a high level with the mean at 3.94, 2) for Assurance, the opinions are at a high level with the mean at 3.93, 3) regarding Reliability, the opinions are at a high level with the mean at 3.92, 4) with regard to the Tangibles of the services, the opinions are at a high level with the mean at 3.87, and 5) for Responsiveness, the opinions are at a high level with the mean at 3.86.

Regarding international tourists, the line graph shows that the actual perceptions are at a level that is higher than the expectations toward the quality of the gastronomy services for tourism in the route of Lanna Civilization 2 in each aspect. The results of the study on the opinions related to the perceptions of international tourists regarding the development of the quality of the gastronomy services for tourism in the route of Lanna Civilization 2 indicate that, overall, the opinions are at a high level with the overall mean at 4.21. When considering each aspect in descending order from high to low, they are as follows: 1) for Assurance and 2) concerning Empathy, the opinions are at a high level with the mean at 4.25 equally, 3) regarding Responsiveness, the opinions are at a high level with the mean at 4.21, 4) in respect to Reliability in the services, the opinions are at a high level with the mean at 4.18, and 5) with regard to the Tangibles of services, the opinions are at a high level with the mean at 4.14.

Furthermore, the results of the study on the opinions related to the expectations of international tourists regarding the development of the quality of the gastronomy services for tourism in the route of Lanna Civilization 2 indicate that, overall, the opinions are at a high level with the overall mean at 4.08. When considering each aspect in descending order from high to low, they are as follows: For both 1) Assurance and 2) Empathy, the opinions are at a high level with the mean at 4.11 equally, 3) regarding Responsiveness, the opinions are at a high standard with the mean at 4.07, 4) with respect to the Tangibles of the services, the opinions are at a high level with the mean at 4.06, and 5) concerning the Reliability in the services, the opinions are at a high level with the mean at 4.04. This reflects that food operators for tourism in the route of Lanna Civilization 2 of Thailand can skillfully provide services that meet the needs of international tourists or create services that have a level that is higher than what international tourists expect in all aspects, which will help create the satisfaction and increase the possibility of customers returning to use the service repeatedly.

To comparatively analyze the differences between the demographic information factors that influence the perceptions of Thai Tourists regarding the development of the quality of the Gastronomy Service for Tourism in the route of Lanna Civilization 2, Thailand, the t-test and one-way analysis of variance (ANOVA) were conducted. The results of the research revealed that when considering 1) Tangibles, 2) Reliability, 3) Responsiveness,

4) Assurance and 5) Empathy, the hypothesis testing found that there were significant differences of 0.05 in age, education, occupation and domicile. Moreover, by comparatively analysis of the differences between the demographic information factors that influence the perceptions of international tourists regarding the development of the quality of the Gastronomy Services for Tourism in the route of Lanna Civilization 2, Thailand, the results of the research revealed that 1) when considering the Tangibles, the hypothesis testing found that there were significant differences of 0.05 in age, education, and occupation, 2) when considering the Reliability, the hypothesis testing found that there were significant differences of 0.05 in age, education, occupation, and income, 3) when considering the Responsiveness, the hypothesis testing found that there were significant differences of 0.05 in age, education, occupation, and income, 4) when considering the Assurance, the hypothesis testing found that there were significant differences of 0.05 in age, education, occupation, and income, and 5) when considering the Empathy, the hypothesis testing found that there were significant differences of 0.05 in age, education, and occupation.

By comparatively analysis of the differences between the demographic information factors that influence the expectations of Thai tourists regarding the development of the quality of the Gastronomy Services for Tourism in the route of Lanna Civilization, Thailand and by comparatively analyzing the differences between the demographic information factors that influence the expectations of international tourists regarding the development of the quality of the Gastronomy Services for Tourism in the route of Lanna Civilization 2, Thailand, the results of the research revealed that 1) when considering the Tangibles, the hypothesis testing found that there were significant differences of 0.05 in age, education, and occupation, 2) when considering the Reliability, the hypothesis testing found that there were significant differences of 0.05 in education and occupation, 3) when considering the Responsiveness, the hypothesis testing found that there were significant differences of 0.05 in age, education, and occupation, 4) when considering the Assurance, the hypothesis testing found that there were significant differences of 0.05 in education, and 5) when considering the Empathy, the hypothesis testing found that there were significant differences of 0.05 in age, education, and occupation.

### **Discussions**

Regarding the opinions of Thai tourists toward perceptions regarding the development of the quality of the Gastronomy Services for Tourism in the route of Lanna Civilization 2, they give importance to the following aspects: 1) Empathy, 2) Tangibles, 3) Reliability, 4) Assurance, and 5) Responsiveness, whereas, in the opinions of international tourists toward perceptions regarding the development of the quality of the Gastronomy Services for Tourism in the route of Lanna Civilization 2, importance is given to the following aspects: 1) Assurance, 2) Empathy, 3) Responsiveness, 4) Reliability, and 5) Tangibles. This is in accordance with the findings of Prawram (2015), whose study of Perception

toward Services Quality Development to Support ASEAN Tourism: A study of Hotels in Hat Yai, Songkhla indicated that, overall, the opinions were at a high level. The mean at 3.62, and importance was given to the following aspects: Empathy had the views at a high level. The mean at 3.85, Reliability had the opinions at a high level and the mean at 3.73, Responsiveness had the opinions at a high level and the mean at 3.72, Assurance had the opinions at a high level and the mean at 3.70, Tangibles had the opinions at a high level and the mean at 3.63. This is in accordance with Somchan & Panyarrien (2019), whose research results revealed that 1) considering the accessibility of agro-safety tourism destinations, the hypothesis testing found that there were significant differences of 0.05 in age, occupation, and income, 2) considering the administration of agro-safety tourism destinations, the hypothesis testing found that there were significant differences of 0.05 in gender, education, occupation, and income, 3) considering the tourism amenities of agro-safety tourism destinations, the hypothesis testing found that there were significant differences of 0.05 in education and income, and 4) considering the attractions of agro-safety tourism destinations, the hypothesis testing found that there were significant differences of 0.05 in age, education, occupation, income and domicile.

Moreover, according to Aeknarajindawat (2019), the results of the research revealed that when considering the foodservice role and its importance in satisfying the tourists among regional groups, as well as examining how foodservice quality influences tourists' overall service experiences during their visit to Thailand, the empirical findings show significant differences between tourist groups' satisfaction regarding perceptions of the number of dishes, the value for money, the speed of the service, the food quality and service, and the presentation of the food in general. The structural equation modelling of the study showed that foodservice quality positively influences the overall service experience of visitors to Thailand. In general, good quality food, numerous dishes, attractive food presentation, and good value for money were found to be the essential attributes. This study recommended to the policymakers that they should increase their focus on the tourism that not only enhance itself but also enhance the related industry along with economic development.

### **Conclusion**

Thus, it can be concluded that among satisfied tourists, food service is a significant contributor. Therefore, food operators for tourism in the route of Lanna Civilization 2 of Thailand should be aware of the role and responsibilities that they have toward tourists and the service users, and paying attention to the quality of the services is especially important. If the findings of the study related to the perception and expectations of both Thai and international tourists are applied for use to support the consideration of the operations, it will help tourists or the service users gain confidence and create a strong impression as well as an opportunity for them to return to use the service repeatedly until the highest benefits for the food business for tourism of Thailand can achieve long-lasting sustainability. This study has some future directions that are also the limitations of the study, such as this study

takes only limited predictors and suggested that future studies should add more predictors in their analysis. In addition, this study ignores the mediation and moderation in the analysis, and it is recommended that further studies should put their focus on mediation and moderation factors.

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## SPOSTRZEŻENIA I OCZEKIWANIA TURYSTÓW W ODNIESIENIU DO ROZWOJU USŁUG GASTRONOMII JAKOŚCI TURYSTYKI W TAJLANDII

**Streszczenie:** Obecne badanie ma na celu zbadanie spostrzeżeń i oczekiwań turystów dotyczących rozwoju jakości usług gastronomicznych dla turystyki na szlaku cywilizacji Lanna w Tajlandii. Przeprowadzono badania ilościowe z wykorzystaniem kwestionariusza. Wzór Yamane'a zastosowano do obliczenia wielkości grupy próbnej na 400 osób. Analiza danych za pomocą oprogramowania statystycznego SPSS obejmowała statystyki opisowe, test t i jednocierunkową ANOVA. Stwierdzono, że dla ogólnej opinii na temat postrzegania rozwoju jakości usług gastronomicznych w turystyce na trasie cywilizacji Lanna, turyści tajlandzcy przywiązują wagę do empatii, materialności, niezawodności, pewności i czasu reakcji, a turyści międzynarodowi przywiązują wagę do zapewnienia, empatii, szybkości

reakcji, niezawodności i namacalności. Odnosnie ogólnej opinii na temat oczekiwań dotyczących rozwoju jakości usług gastronomicznych dla turystyki na szlaku cywilizacji Lanna, turyści tajlandzcy podkreślają: empatię, pewność, niezawodność, namacalność i szybkość reakcji, podczas gdy turyści zagraniczni przywiązują wagę do pewności, empatia, szybkość reakcji, namacalne i niezawodne.

**Słowa kluczowe:** postrzeganie, oczekiwania, usługi gastronomiczne dla turystyki.

#### 游客对泰国旅游美食的服务质量发展的看法

**摘要:**本研究旨在调查游客对泰国兰纳文明之路旅游美食服务质量发展的看法和期望。使用问卷进行定量研究。Yamane公式用于计算400人的样本组规模。使用SPSS统计软件进行的数据分析包括描述性统计, t检验和单向方差分析。人们发现, 对于对在兰纳文明路线中发展旅游美食服务质量的看法的总体看法, 泰国游客重视同情, 有形, 可靠, 保证和反应迅速, 国际游客则重视保证, 同理心, 响应能力, 可靠性和实物。关于对在兰纳文明之路发展旅游美食服务质量的期望的总体看法, 泰国游客强调以下几点: 移情, 保证, 可靠性, 有形性和响应能力, 而国际游客则重视保证, 移情, 反应迅速, 有形和可靠。

**关键词:**感知, 期望, 美食旅游业